INDIA MILLET INITIATIVE

Strengthening Supply chain
Value Addition
Advisory Services
Market Access Development
Bio-Fortified Seed

Dr. Satyen Yadav

Dr. Satyen Yadav is an agribusiness professional having a large academic and research background till 1990 where he contribute more than 50 publications in International journals and many research report and delivered more than 200 lectures at different National and International forums.He has been on the board of many companies and associated with many organizations in various capacities.

Currently he is heading Horticulture Produce Management Institute, Director One Life Foundation, Founder of India Millet Initiative and Founder Chairman of Indian Potatoes Limited.

He has contributed significantly by introducing new crops to India like Quinoa, Stevia and many products based on innovative ideas and promoted super-food concept and products. He has been actively involved in projects in India and many countries in agribusiness, organic farming and food processing sector.

Our Program

Our program bolsters millet producers, processors, and distributers to create a condition for millet to thrive. We provide a production program to farmers and buy-back of their produce.

Our Vision

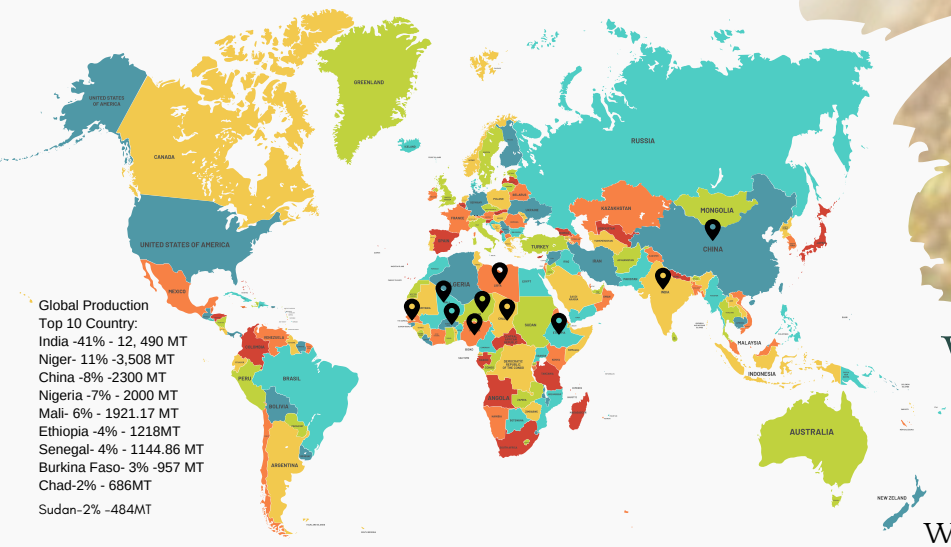
Our vision is to accelerate the production and promotion of millets in India in order to enable populations opting more millet-based healthy foods.

Our Mission

Our mission is to bring the maximum number of farmers, processors, buyers, aggregators, or any-other stakeholders who believe in the promotion of millets and want to be part of the millet expansion program.

INDIA MILLET INITIATIVE

India Millet Initiative is incorporated to save the interests of the farmers and bring efficiency to the backward and forward supply chain by removing the challenges of supply-side and demand-side factors. We are working with producers, processors, and buyers and are fully dedicated to the growth of the millet sector.



India is the largest producer of millets in the world with a share of 41 per cent in 2020. The major millets producing states in India are Rajasthan, Uttar Pradesh, Haryana, Gujarat, Madhya Pradesh, Maharashtra, Karnataka, Tamil Nadu, Andhra Pradesh and Telangana. Currently, together these ten states accounts for around 100 per cent in Millets production in India. Three states namely Rajasthan, Uttar Pradesh and Haryana accounts for more than 81 per cent share in total millet products.

Indian Production of Millets:
Rajasthan – 37.51 kg/ha
Uttar-Pradesh -19.41 kg/ha
Haryana- 11.20 kg/ha
Gujarat-10.56 kg/ha
Madhya Pradesh -8.69 kg/ha

WHY INDIA MILLET INITIATIVE?

We focus on creating innovative pathways for high-quality seed varieties and making them accessible to millet farmers for high yields. We are closely associated with key industry players for creating a market linkage between their produced. We are also working with different agencies for the up-gradation and adoption of new technologies by the millet processors. As an organization we strive to bring the issues to the notice of policymakers for adequate policy support for incentivizing millet production, procurement for government food security programs, and marketing support.

BENEFITS

- *Good for Planet*
- *Save our Health*
- *Save our water*
- *Good for Farmer*
- *Climate Resilience*
- *Solve Malnutrition Problems*

OUR PROGRAMS

Value Addition through Organic Farming and Food Processing

Organic farming has been the need of the hour to reduce the cost of production and add commercial value to it and promote value addition with aim to have certified organic processed food for domestic marketing as well as International marketing.

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Breeder Seed Bank for Bio-fortified Millet Seeds

To promote Seed Bank for Bio-fortified Varieties of Millets and provide to farmers with hand holding support including technology support, extension services, value addition and market linkages to produce commercial crops to empower the farmers and strengthen the agrarian economy and contribute our efforts to the initiatives of Mal-nutrition and food security.

Training and capacity building

We provide training across different millet value-chain. We train farmers working in various districts of millet growing regions. They provide all cultivation. We train farmers groups, FBOs and SHGs for a collective decision in farming. We also organize training programs for millet processors and businessland entrepreneurs for enhancing their processing and marketing skills.

Awareness and promotion

We have fulltime dedicated staff for adopting better methods of millet extension services to farmers and upgrade their knowledge-base on a) seed preparation b) seed sowing c) fertilizers and nutrient management e) processing and marketing.

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