

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

LOK SABHA
UNSTARRED QUESTION NO. 2991
TO BE ANSWERED ON THE 8TH AUGUST, 2023
NUTRITIOUS CEREALS IN DIETARY SCHEMES

2991. SHRI GHANSHYAM SINGH LODHI:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether the Government has prepared any scheme to work with healthcare professionals and nutritionists to promote the inclusion of nutritious cereals in dietary schemes for various health conditions;
- (b) if so, the details thereof;
- (c) whether consumer participation through contests and social media campaigns has been used to promote consumption of nutritious cereals; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF AGRICULTURE AND FARMERS WELFARE
कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a) & (b) The Food Safety and Standards Authority of India (FSSAI), under the aegis of Ministry of Health and Family Welfare has been promoting incorporation of millets as part of a healthy and diverse diet among different sections of people through its Eat Right India initiatives. FSSAI has also prepared a millet based recipe book called 'Shree Anna (Millets) Recipes – A Healthy Menu for Mess/Canteens'. The book contains regional specific recipes from East, West, North and South. Shree Anna are also included under the Poshan Abhiyan of the Ministry of Women and Child Development. Further, the Ministry of Food and Public Distribution has revised its guidelines to increase the procurement of Shree Anna under the Targeted Public Distribution System (TPDS), Integrated Child Development Services (ICDS) and Mid-Day Meal. The Ministry has also advised the State Governments and Union Territories to increase the procurement of Shree Anna. An Export Promotion Forum dedicated to promotion of Shree Anna in the international market has been set up to facilitate promotion, marketing and development of Shree Anna exports from India.

(c) & (d) As a part of promotional activities of International Year of Millets (IYM)-2023, the Ministry of Agriculture and Farmers Welfare (MoA&FW) is promoting Shree Anna during India's G20 presidency. Shree Anna are also showcased in various events such as International Trade Fair, Surajkund Mela etc. A key event organized towards International Year of Millets was the Global Millets (Shree Anna)

Conference, held from 18th – 19th March 2023 at IARI Pusa campus, New Delhi which was inaugurated by the Hon'ble Prime Minister. In continuation to the efforts towards mainstreaming Shree Anna, a 'Millets Experience Centre (MEC)' has been opened at Dilli Haat, INA, New Delhi with an aim to raise awareness on Shree Anna and encourage its adoption among general public. In order to encourage consumption of Shree Anna among government employees, all Government offices have been advised to include Shree Anna snacks in departmental trainings/meetings and Shree Anna based food items in departmental canteens. MoA&FW has also installed vending machines for Shree Anna products through National Agricultural Cooperative Marketing Federation of India (NAFED) to various Ministries/Departments. Shree Anna and its products have been identified as One District One Product (ODOP) in 19 districts of 10 States.

The Ministry of Information & Broadcasting through DD News Network carried out awareness campaign on Millets and International Year of Millets-2023 (IYM-2023) with live telecast of events, special programmes, ground stories, interviews in all bulletins and prime time news shows. In addition, Akashvani Stations are broadcasting "Kisanvani" & "Kisan Ki Baat, programmes in collaboration with Ministry of Agriculture & Farmers Welfare. Moreover, sustained programmes are being broadcast through 97 identified stations on the nutritive benefits of Millets in human diet, its significant role in ensuring food security, its uses as nutri-rich livestock feed, climate-friendly cultivation and cost effective remunerative farming for farmers. Apart from this, discussion and interview bases programmes have also been produced by News Services Division (NSD), All India Radio to raise the awareness on the benefits of millets and awareness material is also being extensively disseminated on various digital platforms of NSD. Various recipes based on millets have also been uploaded on Akashvani samachar Youtube channel.
