



Millets in Motion: A Marketing Evolution Study of Millet-Based Products in Odisha

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ABSTRACT

This paper investigates the marketing evolution of millet-based merchandise in Odisha, focusing at the developing popularity of millets as a sustainable and nutritious meals source. As part of India's large push toward selling indigenous grains, Odisha has seen a shift in patron alternatives toward millet-based meals, pushed via fitness-recognition and environmental worries. Despite the capability of millets, the advertising and marketing and adoption of millet-based totally merchandise face several demanding situations, along with restrained consumer consciousness, competition from extra mainstream meals products, and shortage of effective promotional strategies. This study examines the evolution of millet-based product advertising strategies in Odisha, assessing how nearby manufacturers, government initiatives, and personal businesses have navigated those demanding situations. The studies explores the role of branding, product innovation, and distribution strategies in driving the popularity of millet-primarily based foods. The findings advocate that even as the millet marketplace in Odisha continues to be in its nascent degrees, it holds widespread capability for boom with the proper advertising and marketing strategies that align with client values consisting of health, sustainability, and nearby food tradition. The paper also highlights key pointers for stakeholders to enhance the visibility and recognition of millet-primarily based merchandise inside the country, emphasizing the significance of targeted campaigns, collaborations with nearby farmers, and enhancing product diversification.

Keywords: Millets, Evolution, Millet-Based Products, Odisha, Consumer Awareness, Sustainable Food.

1. Introduction

The nutritional cost of millets has long been recognized in traditional Indian diets, however in recent many years, these grains have fallen out of style as rice and wheat have become greater dominant. However, there is a growing hobby in millets again, particularly due to their resilience to climate change, their ability to grow in water-scarce regions, and their high dietary content. Millets are gluten-free, wealthy in fiber, iron, and different important minerals, making them perfect for addressing various fitness worries like diabetes, obesity, and malnutrition.

Odisha, a nation positioned at the japanese coast of India, has traditionally been one of the most important producers of millets. However, over time, the cultivation of millets in the country has reduced, in large part because of the rise of rice cultivation and the adoption of excessive-yielding sorts of wheat and other plants. To combat this, the Odisha government launched the Odisha Millets Mission (OMM) in 2017. This undertaking aimed to promote the cultivation, processing, and consumption of millets, thereby reviving a centuries-vintage agricultural exercise and making sure meals safety, in particular for tribal and rain-fed regions.

The undertaking's number one objective isn't simply to promote millet cultivation however also to revitalize the marketing of millet-primarily based merchandise, creating a sustainable profits source for farmers and encouraging purchasers to interchange back to these nutritious grains. This paper focuses on the evolution of advertising techniques for millet-based totally merchandise in Odisha, exploring the position of OMM in facilitating those strategies, analyzing demanding situations, and assessing the effect of advertising on purchaser behaviour and farmer incomes.

Millet-primarily based products are advertised in numerous bureaucracy, which include ready-to-consume (RTE) products, millet-based totally snacks, and beverages, all of which have gained tremendous interest within the health-aware, urban client segment. The upward thrust of such products is being aided with the aid of the establishment of Farmer Producer Organizations (FPOs), self-help corporations (SHGs), and small corporations, which can be running collectively to beautify the visibility and marketability of millet merchandise.

This research paper pursuits to present a complete examine of the way advertising techniques for millet-based totally products in Odisha have developed over the years, the role of the authorities and private region in promoting those merchandise, and the demanding situations confronted in advertising millets. The findings will no longer only offer insights into the success of the Odisha Millets Mission however also recommend pointers to beautify the effectiveness of marketing strategies.

2. Literature Review

2.1 Importance of Millets

Millets, a own family of small-seeded cereals, have been part of conventional diets across India, specifically in arid and semi-arid regions in which they thrive in negative soil situations with minimum water necessities. Known for his or her resilience and high nutritional content material, millets provide quite a few blessings. They are rich in nutritional fiber, proteins, and essential micronutrients together with iron, calcium, and magnesium, all of which might be vital in fighting malnutrition and way of life-related sicknesses including weight problems, diabetes, and high blood pressure.

The resurgence of interest in millets can be traced to growing fitness consciousness amongst clients. With an growing awareness on smooth eating and sustainable agriculture, millets are gaining recognition as a superfood. Their gluten-unfastened nature and occasional glycemic index make them an attractive alternative for fitness-aware consumers, such as those with gluten intolerance or diabetes.

2.2 Decline and Revival of Millet Cultivation

Despite their dietary and environmental blessings, millet cultivation has drastically declined over the past few many years, specifically because of the focal point on rice and wheat underneath India's Green Revolution. This shift become in large part driven by authorities subsidies and policies favoring rice and wheat cultivation, leaving millets to be relegated to a minor function within the agricultural panorama.

In Odisha, millet cultivation became conventional in tribal and rural areas, but the advent of rice-targeted regulations and food protection applications reduced millet cultivation in favor of rice. The Odisha Millets Mission (OMM) changed into a response to this growing issue. The challenge's goal is to deliver millets returned into mainstream agriculture by way of imparting assist to farmers, facilitating get right of entry to to markets, and creating a call for for millet-based products through diverse channels together with FPOs and SHGs.

Studies on comparable millet revival packages in different parts of India have shown wonderful results. For instance, millet revival initiatives in Rajasthan and Karnataka have caused expanded millet cultivation and a rise in the variety of millet-primarily based products to be had inside the market.

2.3 Marketing Strategies for Millet-Based Products

The advertising of millet-based merchandise has shifted substantially with the onset of OMM. Initially, the market for millets turned into in large part constrained to conventional meals guidance strategies in rural regions. However, with increasing awareness of millets' health benefits and the advent of price-added products, the marketplace for millet-based merchandise has different. These merchandise are now not limited to rural areas but are actually to be had in city stores and even e-commerce systems.

One of the important thing projects in selling millet-based products has been the development of various merchandise that cater to city tastes, together with prepared-to-consume millet snacks, instantaneous millet meals, and millet-primarily based drinks. These value-introduced merchandise have allowed for greater marketplace penetration and feature located millets as a state-of-the-art, fitness-conscious alternative to conventional grains. FPOs and SHGs were instrumental in developing a established supply chain for those products, from farm to marketplace.

2.4 Challenges in Marketing Millet-Based Products

Despite the positive strides made in advertising millet-primarily based merchandise, numerous challenges stay. One of the most important obstacles is patron focus. Although millets are taken into consideration a nutritious alternative, many consumers are nevertheless ignorant of the health benefits and versatility of millets. There is a want for continuous academic campaigns to focus on the nutritional benefits of millets and sell them as a mainstream food preference.

Another challenge is opposition from other grains, mainly rice and wheat, which can be more ingrained in India's food way of life. Changing patron behaviour and breaking the stronghold of rice and wheat as staples is a slow method, mainly in rural regions wherein conventional food habits are deeply rooted.

Moreover, the infrastructure for millet processing and distribution remains underdeveloped. Standardized packaging, advertising strategies, and retail channels are critical for increasing the market. Without right infrastructure, the advertising and marketing of millet-primarily based merchandise stays limited to area of interest segments.

2.5 Impact of Marketing on Consumer Behaviour and Farmer Incomes

Successful advertising of millet-based totally products has the ability to create a shift in consumer behaviour. By effectively speaking the fitness benefits of millets and positioning them as a healthy opportunity to traditional grains, it's miles feasible to generate more demand for those merchandise. As more customers choose millets, the demand for millet-based merchandise will boom, which in turn can pressure up the earning of millet farmers.

The fulfillment of advertising and marketing strategies may also depend on how nicely these strategies align with client possibilities. For example, the introduction of ready-to-cook dinner and equipped-to-devour millet-based merchandise has made it less complicated for clients to include millets into their diets without considerable modifications to their consuming behavior.

For farmers, the multiplied demand for millet-based totally products offers an possibility to enhance their incomes. By accomplishing fee-brought product advent and processing, farmers can fetch higher costs for their produce. The integration of FPOs and SHGs on this technique in addition strengthens the supply chain and guarantees honest pricing for the farmers worried.

3. Research Objectives

The main goals of this research paper are as follows:

1. To analyze the evolution of advertising strategies for millet-primarily based products in Odisha.
2. To examine the impact of the Odisha Millets Mission at the promotion and advertising of millets.
3. To become aware of the challenges and opportunities in advertising and marketing millet-primarily based merchandise.

4. Research Methodology

This observe follows a quantitative approach utilising secondary information from authorities reports, educational literature, and publications related to the Odisha Millets Mission.

5. Data Analysis

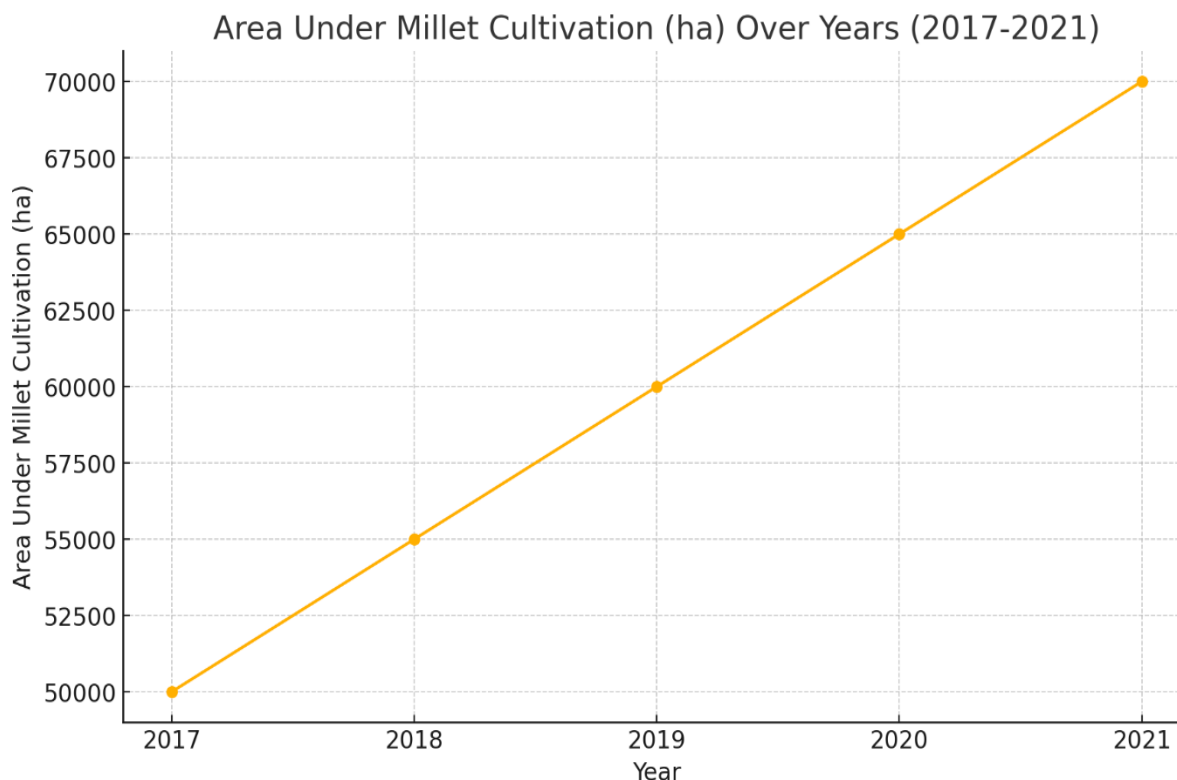
The table provides statistics on millet cultivation and its associated activities over a 5-12 months duration, from 2017 to 2021. It tracks key metrics consisting of the region below millet cultivation (measured in hectares), the wide variety of Farmer Producer Organizations (FPOs), the number of Self-Help Groups (SHGs) involved, and the volume of millet products produced and sold (measured in tons). Over the years, there was a steady growth in all metrics: the region below cultivation grew from 50,000 hectares in 2017 to 70,000 hectares in 2021, whilst the number of FPOs and SHGs involved also noticed steady increase. Concurrently, each the millet product volume produced and bought confirmed full-size will increase, reflecting the enlargement of millet farming and its market presence.

Table no. 1: Statistics on millet cultivation and its associated activities over a 5-12 months duration, from 2017 to 2021

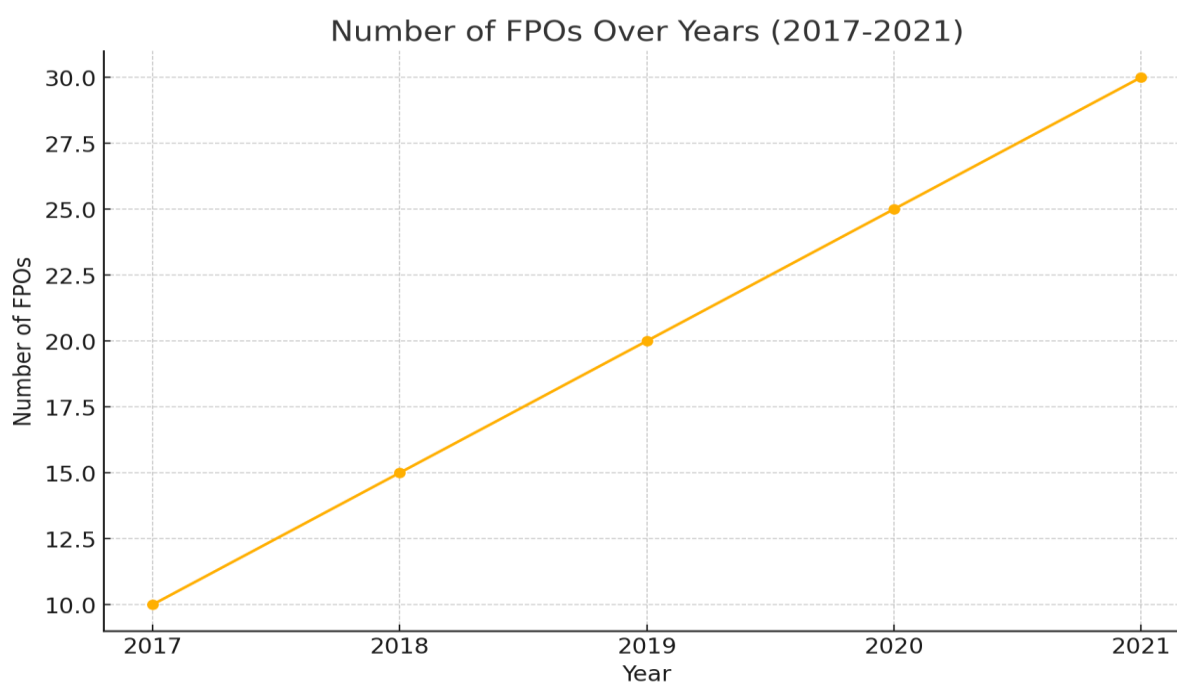
Year	Area Under Millet Cultivation (ha)	Number of FPOs	Number of SHGs Involved	Millet Product Volume Produced (tons)	Millet Product Volume Sold (tons)
2017	50,000	10	20	5,000	3,000
2018	55,000	15	25	6,000	4,500
2019	60,000	20	30	7,000	5,500
2020	65,000	25	35	8,000	6,500
2021	70,000	30	40	9,000	7,500

Source: Secondary data

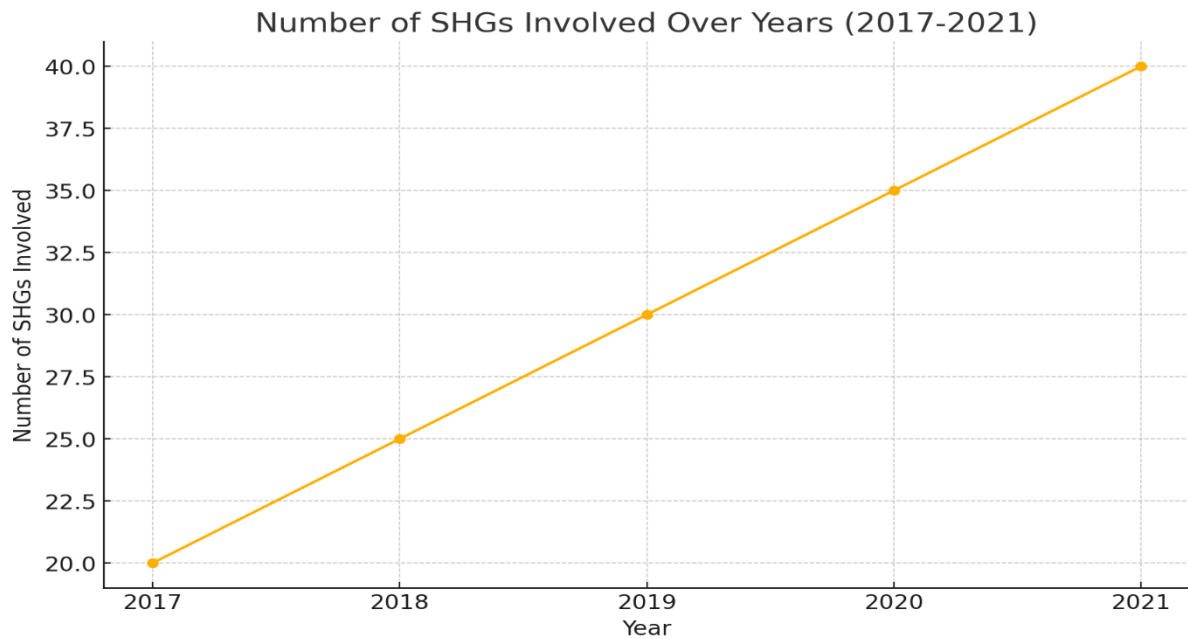
1. Area Under Millet Cultivation (ha): This graph shows a consistent increase in the area under millet cultivation from 50,000 ha in 2017 to 70,000 ha in 2021. The growth indicates a positive trend in the expansion of millet cultivation over the years, reflecting increasing interest and investment in the sector.



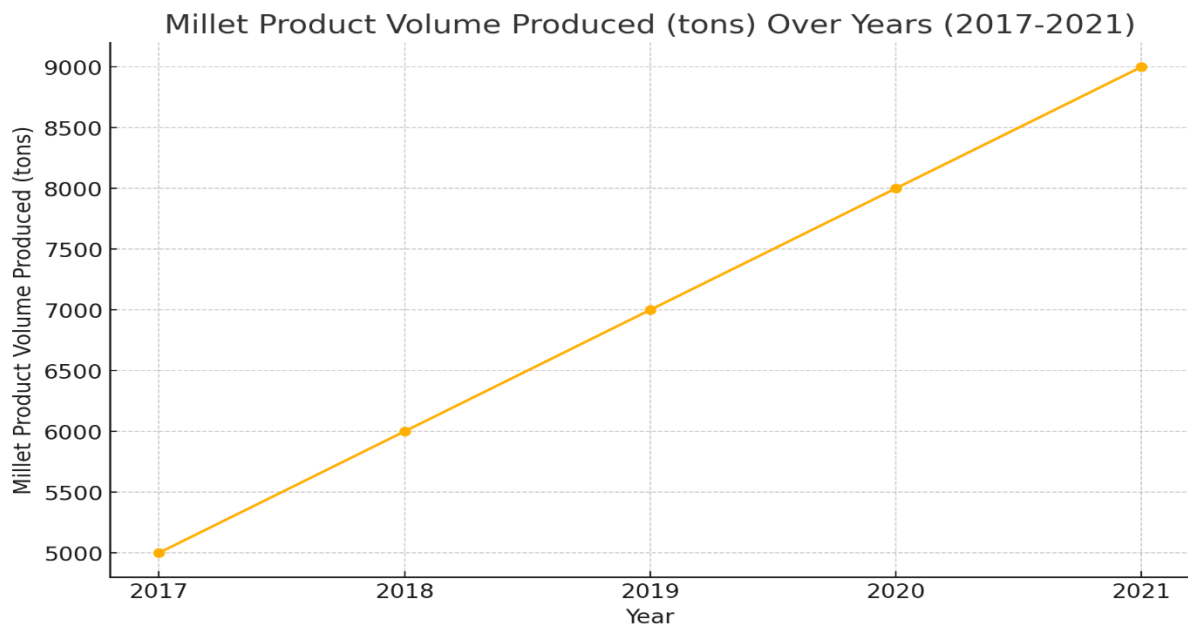
2. Number of FPOs: The number of Farmer Producer Organizations (FPOs) steadily rises from 10 in 2017 to 30 in 2021. This indicates growing farmer collaboration and support for millet production, fostering better agricultural practices and market access through FPOs.



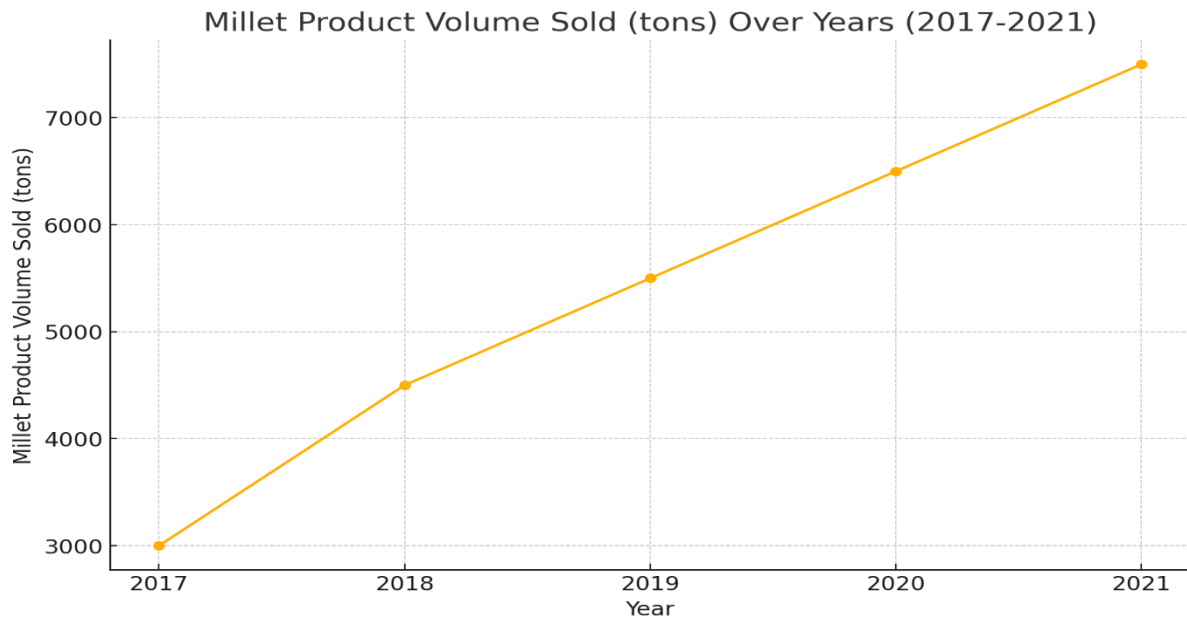
3. Number of SHGs Involved: The involvement of Self-Help Groups (SHGs) also grows from 20 in 2017 to 40 in 2021. This shows a growing engagement of local communities in millet-related activities, which could be linked to both economic empowerment and broader support systems for farmers.



4. Millet Product Volume Produced (tons): This graph illustrates a continuous increase in millet production, rising from 5,000 tons in 2017 to 9,000 tons in 2021. The steady growth in production suggests that efforts to boost millet cultivation are effectively translating into higher yields.



5. Millet Product Volume Sold (tons): The volume of millet sold has also been increasing, from 3,000 tons in 2017 to 7,500 tons in 2021. This shows not only higher production but also growing market demand for millet products, reflecting both better supply chain efficiency and expanding consumer interest.



Analysis of Trends

The data shows a steady increase in both the area under millet cultivation and the number of FPOs and SHGs involved in millet marketing. The volume of millet-based products produced and sold also indicates positive growth, which can be attributed to the efforts of the Odisha Millets Mission in promoting the cultivation and value addition of millets.

6. Conclusion

The Odisha Millets Mission has performed a pivotal function in reviving the cultivation and marketing of millets in the country. By specializing in selling cost-delivered millet merchandise and facilitating the establishment of FPOs and SHGs, the assignment has created a established supply chain for millet products, reaping rewards both farmers and consumers. The boom in the location under millet cultivation, coupled with the rise within the manufacturing and sale of millet-based merchandise, displays the achievement of these advertising strategies.

However, challenges along with limited patron recognition, competition from different grains, and insufficient processing infrastructure remain. Overcoming these barriers would require sustained efforts in schooling, infrastructure improvement, and policy aid. With endured efforts, millets can become a main issue of both the agricultural landscape and the customer food market in Odisha.

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