

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
(DEPARTMENT OF COMMERCE)

LOK SABHA
UNSTARRED QUESTION NO. 742
ANSWERED ON 07/02/2024

EXPORT OF MILLETS

742. DR. SHRIKANT EKNATH SHINDE:
SHRI KANAKMAL KATARA:
DR. KRISHNA PAL SINGH YADAV:
SHRI UNMESH BHAIYYASAHEB PATIL:
PROF. RITA BAHUGUNA JOSHI:
DR. SUJAY RADHAKRISHNA VIKHE PATIL:
DR. HEENA VIJAYKUMAR GAVIT:

Will the Minister of **COMMERCE & INDUSTRY** (वाणिज्य एवं उद्योग मंत्री) be pleased to state:

- (a) whether the Government has taken any steps to facilitate, promote and encourage the export of agricultural products including millets from India, if so, the details thereof and if not, the reasons therefor;
- (b) the current status of millet export from India, State-wise;
- (c) whether the Government is taking steps to educate people about the benefits of millet consumption, if so, the details thereof and if not, the reasons therefor; and
- (d) the steps taken by the Government to penetrate the Global Market of Millets?

ANSWER

वाणिज्य एवं उद्योग मंत्रालय में राज्य मंत्री (श्रीमती अनुप्रिया पटेल)

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SMT. ANUPRIYA PATEL)

(a) The Agricultural & Processed Food Products Export Development Authority (APEDA), a statutory organization under the administrative control of the Department of Commerce, has the mandate to promote export of agricultural products, including millets, from India. APEDA provides assistance to its registered exporters, including those of millets, under Agriculture & Processed Food Export Promotion Scheme of APEDA. The assistance is provided under various components of the schemes viz. Infrastructure Development, Quality Development and Market Development. Buyer-Seller Meets (BSMs) are organized in the clusters to provide export-market linkages. Regular interactions, through video conferences, are held with the Indian Missions abroad, to assess and tap export opportunities. Country specific BSMs, through Indian Missions, are also organized.

(b) State-wise details of India's millet exports during the year 2022-23 are at Annexure.

(c) The year 2023 was celebrated as the International Year of Millets (IYM – 2023). The Government of India has taken a proactive multi-stakeholder engagement approach (engaging

various central government Ministries/Departments, States/UTs, farmers, start-ups, exporters, retail businesses, hotels, Indian Embassies etc.) to achieve the objectives of IYM 2023 and taking Indian millets globally.

The Government of India has organized various events to make it peoples' movement so that the Indian millets, recipes, value added products be promoted globally. Millets were promoted during the G20 presidency in India, Millet Culinary carnival, International Trade Events, Chefs Conference, exhibition of Farmers Producer Organizations (FPOs), road shows, kisan melas, Chef's training for paramilitary forces, ASEAN India Millet Festival at Indonesia and Delhi etc.

To make India a global hub for 'Shree Anna', the Indian Institute of Millets Research (IIMR), Hyderabad has been declared as the Global Centre of Excellence for sharing best practices, research and technologies at the national and international level. IIMR is providing training to the farmers, women farmers, home makers, students and young entrepreneurs on manufacturing of value-added millet food products, daily recipes etc., and supporting them to establish self-enterprise. The institute has also developed value-added technologies, including "Ready to Eat" and "Ready to Cook" for millet foods. Other steps taken in this regard are branding of millet foods under "Eatrite" tag; holding of awareness programmes; and promoting agribusiness incubator and technology business incubators etc.

In continuation to the efforts towards mainstreaming millets, a 'Millets Experience Centre (MEC)' has been opened at Dilli Haat, INA, New Delhi with an aim to raise awareness on Millets and encourage its adoption among general public. 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.

(d) The Government has been working to leverage partnerships with start-ups, academic & research institutions, Indian missions, processors, retailers and exporters to promote Indian millets in the global markets. An Export Promotion Forum (EPF) dedicated to promoting millets in the international market has been established. A separate millet-specific web portal has been developed containing information about millets, their health benefits, production and export statistics, millet exporter's directory etc. APEDA has also organized a comprehensive global marketing campaign showcasing India's potential and accordingly E-catalogues of 30 importing countries and 21 millet producing states have been released.

A Virtual trade fair (VTF) for millets has been developed and made available for exporters and importers from across the globe providing a single platform to interact and negotiate business deals. VTF is operational for 24X7, 365 days.

APEDA has also organized participation in international trade fairs like BIOFACH - Germany, Gulfood - Dubai , Natural Products Expo West - USA , International Food and Drink (IFE) and BSM - UK , SIAL Food - Canada, [Seoul Food & Hotel – South Korea](#) etc. facilitating exporters to present and promote their millet products in global markets. APEDA is also working with Indian Missions in importing countries to promote millets and value-added products.

Annexure referred to in reply to Part (b) of Lok Sabha Unstarred Question No. 742 for answer on 07.02.2024.

Annexure

State-wise Details of India's Exports of Millets during 2022-23		
Qty. in MT; Value in USD Millions		
State	Qty	Value
Gujarat	78106.15	34.19
Maharashtra	50486.43	24.07
Bihar	19917.76	5.53
West Bengal	12587.49	3.52
Telangana	1680.25	3.30
Tamil Nadu	2952.63	2.48
Andhra Pradesh	1319.78	0.61
Haryana	301.59	0.42
Karnataka	429.25	0.35
Madhya Pradesh	345.76	0.28
Kerala	326.95	0.27
Rajasthan	405.71	0.26
Uttar Pradesh	112.14	0.11
Punjab	50.64	0.07
Other States	26.69	0.02
Total	169049.22	75.48

Source: DGCI&S
