



Government of Odisha has launched a “*Special Programme for promotion of Millets in Tribal Areas of Odisha*” (or, *Millet Mission Odisha*) in 7 districts of Odisha. One of the major objectives of the programme is to increase household consumption, including development of strategies to improve consumption of millets in urban areas.

In this context, the State Secretariat (NCDS & WASSAN) is launching a millet internship programme in urban areas (to begin with, this is being limited to the twin cities of Bhubaneswar and Cuttack). A concept note for the initiative is available at <https://ncds.nic.in> and [www.milletsodisha.com](http://www.milletsodisha.com). Interested people from Bhubaneswar and Cuttack are encouraged to apply by sending an email to [specialprogrammемilletsodisha@gmail.com](mailto:specialprogrammемilletsodisha@gmail.com) with copy marked to [chitta.ncds@gov.in](mailto:chitta.ncds@gov.in). Last date for receiving the applications is December 30, 2017.

## *Concept Note on Millet Urban Internship Programme*

### Context

Government of Odisha has launched a “Special Program for promotion of Millets in Tribal Areas of Odisha or Millet Mission Odisha” (or, Millet Mission Odisha) in 7 districts of Odisha.

Objectives of the Programme are

1. To increase household consumption of millets for enhanced household nutrition security.
2. To promote millet processing enterprises at Panchayat and Block level.
3. To improve productivity of millets crop systems.
4. To develop millet enterprises and establish market linkages to rural/urban markets with focus on women entrepreneurs.
5. To include millets in the State nutrition programmes and the public distribution system

### Recent Experiences

One of the mandates is to develop strategies to improve consumption of millets in urban areas. In order to promote this, the State Secretariat (NCDS & WASSAN) of Millet Mission has been conducting some preliminary cooking workshops and events in Bhubaneswar. Response to these activities has been overwhelming. In fact, the response has been particularly inspiring in the slums. Working class women in the slums who toil very hard and often suffer from bone related ailments. When they came to know that ragi has expressed their desire to buy and consume ragi, which has 30 times more calcium than rice.

Further, awareness events conducted in urban localities has elicited a positive response. Based on these successes, we had a series of discussions with voluntary organisations, private marketers, middle class households (in gated apartments, and public sector housing), notable bakeries and restaurants.

*In this context*, the State Secretariat (NCDS & WASSAN) of Millet Mission is launching a Millet Urban Internship programme. Through this programme, we aim to have an intensive media engagement for creating awareness, building momentum around millets in urban areas. To begin with, this internship programme is being launched in the twin cities of Bhubaneswar and Cuttack.

### Approach

To meet the above goals and objectives in a cost effective way, we propose to start millet urban internship programme. The proposed structure of the team for urban campaigns is as follows;

1. 10 volunteers will be selected in partnership with Bakul and others voluntary organisations.
2. 10 volunteers and 5 cooks will be trained on millet recipe preparation and other logistics.
3. 5 teams will be formed with 2 members each.
4. Each team will conduct one event per fortnight and put up a stall/conducting an event.
5. Each team member will receive Millet T-shirts.
6. Each team member will receive logistics expenses
7. Each cook will receive Rs 400 per day.
8. Over a period of 5 months, around 50-60 such events shall be conducted by the interns.
9. Interns should also engage with media.

### Following are the broad set of activities to be taken up under the programme

Following activities will be carried out by the team.

1. Conduct cooking workshops in various gated communities in Bhubaneswar.
2. Engage with media especially through millet recipe workshops, and events among others.
3. Put up millet recipe stalls in various college/university/cultural/religious events
4. Organise millet cooking competitions in gated communities in partnership with any online/TV shows.
5. Work with various voluntary organisations in the twin cities of Bhubaneswar and Cuttack to create an urban and nutrition sensitive constituency for millets. It is expected that in due course of time this will be expanded to other cities in the state of Odisha.

Structure and scope of the work may be modified based on the response and feedback.