

Success Story on Value Addition and Marketing of Millet Products

Khogare D.T. and R. Anitha

Sr. Scientist and Head, KVK, Madanapuram, Wanaparthy District. Telangana state

SMS (Home Science), KVK, Madanapuram, Wanaparthy District. Telangana state

*Corresponding Author: khogare_2006@rediffmail.com

Millets are tasty grains that have a mildly sweet, nut-like flavour. Millets are rich sources of protein, dietary fiber, energy and minerals when compared to rice. These millets have diversified high food value but the consumption of these millets has declined for want of standardized processing techniques to compete with fine cereals. Hence an effort was made to increase the utilization of small millets in popular foods which would find ready acceptability with the tag of 'HEALTH FOODS'.

Small millet-based value-added products including traditional recipes, bakery products, pasta products, flaked and popped products instant food mixes are developed and standardized by various institutes. The products which are commonly prepared by the farmers using cereals are replaced with small millets to increase their utilization.

Training and motivation

Mrs Nirmala old from Amarachintha of Wanaparthy dist. got training on "Skill training on Millet Processing and Value addition" at KVK, Madanapuram under UNATTI programme for 5 days and took assistance from KVK Scientists for establishing Small Scale Millet Unit that Includes



Bakery Equipment's. She also gained knowledge on Millet Cultivation, Post-Harvest and hygiene packing techniques.

Adoption of technology and innovative practice

Processing and value addition started as home scale production with one product (Ragi Cookies) and slowly expanded to other 3 types of Millet Cookies (Sorghum, Pearl Millet and Fox tail millet). She branded and registered her product and obtained FSSAI certificate. She marketed her products by establishing store in Amarachintha village of Wanaparthy District Telangana State. She brought several innovations in to practice. Sugar was substituted with Jaggery and Dates to improve the taste and nutrition.

Achievements

She with the support of family established a small store at Amarachintha village of Wanaparthy District of Telangana wherein she put the Millet cookies for sale along with millet cake and Laddu. All the products are packed with brand name of "Arogyamasthu" with FASSI registration. At present she could realize a net income of Rs.31,000/- per month.



Contact details of farmer

Name of the farmer	Address	Phone no
Mrs Nirmala	Amarachintha of Wanaparthy dist	9553356769

Table 1: Economics

Sr.No	Particulars	Production per month (kg)	Gross income (Rs.)	Net Returns (Rs.)
1	Millet Cookies	100 kgs	25000/-	7000/-
2	Millet laddoo	100 kgs	25000/-	5000/-
3	Millet cake	1000 no.	20000/-	19000/-
Total				31,000/-
