

# Market Linkages to Upscale Non-Chemical Sustainable Food Production

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20<sup>th</sup> April, 2022, AAETI, CSE.









# Natural Farming Products..

- Small quantities of larger number of crops (diversity & Volume)
- Non-uniform produce : physical appearance
- And, from rainfed areas..
  - Irregular supplies
  - Interior areas

Market systems that have evolved / designed for products of UNIFORM, LARGE VOLUMES, STORED IN FUMIGATED GODOWNS and related value chains **work for non-chemical food?**



- Janjeevana MACS, Anantapur District, AP
- Works with over 2000 farmers
- Has a turnover of over Rs.2.00 crores
- Supplies to Safe Harvest Pvt Ltd & others
- NPM/ uncertified organic produce
- NABKISAN





**Groundnut**

State Warehousing  
Corpn Godowns

Fumigation,

100 tons,

Collateral  
Management  
Agency,

HDFC Bank, 9% @i  
Agreed for Rs.5 cr

FPOs; 10 X of share  
capital

**Millet**

Marketing Coop  
Society

Bank  
tie up

500 tons  
godown

No BIS standards for  
millets

Standards developed – and  
given

**NeRL**

eWHR

WDRA  
registration

Question of fumigation  
still remains

- Availability of warehousing for
  - non-chemical produce
  - Multiple produce in small quantities
  - At a nearby place?
- Accepted BIS/ AgMark standards for all these products
- WDRA – registration protocols of the warehouses
- Banks lending cap on FPOs (as multiples of networth / share capital)
- Primary processing infrastructure (who invests?)
- Would it be still economical after all these efforts!  
Would there be any margin left for FPOs?

Ecosystem of  
Market Services  
for NF produce?

# Popular Narrative..

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- FPOs & FPOs ..
- Organised Retails will bring in premium to incentivise farmers to do non-chemical agriculture ..?
- Certification ..
- Organic value chain..

Would they  
enable larger-  
scaling up?



- Share of organised retail in food market .. 3% to 7% ..??
- 93% unorganised retail sales .. Isn't it the 'market'
- Share of FPOs..?

Can they be market drivers for 'scale'?

**What could be potential market drivers?  
And where do we make public investments?**



## Kiosks (Millet based Tiffin Centers) at GP/ Block/ District level

- 107 nos. of Millet Shakti Tiffin Centres have been established. On an average one tiffin center is making business of **Rs 19-20 thousand a month and earning profit of 5-6 thousand Rs.**
- 5 no. of Millets on Wheels has been setup
- Millet Shakti Café in Keonjhar Collectorate is working well. 2 more will be inaugurated soon.







**ODISHA**

MILLETS MISSION  
Reviving millets in farms and on plates

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# Millet Shakti Café/ Outlet

Functional in Keonjhar, Sundargarh  
& Bhubaneswar





## y WSHGs ions











## Mini De-huller - To Increase HH consumption



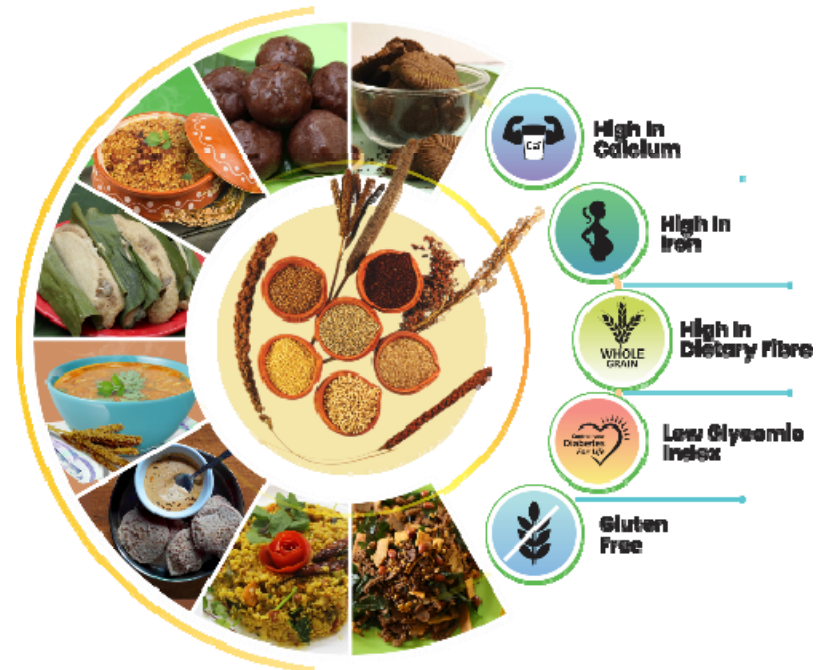
Nano Enterprises



# Ragi Ladoo as morning snack in ICDS in Keonjhar and Sundargarh



	Sundargarh	Keonjhar	Total
No of Children Covered	60,000	80,000	1.4 Lakh
No of AWCs covered	3809	3257	7,066
No of SHGs engaged in supply of Laddu Mix	39	21	60



## Future Plans

- Expansion of Ragi Laddu as snack in ICDS in all Districts
- Pilot of Ragi Based THR
- Pilot of Little Millet Khichri as hot cooked meal in ICDS



# Training to the Anganwadi functionaries on millet recipes preparations and the nutritive values of millets





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## Food festivals at community level









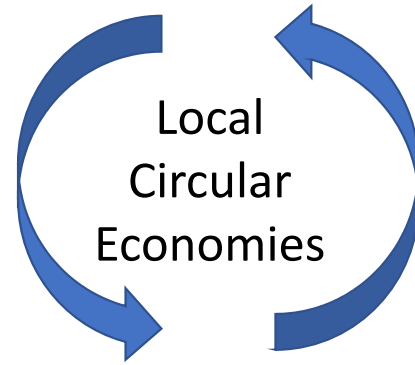
## Public Procurement of Food Grains



**3,23,000** Quintals  
**Ragi Procured in Odisha**  
During Kharif Marketing Season 2021-22 from  
**41,286** Farmers

## Key Questions..

- What is the **Ecosystem of Support** Required for strengthening **decentralised markets for non-chemical food**.



### At Farmers – Market Level

- Primary processing
- Storage
- Warehousing
- Bank finance

### At Local Enterprise Level

- Small enterprises
- Technology
- Investment on consumer sensitivity

- Where should public investments be made to build a market ecosystem