

ITC runs millets value-chain projects in AP & Maharashtra

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TO BOOST MILLET production, developing post harvest management for the farmers and developing market linkage, diversified conglomerate ITC has undertaken projects through private-public partnership (PPP) mode in Andhra Pradesh and Maharashtra in collaboration with Indian Institute of Millets Research, said S Shiv Kumar, Group Head, agri business, on Tuesday.

“The focus of this collaboration is to introduce new crop varieties and demonstrate production and post harvest management to farmers for developing a robust millet value chain,” Kumar said.

He said that the focus of the company's millet initiative is to increase output, improve the quality of produce and develop post harvest technologies.

Under the ITC Mission Millets programme, the company over the next few years will launch millet-based noodles

FOCUS ON INCREASING OUTPUT



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■ ITC will launch millet-based noodles and pasta under the YiPee brand, ragi vermicelli, multi-millet dosa and rava idli mixes under Aashirvaad brand

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Besides this, 100% multi-millet-based cookies under Sunfeast have been launched, along with millet choco-sticks confectionery under Candyman Fantastik and millet-based snacks under the Bingo brand.

The company is currently leveraging its supper app - meta market for advanced agri-

cultural rural services (MAARS) for developing value chains for millets and other crops.

The company is currently sourcing nutri-cereals such as sorghum, pearl millet, ragi, etc from farmers in Karnataka, Maharashtra and Andhra Pradesh. ITC has connected 1,150 farmer producer organisations (FPOs) connected through its super app. The app will cover as many as 4,000 FPOs, practically all such organ-

isations in the nine states, where the company has extensive agri business presence, by 2030.

ITCMAARS provides assorted agricultural and allied services to farmers on the digital platform. The supply of seeds and fertilisers and services like soil testing, weather forecast and marketing are being carried out via the facility.

The company released a special postal stamp on millets in collaboration with India Post on Tuesday, for commemorating the international year of millets.

In April 2018, millets were re-branded as 'nutri cereals' and the government declared it the national year of millets with the objective of generating more production and consumption.

Millets are primarily grown during the kharif season in rain-fed areas as these crops are less water and need much less agricultural inputs. Karnataka, Tamil Nadu, Andhra Pradesh, Maharashtra, Madhya Pradesh, Madhya Pradesh and Odisha are the key millet producing states.