



Dep't of Economics, Central University of Odisha
Presents
One Day National Seminar
on
**Sustainable Livelihood, Food Security
and Rural Transformation through
Millets for Vision Viksit Bharat**



12th February 2025

**National Seminar under Special Call for ICSSR Collaborative
Research Project on Vision Viksit Bharat @ 2047**



Sponsored by
Indian Council of Social Science Research, New Delhi

INTRODUCTION

The present seminar is a part of the Collaborative Research Project titled, **Sustainable Livelihood, Food Security And Rural Transformation Through Millets for Viksit Bharat: Primary Data Evidence from Southern and Eastern Indian States** sanctioned by ICSSR, New Delhi under Special Call on Vision Viksit Bharat @ 2047. The seminar is being organized by the Department of Economics, Central University of Odisha, Koraput and the Team carrying out the Research Project.

ABOUT THE DEPARTMENT OF ECONOMICS, CUO

The Department of Economics under the School of Social Sciences had its humble beginning in the year 2011 and it has made a mark of itself in the state of Odisha as one of the premier Economics Department. The department offers PG and PhD programme in Economics. The department is offering many emerging, research oriented, mathematical and econometrics based elective courses in MA in Economics. To equip the students with research skills and prepare them for various avenues of employment, the department is providing research methodology and dissertation courses. As a leading teaching and research centre in India, the department holds field surveys, seminars, conferences, symposiums, panel discussions and interactive sessions regularly in the areas of tribal economics, development economics, rural economics, environmental economics, agricultural economics etc.



THEME OF THE SEMINAR

According to the Intergovernmental Panel on Climate Change (IPCC), global temperatures will reach or even exceed 1.5 degrees of warming in the next two decades. Global warming will not only have far-reaching impacts on water availability but will also simultaneously affect agriculture and food security. The world needs to produce more food to feed a rapidly growing global population, which is projected to reach 8.5 billion by 2030, and a staggering 9.7 billion by 2050. With a deepening climate crisis and aggravating environmental stresses, there is a heightened need for crop diversification by promoting crops suitable for cultivation in the toughest of environments. Acknowledging the role of millets in responding to nutritional, agrarian and climate challenges, the UN resolution considers the “urgent need to raise awareness of the

climate-resilient and nutritional benefits of millets and to advocate for diversified, balanced and healthy diets through the increased sustainable production and consumption of millets” (United Nations, 2021).

India is a highly water-scarce economy, accommodating 18 percent of the global population, with only 4 percent of the world’s water resources. Certain cereal crops that are highly water-intensive occupy the greatest share of the market, imposing a trade-off between food security and water availability. The role of drier crops like millet in circumventing the food and water trade-off needs to be paid attention. Millets are a type of cereal crop that was once a staple food in Asia and Africa. However, they were replaced by Wheat, rice and maize in the 20th Century. In recent years, millets have been rediscovered for their high nutritional value and their ability to flourish in harsh conditions (World Economic forum, 2024). Millets are a group of highly variable small-seeded grasses, widely grown around the world as cereal crops or grains for human food and as fodder providing food security to millions of households and contributing to the economic efficiency of farming. They are also considered to be the next super food or nutri-cereals of the world because of their high nutritional content. They can grow on poor soils with little or no external inputs and can withstand high temperatures, making them ideal for the diverse physiographic divisions of India.

Understanding the need to promote the diversity and nutritional and ecological benefit of millets, after the proposition by the Government of India, United Nations has declared the year 2023 as International Year of Millets. India is well placed to raise output and drive exports to tap into a growing global market. However, the millet supply chain suffers from inconsistent supply and demand that prevents its commercial viability. Lack of public awareness about nutritional benefit of millets has led to limited adoption of millet-based products. Limited distribution and lack of

market knowledge has led to sub-optimal reach, lower price realization and wastage. The adoption of an alternative food habit replacing the dominant food like rice and wheat is challenging as food habits are integrated in the cultural system of the nation and has been continuing in generations. The tribal and indigenous population consumes millets as a part of their culture but exactly the reverse prevails in the urban and semi urban areas of our country. Hence an attempt has been made in the present study to comparatively analyse the cost and revenue structure of millet with other main crops. Besides, the study will also examine and built a model of efficiency of millet production. Additionally, the study will not only assess the impact of millets on food and nutritional security and also its health effect. It will also examine the effectiveness of Government schemes on production and procurement of millet. At the end the present study aims to analyse the cultural factors in bringing about the behaviour change in people by incorporating millets in the diet and assess the impact of media in the process. In



today's era the government relies heavily on the media & communication strategy to communicate the desired information to people. The communication helps to bring about a transformation in social attitude and cultural behaviour. The media advocates certain messages of change and development to people and society.

India, as a rapidly developing nation with a diverse agrarian foundation, faces pressing challenges in securing sustainable livelihoods, ensuring food security, and driving inclusive rural transformation. To achieve the vision of a **"Viksit Bharat"** or **"Developed India"**, it is essential to explore alternative pathways that are resilient, resource-efficient, and adaptable to climate change. Millets, known as "climate-smart" crops, hold great promise in this regard. This seminar aims to delve into how millet production can serve as a strategic lever for achieving these goals in the Indian context, with particular focus on primary data evidence from Southern and Eastern states.

This seminar will convene stakeholders from various sectors, including government officials, researchers, agricultural experts, community representatives, and industry leaders to examine how millet production can play a transformative role in India's development. Key objectives and discussion points include:



Millets and Nutritional Security for Vulnerable Populations: With rising malnutrition and hidden hunger in many regions, particularly among rural and tribal populations, millets offer a nutritious alternative that is rich in fibre, minerals, and vitamins. Their inclusion in government nutrition programs like the Public Distribution System (PDS) and Mid-Day Meal Scheme will be examined as potential pathways to improve health outcomes across communities.

In today's era the government relies heavily on the media & communication strategy to communicate the desired information to people. The communication helps to bring about a transformation in social attitude and cultural behaviour and media plays a vital role in preservation & documentation of cultural heritage. The seminar aims to assess the role of media and communication in advocacy and strategizing the adoption of millets as an alternative food habit.

Indigenous Knowledge and Traditional Practices: Many rural communities in Southern and Eastern India possess traditional knowledge and agricultural practices around millets. The seminar will discuss ways to integrate these practices into modern agricultural frameworks, ensuring that millet promotion is culturally sensitive and supportive of indigenous rights.

Promoting Income and Livelihood Diversification for Farmers: Millets offer new income opportunities for small and marginal farmers in rural India. Discussions will focus on enhancing

market access, strengthening value chains, and encouraging entrepreneurship, particularly among women and youth, to drive rural economic transformation. The seminar will highlight successful models that link millet farmers with urban markets and value-added processing.

Policy Support and Institutional Frameworks: Achieving widespread impact requires supportive policies at the national and state levels. The seminar will provide insights on policy interventions that can boost millet cultivation, such as minimum support prices, crop insurance, and subsidies for millet-based products, aligning with India's goals for sustainable development and rural empowerment.

Expanding the "International Year of Millets" Vision for Long-Term Impact: With 2023 recognized as the "International Year of Millets", the seminar will consider strategies to sustain momentum beyond this designation. Leveraging this global platform, discussions will centre around positioning India as a leading hub for millet production, research, and innovation to foster a resilient and inclusive agricultural sector.

By facilitating these discussions and sharing primary data-driven insights, this seminar aims to build a strong foundation for harnessing millet production as a tool for rural transformation, food security, and sustainable livelihoods. Together, we will chart actionable pathways toward realizing a "Viksit Bharat" through resilient and inclusive agricultural practices centred around the power of millets.

Interested Faculty members, Research Scholars and Practitioners of the academic disciplines are invited to present papers in the National seminar. Papers may be presented in any one of the sub themes given below.

SUB THEMES OF THE SEMINAR

1. Millets and Nutritional Security for Vulnerable Populations

- Integrating Millets in National Nutrition Programs
- Addressing Malnutrition and Hidden Hunger through Millets
- The Role of Millets in Enhancing Nutritional Diversity for Low-Income Families
- Improving Maternal and Child Health through Millet-Based Diets
- Nutritional Education and Awareness Campaigns for Promoting Millets
- Fortified Millet Products: Innovations for Enhanced Nutritional Impact
- Case Studies on Millet-Based Nutrition Interventions in Rural and Tribal Areas

2. Indigenous Knowledge, Traditional Practices

- Preserving Traditional Millet Cultivation Methods for Sustainable Agriculture
- The Role of Millets in Traditional Diets and Cultural Heritage
- Integrating Indigenous Knowledge with Modern Millet Farming Techniques
- Empowering Indigenous Communities through Millet-Based Livelihoods
- Community-Led Initiatives for Promoting Millet-Based Agriculture and Diets
- Documenting and Protecting Indigenous Millet Varieties

3. Promoting Income and Livelihood Diversification for Farmers

- Building Sustainable Millet Value Chains for Increased Farmer Income
- Encouraging Women Farmers and Rural Youth in Millet-Based Enterprises
- Developing Local Millet Processing Units for Rural Job Creation
- Market-Driven Millet Farming: Leveraging Consumer Demand for Income Growth
- Empowering Farmer Cooperatives for Millet-Based Entrepreneurship
- Exploring Millet-Based Agri-Tourism and Allied Activities for Income Diversification

4. Millet Culture: Media & Communication Intervention

- Media & communication strategy for awareness and knowledge
- Media advocacy for adoption of millet as an alternative food habit
- Documentation of millet culture and heritage
- Preservation of millet culture
- Use of media & communication by government in promoting millets
- Millets in popular and indigenous culture
- 5. Policy Support and Institutional Frameworks

5. Policy Incentives for Millet Cultivation and Consumption in India

- Building Institutional Frameworks for Millet-Based Agriculture and Food Security
- Creating Millet-Focused Research and Development Centres
- Role of Government and NGOs in Promoting Millet-Based Enterprises
- Subsidies and Support Mechanisms for Millet Processing and Marketing
- Integrating Millets into National and State-Level Agricultural Policies
- Addressing Market and Price Challenges for Millet Farmers

6. Expanding the “International Year of Millets” Vision for Long-Term Impact

- Building on the International Year of Millets: Strategies for Sustained Momentum
- Positioning India as a Global Leader in Millet Production and Exports
- Raising Awareness on the Health and Environmental Benefits of Millets
- Strengthening International Partnerships for Millet Research and Innovation
- Creating Sustainable Market Linkages for Indian Millets in the Global Market
- Scaling Global Nutrition Programs with Millets for Developing Countries
- Encouraging Millet-Focused Food Innovation for Long-Term Consumption Trends



SEMINAR GUIDELINES

General Guidelines

- The interested paper presenters have to submit their abstract via google form (link & scan code given below). Only 25 papers will be selected for presentation. The selection will be done purely on merit by the Editorial Committee comprising ICSSR representative.
- Certificates will be presented to all the 25 Paper presenters of the seminar.
- Selected papers will be published in an Edited Book with ISBN or in a Journal Issue.
- Accommodation will be provided to paper presenters on request on sharing basis. However, the paper presenters will have to bear their travel cost.

Important Dates

- Deadline for submission of abstracts via google form: 5 January 2025
- Intimation of acceptance of abstracts: 15 January 2025
- Deadline for submission of full papers via email: 31 January 2025

Submission Guidelines

The full papers of selected abstracts should be submitted via email to icssrseminar2025.cuo@gmail.com in MS-Word, Times New Roman, 12 point, 1.5 line spacing, Justified and should be referenced in APA 7th style with Author/s' full name, institutional affiliation, address, contact number & email id clearly mentioning the first/ corresponding author in case there are more than one author.

Size of Abstract including keywords: within 500 words

Size of Full Paper: within 8,000 words

The full paper should be accompanied with a self declaration to the effect that,

- The paper is original & not submitted for publication elsewhere
- The paper has conformed to plagiarism limits as per UGC norms

Scan Code for Google Form Registration & Abstract Submission



Or Click on the Following Link:

https://docs.google.com/forms/d/e/1FAIpQLSer3NMZIQWyuVdKX6GDveL8mKuBjSFXyNAVZa1GhjnI5G_cQ/viewform?usp=pp_url

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The Central University of Odisha has been established by the Parliament under the Central Universities Act, 2009 (No. 3C of 2009). It is one of the 15 new Central Universities established by the Government of India during the UGC XI Plan period to address the concerns of “equity and access” and as per the policy of the Government of India to increase the access to quality higher education by people in less educationally developed districts which have a Graduate Enrollment Ratio of less than the national average of 11%. Koraput District of Odisha comes within the KBK region (Koraput, Bolangir and Kalahandi) which is still considered as an extremely as underdeveloped region of the State of Odisha. These three districts of the State are known for tribal culture, because majority of the people here belong to ST and SC categories. Since there is no University or any other national level educational set up in this region the Central University is proposed to be established here so that it may widen the access to quality higher education in the country.



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