



Research Unit
Press Information Bureau
Ministry of Information and Broadcasting
Government of India



India Champions Shree Anna: A Global Millet Movement

February 16, 2024

Millets, also known as Shree Anna, encompass a group of small-grained cereals renowned for their remarkable nutritional profile and adaptability. Recognizing their potential, the United Nations General Assembly, at **India's initiative**, declared **2023 as the International Year of Millets**.¹ Government of India has been taking significant steps towards actively promoting millets.²



SHREE ANNA

- 2023 DECLARED AS THE INTERNATIONAL YEAR OF MILLETS
- 30 SHREE ANNA BASED PROPOSALS WITH AN OUTLAY OF RS. 800 CRORES APPROVED
- MORE THAN 500 START-UPS AND 350 FPOS ESTABLISHED
- WORLD FOOD INDIA ORGANISED WITH KEY FOCUS ON MILLETS
- LOANS AMOUNTING TO RS. 90.80 CRORE SANCTIONED FOR SHREE ANNA PROCESSING UNITS

Various schemes and initiatives have been rolled out to support millet farmers and processors. The **Production Linked Incentive Scheme for Food Processing Industry for Millet-based products (PLISMBP)** approved **30 Shree Anna-based proposals** with an outlay of **Rs. 800**

¹ <https://eatrightindia.gov.in/EatRightCampus/uploadPath/PDF/EATRIGHINDIA/English.pdf>

² https://www.mofpi.gov.in/sites/default/files/food_processing_magazine_compressed_1.pdf

crores and the Sub-Mission on Nutri-Cereals (Millets) under the National Food Security Mission (NFSM) are notable examples. Loans amounting to **Rs. 90.80 Cr** have been sanctioned for Shree Anna processing units under the PM Formalization of Micro Food Processing Enterprises (PMFME) scheme, further fostering entrepreneurship in the sector. In continuation to this, **25 seed hubs** have been established to ensure the availability of quality seed and more than **500 start-ups** and **350 FPOs** have been established and are operational in the millet ecosystem as of now.

Research and development efforts have been substantial, with the **Indian Institute of Millets Research (IIMR) in Hyderabad designated as the Global Centre of Excellence** for sharing best practices and technologies related to millets. The establishment of an Export Promotion Forum (EPF) dedicated to promoting millets internationally and the inauguration of the Regional Research Centre for Bajra in Rajasthan underscore the commitment to advancing research and innovation in the millet sector.

In terms of events, India has spearheaded a global millet movement through various platforms

such as the G20 presidency, Millet Culinary carnival, and International Trade Events.

The Global Millets (Shree Anna) Conference held in March 2023 at IARI, Pusa Campus, New Delhi, inaugurated by the Prime Minister, was instrumental in raising awareness about millets. Additionally, a Virtual Trade Fair (VTF) for millets has been established to facilitate global interaction and business negotiations,



while participation in international trade fairs by APEDA has expanded the reach of millet products in global markets.

This reflects the growing recognition of millets as a significant component of India's food landscape and the potential for economic growth and development in the sector.

References

- <https://pib.gov.in/PressReleseDetail.aspx?PRID=2004510>
- <https://pib.gov.in/PressReleseDetail.aspx?PRID=2003546>
- <https://pib.gov.in/PressReleseDetail.aspx?PRID=1988179>
- <https://pib.gov.in/PressReleseDetail.aspx?PRID=1982798>
- <https://pib.gov.in/PressReleseDetail.aspx?PRID=2003546>
- <https://www.mygov.in/campaigns/millets/#:~:text=In%20addition%20to%20a%20plethora,2023%20the%20International%20Year%20Millets.>
- <https://eatrightindia.gov.in/EatRightCampus/uploadPath/PDF/EATRIGHITINDIA/English.pdf>

Nimish Rustagi/ Himanshu Pathak/Ritu Kataria/ Madiha Iqbal