

JIGNASA STUDENT'S STUDY PROJECT 2019-20

**“CHANGING FOOD HABITS – BOON FOR MILLETS
SALES”: A STUDY IN HANAMAKONDA TOWN”**

Submitted by

BA HEP TM II

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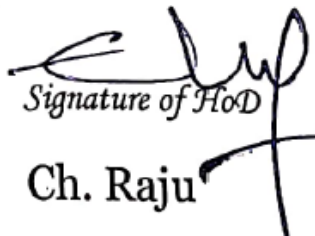
HANAMKONDA, DISTRICT: WARANGAL (U), TELANGANA STATE

CERTIFICATE

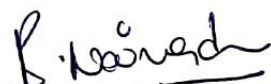
This is to certify that the study project entitled “**Changing food habits - Boon for Millets sales**” - A study in Hanamakonda Town” carried out by our Students BA HEP II EM under the supervision of Smt. **Dr. B. Indira Nainadevi**, Assistant Professor of Economics, Department of Economics, KGC Hanamkonda for **JIGNASA 2019-20** Study Project.

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Chapter I

I. Introduction

In India, millets have been a staple diet and a main source income for farmers especially in the semi-arid regions. They are highly nutritious and are climate – compliant crops. Millets are nutria cereal comprising sorghum, pearl millet, finger millet (major millets) foxtail, little, kodo, proso and barnyard millet (minor millets). Millets are gluten-free and have a low glycemic index. Their micro nutrients composition is also better as compared to rice or wheat. These nutrients – rich grains are making a quick comeback in the Indian agrarian landscape after decades of institutional neglect.

But overall millets consumption in India has declined over the years. In 1965-66, 37 million hectares had been dedicated to millet cultivation, and it fell to 14.72 million hectares in 2016-17. This decline was partly due to the change in food habits and also due to the government’s bias against millets production after the green revolution.

Key factors behind the declining trend of millet production include low crop productivity, high labour intensity, difficult post-harvest operations and lack of attractive farm gate prices. Easy availability of rice and wheat through the Public Distribution System (PDS) has contributed to a shift in food consumption patterns in millet producing regions.

Millets had not been on the Government’s procurement list until 2013. But now, the National Food Security Act of 2013 lists millet as an item along with rice and wheat, including it for the first time in the food security system.

“MIRACLE NUTRI-CEREALS”

"Millet" is a common term to categorize small-seeded grasses that are often termed nutri-cereals or dry land-cereals. They are nutritionally superior to wheat and rice

owing to their higher level of protein with more balance amino acid profile, crude fibre and minerals. Considering the importance of millets, the government of India urged the UN to declare 2018 as the “International Year of Millets”. The U.N. Food and Agriculture Organization endorsed India’s proposal to declare 2023 as the International Year of Millets.

Millets are one of the most nutritious and anti-allergenic grains available in Asian and African countries. Millets are gluten-free and an excellent choice for the millions of people around the world who suffer from Celiac disease or have gluten sensitivity. Millets are an excellent source of proteins, high in B vitamins, calcium, iron, potassium, zinc, magnesium, dietary fiber and fats. Millet production is projected to sharply increase due to its many health benefits and ability to grow in a variety of climates.

Millets can survive with minimal water, poor soils, increasing temperatures and with no pesticides and very little fertilizers. This makes them affordable, viable for poor marginal farmers. Millet production promotes a good risk management strategy.

Distribution of Millets in India

India is the top most producer of millets followed by Nigeria for the year 2000 and 2009. In India, eight millet species (Sorghum, Pearl millet, Finger millet, Foxtail millet, Kodo millet, Proso millet, Barnyard millet and Little millet) are commonly cultivated under rain fed conditions.

Pearl millet and sorghum are primary crop and allied crops respectively in the desert regions of Rajasthan, in the eastern parts of Rajasthan and Gujarat. Similarly, sorghum is sown as major crop in the Telangana, Andhra Pradesh, Maharashtra and parts of Central India. Likewise, Finger millet is a primary crop in Tamil Nadu and Gujarat, while the same is a minor crop in Telangana.

Hence, the spatial distribution of millets either as a primary crop or as allied crops largely depends on the growing habitat and the amount of rainfall the region receives.

In spite of this, several communities in the dry/rain fed regions having known the food qualities of millets over generations continue to include a range of millets in the traditional cropping patterns, which recognize millet as an essential part of the millet diet.

Vernacular names of Millets

(Common Name of Millets In Indian Languages)

			
<p>Marathi : Jwari Oriya : Juara Punjabi : Jowar Tamil : Cholam Telugu : Jonna</p>	<p>English: Sorghum Bengali : Jowar Gujarati : Jowari, Juar Hindi : Jowari, Juar Kannada : Jola</p>	<p>English : Pearl Millet Bengali : Bajra Gujarati : Bajri Hindi : Bajra Kannada : Sajje</p>	<p>Marathi : Bajri Oriya : Bajra Punjabi : Bajra Tamil : Kambu Telugu : Sajja</p>

			
<p>English : Finger Millet Bengali : Marwa Gujarati : Nagli, Bavto Hindi : Ragi, Mandika, Marwah Kannada : Ragi</p>	<p>Marathi : Nagli, Nachni Oriya : Mandia Punjabi : Mandhuka, Mandhal Tamil : Keppai, Ragi, Kelvaragu Telugu : Ragi Chodi</p>	<p>English : Foxtail Millet Bengali : Kaon Gujarati : Kang Hindi : Kakum Kannada : Navane</p>	<p>Marathi : Kang, Rala Oriya : Kanghu, Kangam, Kora Punjabi : Kangni Tamil : Tenai Telugu : Korra</p>

 <p>Barnyard Millet</p>	 <p>Barnyard Millet</p>	 <p>Kodo Millet</p>	 <p>Kodo Millet</p>
<p>English : Barnyard Millet Bengali : Shyama Gujarati : Hindi : Sanwa Kannada : Oodalu</p>	<p>Marathi : ... Oriya : Khira Punjabi : Swank Tamil : Kuthiraivolly Telugu : Udalu, Kodisama</p>	<p>English :Kodo Millet Bengali : Kodo Gujarati : Kodra Hindi : Kodon Kannada : Harka</p>	<p>Marathi : Kodra Oriya : Kodua Punjabi : Kodra Tamil : Varagu Telugu : Arikelu, Arika</p>

 <p>Little Millet</p>	 <p>Little Millet</p>	 <p>Proso Millet</p>	 <p>Proso Millet</p>
<p>English : Little Millet Bengali : Sama Gujarati : Gajro; Kuri Hindi : Kutki, Shavan Kannada : Same, Save</p>	<p>Marathi : Sava, Halvi, vari Oriya : Suan Punjabi : Swank Tamil : Samai Telugu : Samalu</p>	<p>English : Proso Millet Bengali : Cheena Gujarati : Cheno Hindi : Chena; Barri Kannada : Baragu</p>	<p>Marathi : Vari Oriya : China Bacharibagmu Punjabi : Cheena Tamil : Pani varagu Telugu : Variga</p>

Source: IIMR, http://www.millets.res.in/millets_info.php

Nutritional Importance of Millets

Nutritional quality of food is the most important parameter for maintaining human health and complete physical well-being. Millets are staple food source that is not only providing major nutrients like protein, carbohydrate, fat etc. but also provide ample of vitamins and minerals. In developing country, occurrence of malnutrition and various health problems like obesity, diabetes, cardiovascular disease, skin problems, cancer, celiac disease etc. are most prominent because of inadequate supply of nutrition.

Millets have potential health benefits and the consumption of millets reduces the risk of heart diseases, protects from diabetes, improves digestive system, lowers the risk of cancer, detoxifies the body, increases immunity in respiratory health, increases energy levels and improves muscular and neural systems.

Millets are low in carbohydrate and take longer to digest. That's why breakdown of glucose is slower. It takes longer for glucose to enter bloodstream and hence blood sugar levels are stable. This is beneficial for diabetics who have to control rapid rise and decline of glucose in blood. Millets are high on fibre and satiate hunger quickly preventing from overeating.

There are myriad health benefits of millets. Regular consumption of millets is beneficial for postmenopausal women suffering from signs of heart ailments, high blood pressure and high cholesterol. They help women to combat occurrence of gallstones because they are rich in fibre.

Due to above mentioned advantageous characteristics; millet grains are receiving specific attention in the developing countries (like India, China & some countries from Africa Continent) in terms of utilization as food. Some developed countries are also giving due attention to millet grains in terms of its good potential in the manufacturing of bioethanol and biofilms.

The following table provides the nutrition values of several millets.

Nutritional Content in 100 grams of dry Grain

Nutritional content in 100 gms of dry Grain	Protein (in gms)	Carbohydrates (in gms)	Fat (in gms)	Minerals (in gms)	Fiber (in gms)	Calcium (in gms)	Phosphorous (in mgs)	Iron (in mgs)	Energy (in kCals)	Thaimin (in mgs)	Niacin (in mgs)
	Foxtail	12.3	60.2	4.3	4	6.7	31	290	2.8	351	0.59
Little	7.7	67	4.7	1.7	7.6	17	220	9.3	329	0.3	3.2
Kodo	8.3	65.9	1.4	2.6	5.2	35	188	1.7	353	0.15	2
Proso	12.5	70.4	1.1	1.9	5.2	8	206	2.9	354	0.41	4.5
Barnyard	6.2	65.5	4.8	3.7	13.6	22	280	18.6	300	0.33	4.2
Sorghum	10.4	70.7	3.1	1.2	2	25	222	5.4	329	0.38	4.3
Pearl	11.8	67	4.8	2.2	2.3	42	240	11	363	0.38	2.8
Finger	7.3	72	1.3	2.7	3.6	344	283	3.9	336	0.42	1.1
Paddy Rice	6.8	78.2	0.5	0.6	1	33	160	1.8	362	0.41	4.3
Wheat	11.8	71.2	1.5	1.5	2	30	306	3.5	348	0.41	5.1
Quinoa	14	64	6	*	7	36	457	4.6	368	0.36	*

Compiled from a study published by the National Institute for Nutrition, Hyderabad and other sources for Quinoa.

Source: National Institute for Nutrition, Hyderabad.

Millets contain 60 to 70% carbohydrates, 7 to 11% proteins, 1.5 to 5% fat, and 2 to 7% crude fibre and are also rich in vitamins and minerals. They are excellent source of vitamin B, magnesium, and antioxidants. Millet is also a good source of other dietary minerals like manganese, phosphorus and iron.

It appears obvious that millets, which tend to leave wheat and rice far behind in terms of nutrient contents, could contribute significantly to an increased intake of micronutrients, making millet consumption as a way to address nutritional issues. Given the fact that nutrient deficit is a more pressing issue rather than the deficit in calories in India, the relevance of millets in the food system becomes eminent.

Government Policies for Millet production

There are no exclusive Government schemes/projects/ programs for small millets. Of the available schemes, the most important ones are Initiative for Nutritional Security through Intensive Millets Promotion (**INSIMP-2011**) as part of Rashtriya Krishi Vikas Yojana” (**RKVY**), Rainfed Area Development Programme (**RADP-2011**) as part of Rashtriya Krishi Vikas Yojana” (**RKVY**), Integrated Cereals Development Programmes in Coarse Cereals based Cropping Systems Areas (**ICDP-CC-2011**) under Macro Management of Agriculture (**MMA**). There is a lot of variation across the states on how they utilise these opportunities for promoting millets. Furthermost of the states usually focus on sorghum, pearl millet and finger millet and leave out many of the small millets while implementing these schemes.

While there is countable number of policy initiatives for promoting production of millets, there is almost no scheme or policy initiative in place for promoting consumption. Most of the public food programs do not include millets, except inclusion of finger millet in ICDS in few states. But now, Millets are included for the first time in the food security system under the National Food security Act of 2013.. This is a good sign and will boost the millet consumption.

Government Agencies for Millet production.

ICAR-Indian Institute of Millets Research(IIMR), Hyderabad is spearheading national programmes on agricultural research, higher education and frontline extension through a network of Research Institutes, Agricultural Universities, All India Coordinated Research Projects and Krishi Vigyan Kendras to develop and demonstrate new technologies, as also to develop competent human resource for strengthening agriculture in all its dimensions including millet production, in the country.

The International Crops Research Institute for the Semi-Arid Tropics (ICRISAT) is an international organization which conducts agricultural

research for rural development, headquartered in Patancheru, Hyderabad, Telangana.

The ICRISAT Gene bank serves as a repository for the collection of germplasm of the six mandate crops-Sorghum, Pearl millet, finger millet, chickpea, pigeonpea and groundnut, and five small millets- foxtail millet, little millet, kodoa millet, proso millet and barnyard millet.

NGOs working on Millet Production/Consumption in Telangana

The Deccan Development Society is an Indian agri-based NGO in Medak district in the state of Telangana is working with about 5,000 small and marginal women farmers on various crop improvement programmes and activities. The Women Sangams (Groups) of Deccan Development Society received the prestigious Equator prize 2019 by United Nations Development Programme (UNDP) for their tremendous contribution to ecology and innovations in rainfed millet cultivation.

DHAN Foundation has started working on mainstreaming small millets in the regular diets in a focused manner since 2011. From 2011-14 it has led a project by name “Revalorizing Small Millets in Rain fed Regions of South Asia (RESMISA)” along with Canadian Mennonite University, Canada, LI-BIRD, Nepal and Arthacharya Foundation, Sri Lanka.

This project aimed to improve cultivation and consumption of small millets in India, Nepal and Sri Lanka by addressing constraints both on the demand and supply side. DHAN Foundation implemented “Scaling up Small Millet Post-harvest and Nutritious Food Products Project” along with McGill University from 2016-2018. This project aimed to develop and apply ways for scaling up small millet processing and value addition technologies to reduce drudgery of women and improve the nutritional security in India.

II. Significance of the Study:

Growing interest to revive millet cultivation in our country is driven by nutrition, health and resilience considerations. These cereals grow well in dry lands and at high temperatures; they have been supporting millions of poor and marginal women and men farmers struggling with poor soil, low moisture and scarce external inputs. Today the Government is bringing millets back as a potential 'new' tool for fighting socio-economic issues like malnutrition and rural poverty.

There is also a growing interest in reviving millets in the country owing to their ability to survive in changing climatic conditions while providing high nutrition and better health. A number of initiatives are being promoted by various agencies towards enhancing millet cultivation and marketing. The poor availability of millet foodstuffs in local markets, coupled with high prices for their products are also limiting their popularization.

With the growing problem of malnutrition in India, under-nutrition (deficiencies of vitamins, mineral and proteins) as well as over-nutrition (obesity, metabolic syndrome and lifestyle diseases), there is an increased awareness to shift to healthier, accessible and affordable diets including millets.

Millets also help prevent many non-communicable lifestyle diseases such as diabetes, hypertension, and cardiovascular diseases. Therefore, nutri-dense food grain such as millets is viable option/solution to reduce the adverse effects of rising malnutrition and enhancing food and nutrition security of the country.

The Green Revolution, despite its many benefits, ignored millets and instead concentrated on rice and wheat. Now, there is no diversity in our food in terms of nutritional value and our food habit is going in the negative direction. Millets can be the wonder crop providing food, nutrition and livelihood security, beating the adverse effects of climate change.

III. Statement of the Problem

Now-a-days people are very conscious about their healthy living practices to overcome metabolic disorders and life style diseases. Millets are proved to be the best curative tool for all metabolic disorders. Hence it is imperative to study the changing food habits of the people and their awareness levels on the nutritional values of millets. It is also important to study the millet marketing with respect to their prices and availability.

Hence our study concentrated on

“Changing food habits – Boon for Millets sales” A study in Hanamakonda Town”

IV. Aims & Objectives of the Study

1. To study the awareness level of the people on millet consumption.
2. To study the reasons for rise in millet consumption in the study area.
3. To study the millets consumption in different age groups of the study area.
4. To study the upscaling trend in the sales of millets and millet-based product in the study area.
5. To know the government policies for millet production.
6. To give suggestions and recommendations.

V. Hypothesis of the study:

**“Growing health consciousness among the people has a positive
impact on millets sales “.**

VI. Review of Literature

1.V. Bhavani¹, Dr N. Prabhavathy Devi² (2019), study explored the cereal and vegetable consumption of college students in Chennai. Their findings show that adolescents are increasingly consuming high saturated-fat snacks, refined carbohydrates, and sweetened carbonated beverages. Millets consumption seems to be less among the study group, only 0.3% and 4.9% consumed ragi thrice a week and twice a week respectively.

2.Mallavva Patil and Surekha Sankangoudar (2019), study findings revealed that, though the farmers of Darward taluk of Dharward district of Karnataka state were growing minor millets, none of the respondents were consuming minor millets daily. The millets were grown basically for cattle feed and fodder and very little was consumed. Their research also analyzed the major reason for very little consumption of millets, it was found that under public distribution system people were receiving rice at free of cost or very low price and buying millets is expensive.

3.Dr. P. Stanly Joseph michaelraj*; A. Shanmugam (2013), stressed the importance of awareness about the inclusion of millets in our daily meals for healthy living to combat the effects of a more westernized, sedentary lifestyles. They suggested that Government of India should allocate at least 40% of its foodsecurity budget to millet-based farming and food systems that will use millets as their major foodcomponent.

4.Dr. V.P.T.DhevikaJ.Saradha (2018),conducted a study on the ‘Health awareness about Organic cereals and Millets among Women college Teachers in Tiruchirappalli. Their study reveals the most important factor influencing health awareness about Organic cereals and Millets by the respondents are- “Consumption of organic Cereals & Millets prevents high blood pressure”. Their findings also reveal the awareness on different types of millets among the sample. It was found that 86% of the respondents are aware about Wheat and Fingermillet.64% of the respondents are not aware of

Proso Millet and 52% of the respondents are not aware of Foxtail Millet, Little Millet and Oats. It can be inferred from their finding that awareness level on minor millets was poor among the sample.

5. Guillaume Gruere¹, Latha Nagarajan and E.D.I. Oliver King² (2007), found that the health consciousness among the urban consumers increased the demand for millets in Kolli hill areas. Not only that the market chain creation has also helped to create a renewed interest in minor millets, and provided a new source of income for all chain actors.

VII. Methodology:

Sample of the Study:

It is seen that awareness of the consumers and their inclination towards health consciousness is picking lot of momentum in urban areas. In this connection the present study was undertaken in 4 main areas of Hanamkondatown. The study areas are Waddepally, Teachers colony, Gopalpur and Excise colony.

A sample of 70 respondents was chosen for the study. Among the sample 60 respondents Millet consumers and the remaining 10 respondents were the sellers of millets from selected area. The selection of sample was purposive.

Data Collection:

- **Primary Data:** Both primary and secondary data was collected to understand the topic. The primary data was collected from the respondents to analyze their perception, awareness, spending decisions and quantum of purchase with regard to millets by using a structured questionnaire. Similarly, the data on the nature and trends of sales of millets, product variety, availability, price trends and constraints faced were collected from millet sellers by using separate questionnaire.
- **Secondary Data:** The secondary data was collected from Journal, books, reports of National institute of Nutrition, ICRISAT, ICAR-IIMR and also from Internet.

Period of the Study: The study was conducted during the month of 1st to 5th November.

Statistical Tools used: Statistical tools such as percentages, tabulations, bar and column diagrams were used for data analysis.

Chapter Schema: The present study was descriptive in nature. It consists of two chapters. Chapter I includes Introduction, Need of the study, Statement of the problem, Aims and Objectives of the study, Review of literature and Methodology of the study. The Chapter II consists of Analysis of the data, Findings of the study and Conclusion & suggestions of the research problem.

Limitations of the Study: The present study was undertaken among 70 respondents of Hanamkonda town. The questions were based on the consumption behavior of the respondents. An attempt was made to know the upscaling trend in sales of millets in the study area.

VIII. Data Analysis

This chapter deals with the analysis of data. All the data gathered from the primary research was analyzed to present the findings. Participation of the respondents was completely voluntary.

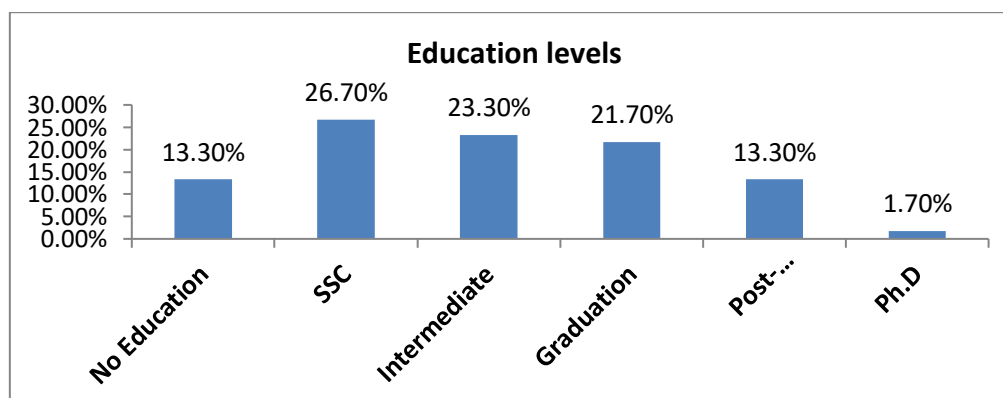
1. Educational Standards of the respondents:

Table: 1

Sl.No	Education Level	Educational Level of the Respondents	Percentage
1	No Education	8	13.3
2	SSC	16	26.7
3	Intermediate	14	23.3
4	Graduation	13	21.7
5	Post-Graduation	8	13.3
6	Ph.D	1	1.7
	Total	60	100

Source: Field Study

Figure: 1



The educational profile of the sample shows that majority of the respondents were educated. Nearly 26.7 and 23.3 per cent of the respondents completed SSC and Intermediate levels respectively. 21.7 percent of the respondents were graduates and 13.3 and 1.7 percent of them were post graduates and Ph.D holders respectively. Only 13.3 per cent of the respondents never had a chance to get the education.

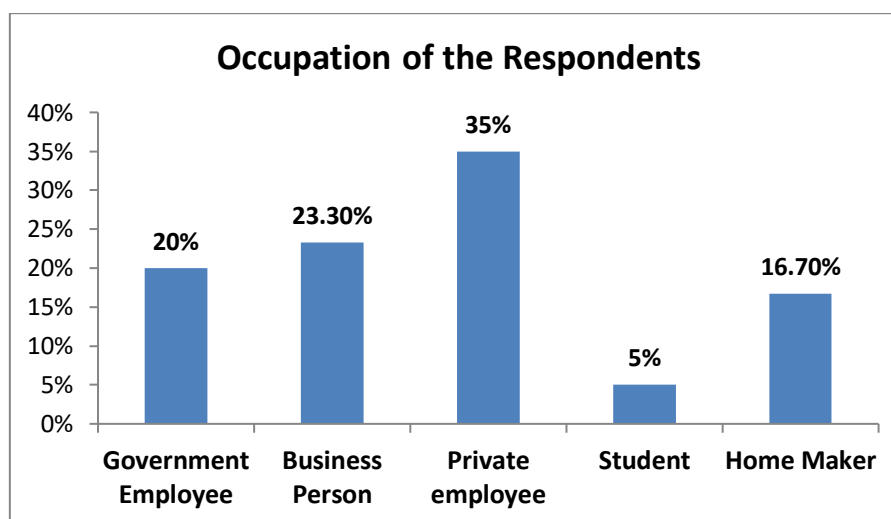
2. The occupational profile of the respondents

Table: 2

Sl.No	Occupation/Category	Occupation of the Respondent	Percentage
1	Government Employee	12	20
2	Business Person	14	23.3
3	Private employee	21	35
4	Student	3	5
5	Home Maker	10	16.7
Total		60	100

Source: Field Study

Figure: 2



The occupational profile of the respondents was observed to understand their preferences and purchasing behavior towards millet sales. It was found that majority of the respondents from the sample were Private employees and businessmen. Nearly 35 and 23.3 per cent of the respondents were private employees and business persons respectively. 20 and 16.7 percent of the respondents were government employees and Homemakers respectively. Only 5 per cent of the respondents were students.

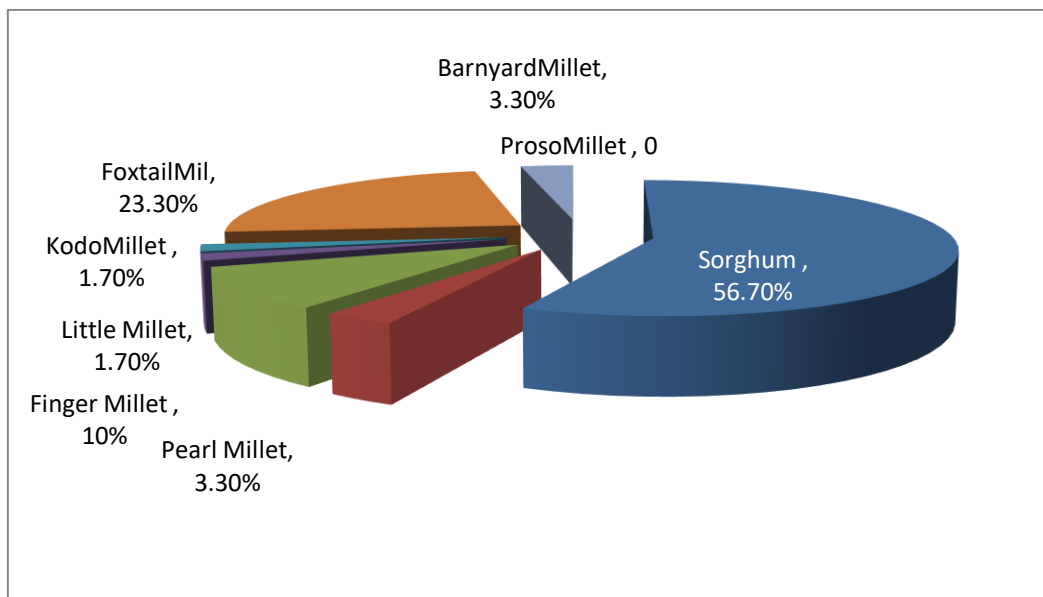
3. Consumer's preference with regard to variety of millets

Table: 3

Sl.No	Millet types	No. of respondents	Percentage
1	Sorghum (Jonnalalu)	34	56.7
2	Pearl Millet (Sajjalalu)	2	3.3
3	Finger Millet (Ragulu)	6	10
4	Little Millet (Samalu)	1	1.7
5	KodoMillet (Arikelu)	1	1.7
6	FoxtailMillet (Korralu)	14	23.3
7	BarnyardMillet (udalu)	2	3.3
8	ProsoMillet (Varigelu)	0	0
Total		60	100

Field Study.

Figure: 3 Consumer's preferences with regard to variety of millets



The table: 3 shows the consumer preference with regard to variety of millets. The awareness level of millets shows that most of the respondents were familiar to Jowar, foxtail millet and Finger millets. From the table 3 it can be seen that among the total respondents 56.7 percent of the respondents preferred to use jowar(Sorghum) and followed by 23.0 percent foxtail millet users. Nealy 10. Percent of the respondents preferred to use finger millet and the remaining millet users were varies from 0 to 3 percent.

Hence it can be inferred from the table that most of the respondents preferred to use sorghum (Jowar) as their staple food.

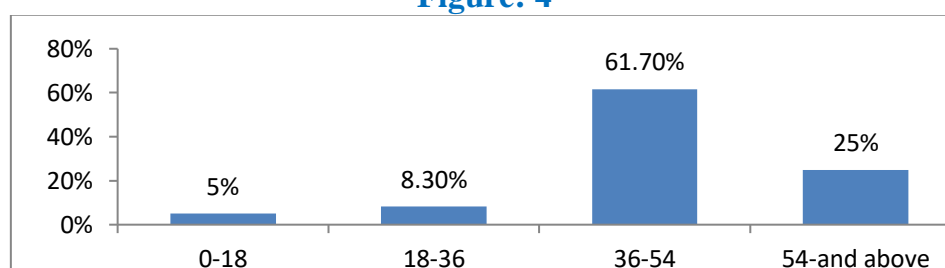
4. Consumption of Millets by age among the Respondent's family members

Table: 4

Sl.No	Age group	No. of respondents	Percentage
1	0-18	3	5
2	18-36	5	8.3
3	36-54	37	61.7
4	54-and above	15	25
5	All	0	0
Total		60	100

Field study

Figure: 4



Traditionally millets were not consumed regularly in the study area but because of health awareness among the people, they stated consuming the millets. In this connection the consumption of millets among the respondent's households with respect to their age groups were also analyzed to know the consumption pattern.

A wide range of variation was seen in this category, nearly 61.7 percent of respondents replied that, their family members who fell in the age group of 36-54 were consuming millets, followed by 25 percent of the respondents mentioned that the family members who were consuming millets belonged to 54 and above age group. Only 8.3 and 5 per cent of the respondents replied that the family members who fell in the age group of 18-36 and 0-18 respectively were consuming millets.

It can be seen from the table: 4 that in majority of the respondent's household's middle and old age people preferred to consume millets. Hence it can be inferred that there is a positive relation between age and millets consumption, as the age increases the consumption of millets also increases. Thus, Age plays a vital role in the consumption of millets.

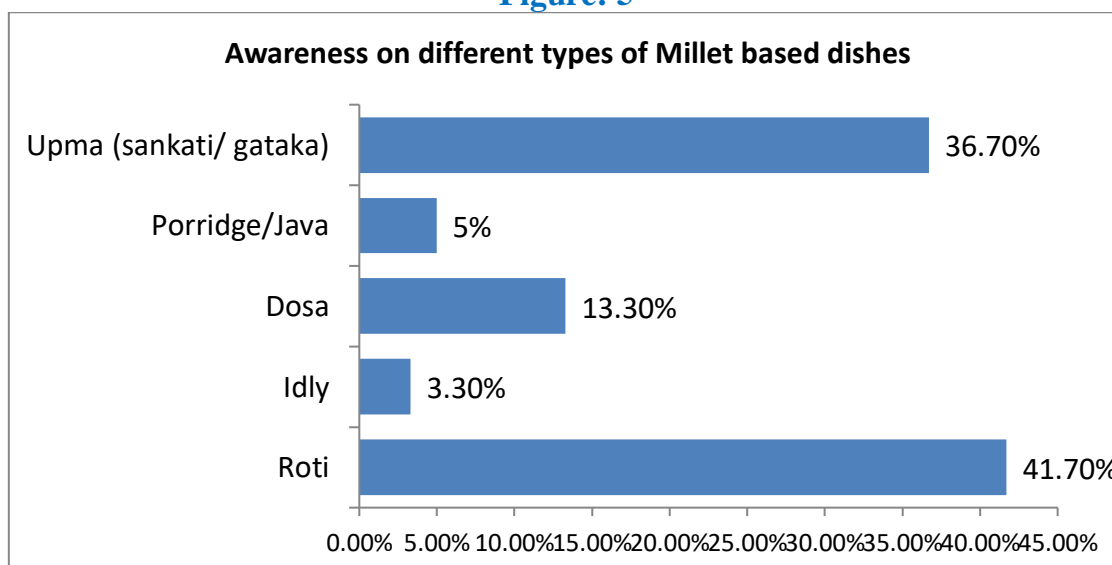
5. Awareness on different types of millet based dishes

Table: 5

Sl.No	Category	No. of respondents	Percentage
1	Roti	25	41.7
2	Idly	2	3.3
3	Dosa	8	13.3
4	Porridge (Java)	3	5
5	Upma (sankati/ gataka)	22	36.7
Total		60	100

Field Study

Figure: 5



Many variety dishes can be made by using millets like idly, dosa, pongali, and other sweet dishes. But in our observation, majority of the respondents (78%) consumed millets in the form of either Roti or Upma. It was surprising to note that majority of the respondents were unaware of other types of dishes made by millets. Only 13.3 per cent of the respondents used millets in Dosa preparation.

This is very important to create awareness on different cooking methods of millets to attract all the sections of the family members. The marketability of millets can be improved by providing the awareness on different cooking methods.

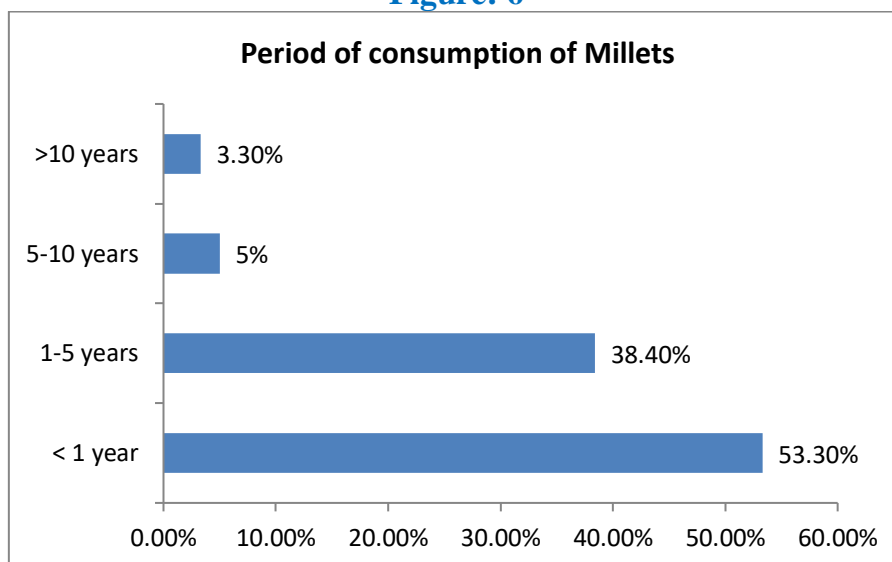
6. Period of consumption of Millets

Table: 6

Sl.No	No. of years	No. of respondents	Percentage
1	< 1 year	32	53.3
2	1-5 years	23	38.4
3	5-10 years	3	5
4	>10 years	2	3.3
		60	100

Field Study

Figure: 6



It can be seen from the table: 6 that nearly half of the respondents have been consuming millets quite recently i.e from one year and nearly 38.4 percent of the respondents have been consuming millets since more than one year and less than 5 years. It can also be seen that nearly 5percent of the respondents have been consuming millets since 5- 10 years and only. The respondents who have been consuming millets since last 10 years were only 3.3. per cent.

From this analysis, it can be inferred that most of the respondents stated consuming millets recently.

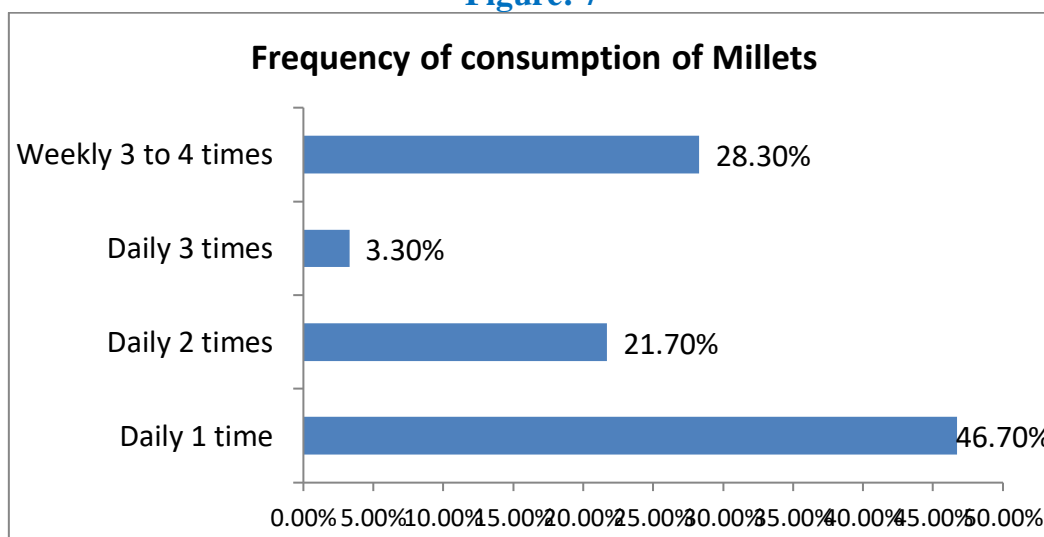
7. Frequency of consumption of Millets

Table: 7

Sl.No	Frequency of consumption of millets	No. of respondents	Percentage
	Daily once	28	46.7
	Daily 2 times	13	21.7
	Daily 3 times	2	3.3
	Weekly 3 to 4 times	17	28.3
	Total	60	100

Field study

Figure: 7



To know the consumption pattern of respondents, they were asked to explain their frequency of consumption of millets. Nearly 46.7 percent of the respondents answered that they included millets for onetime in their daily dietary requirement. Around 21.7 percent of the respondents replied that they were consuming millets for 2 times in a day. And only 3.3 per cent of the respondents were consuming millets for 3 times in a day. Surprisingly nearly 28.3 percent of the respondents replied that they were using millets for 3 to 4 times in a week.

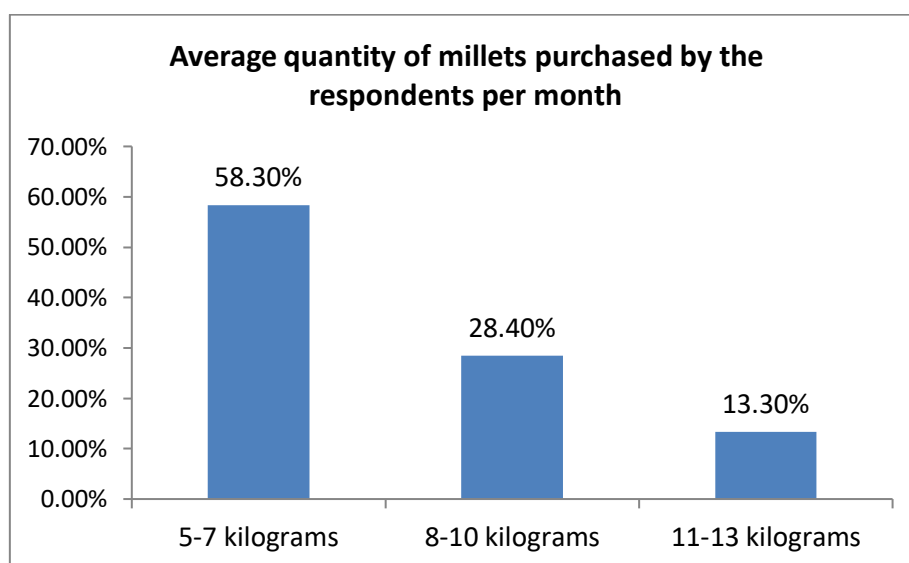
8. Average quantity of millets purchased per month by the respondents

Table: 8

Sl.N O	Average quantity of Millets (in kilograms Per month)	No. of Respondents	Percentage
	5-7 kilograms	35	58.3%
	8-10 kilograms	17	28.4%
	11-13 kilograms	8	13.3%
	Total	60	100

Field study

Figure: 8



It can be seen from the table: 8 that maximum number of respondents (58.3%) purchased 5 to 7 kilograms per month and nearly 28.3 percent of the respondents purchased 8 to 10 kilograms per month. But only 1.4 per cent of the respondents purchased 11 to 13 kilograms per month. The average quantity of millets purchased by the respondents was carried out to be 7.65 kilograms per month.

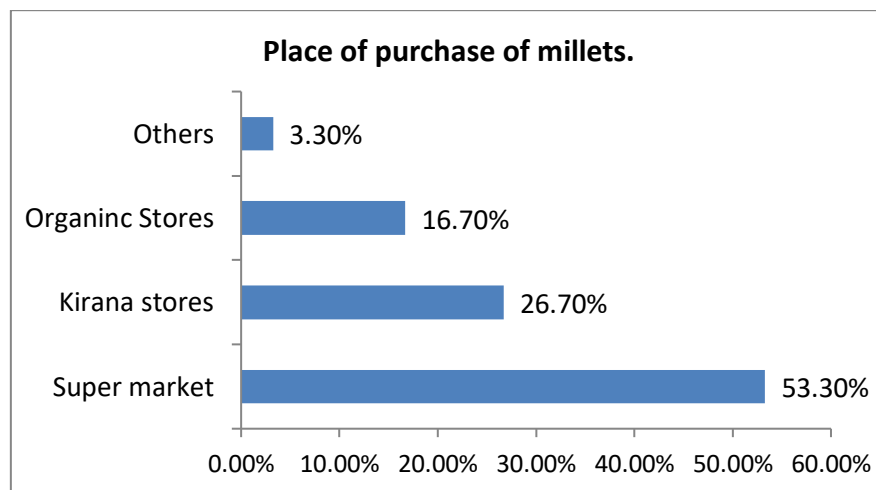
9. Place of purchase of millets.

Table: 9

Sl. No	Type of the Shop	No.of respondents	Per centage
1	Super market	32	53.3
2	Kirana stores	16	26.7
3	Organic Stores	10	16.7
4	Others	2	3.3
Total		60	100

Field Study

Figure: 9



The table shows the places from where the respondents generally purchase millets. The places were categorized into kirana, super markets, and organic stores. It was observed that instead of organic stores, most of the respondents preferred to purchase the millets from super markets and local kirana retail markets because of low prices in these markets.

It can be seen from the table: 9 that majority of the respondents (53.3%) preferred to purchase millets from supermarkets followed by 26.7 percent of the respondents opted local kirana stores for their purchases. Nearly 16.7per cent of the respondents preferred to purchase the millets from organic stores.

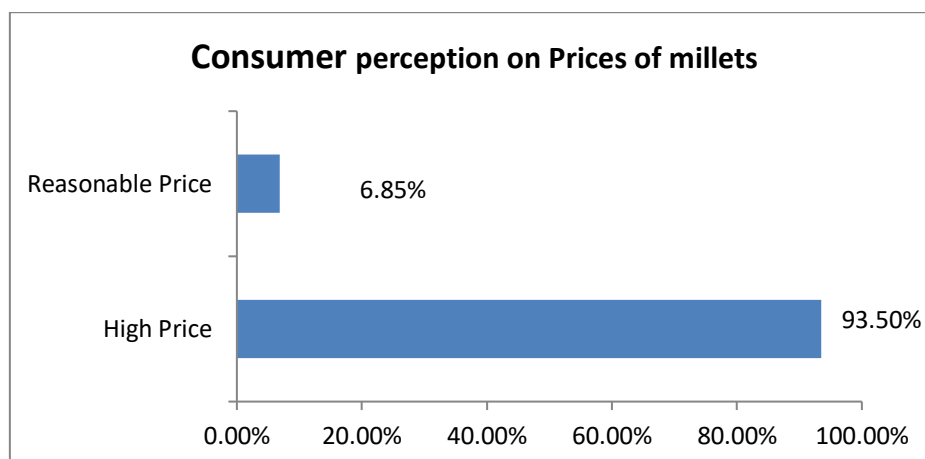
10. Consumer's perception on Prices of millets.

Table: 10

Sl.No	Type of Millets	Price of Millets (per Kilogram)	Price of Rice (per Kilogram)	Difference	No. of Respondents	Responses of Consumer's Perception	
						High Price	Reasonable against their nutrition values.
1	Sorghum (Jonnalalu)	45	55	10	60	50	10
2	Pearl Millet (Sajjalalu)	55	55	0	60	57	3
3	Finger Millet (Ragulu)	60	55	5	60	56	4
4	Little Millet (Samalu)	100	55	45	60	57	3
5	Kodo Millet (Arikelu)	100	55	45	60	58	2
6	Foxtail Millet (Korralu)	90	55	35	60	53	7
7	Barnyard Millet (udalu)	250	55	195	60	59	1
8	Proso Millet (Varigelu)	100	55	45	60	57	3
Total						447 (93.15%)	33 (6.85%)

Field Study

Figure:10



Availability and prices of the millets play a vital role in the consumption of millets. It influences the buying decisions of the consumer. Hence consumer perception with regard to prices was collected. In this connection the difference between prices of millets were also compared to the prices of rice, which is a main staple food of the sample.

It can be seen from the table:10 that majority of the respondents felt (93%) that the prices of the millets were exorbitant to bear. Only small section of the respondents (6.8%) felt that prices were reasonable against their nutrition values. Thus it can be inferred that price is an important element with regard to purchase of millets.

It was found that the prices of millets are higher than that of rice prices. When it was compared, it varies from Rs. 10 to 45 more. The Barnyard millets prices are not reachable to common man, as the difference between the prices of rice is Rs. 195

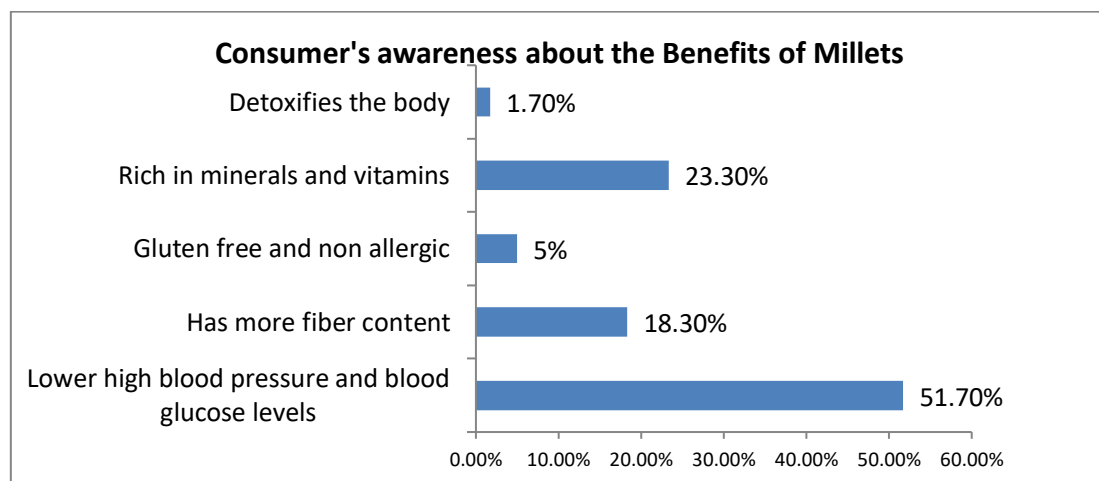
11. Consumer's perception and awareness about the Benefits of Millets

Table: 11

Sl.no	Benefits of millets	No of consumers who are aware	percentage
1	Lower high blood pressure and blood glucose levels	31	51.7
2	Has more fiber content	11	18.3
3	Gluten free and non-allergic	03	5
4	Rich in minerals and vitamins	14	23.3
5	Detoxifies the body	01	1.7
	Total	60	100

Field study

Figure: 11



The table: 11 shows that most of the respondents of the sample (51.7%) felt that millets were helpful in lowering the blood pressure and blood glucose levels. Millets as rich sources of vitamins and minerals were known to 23.3 per cent of the respondents. Nearly 5 per cent of the respondents felt that millets were gluten free and non-allergic. Only 1.7 percent of the people felt that millets are helpful in detoxifying the body. It can be inferred from the table that because of health concerns, most of the respondents tend to change their food habits and consuming millets as regular staple diet.

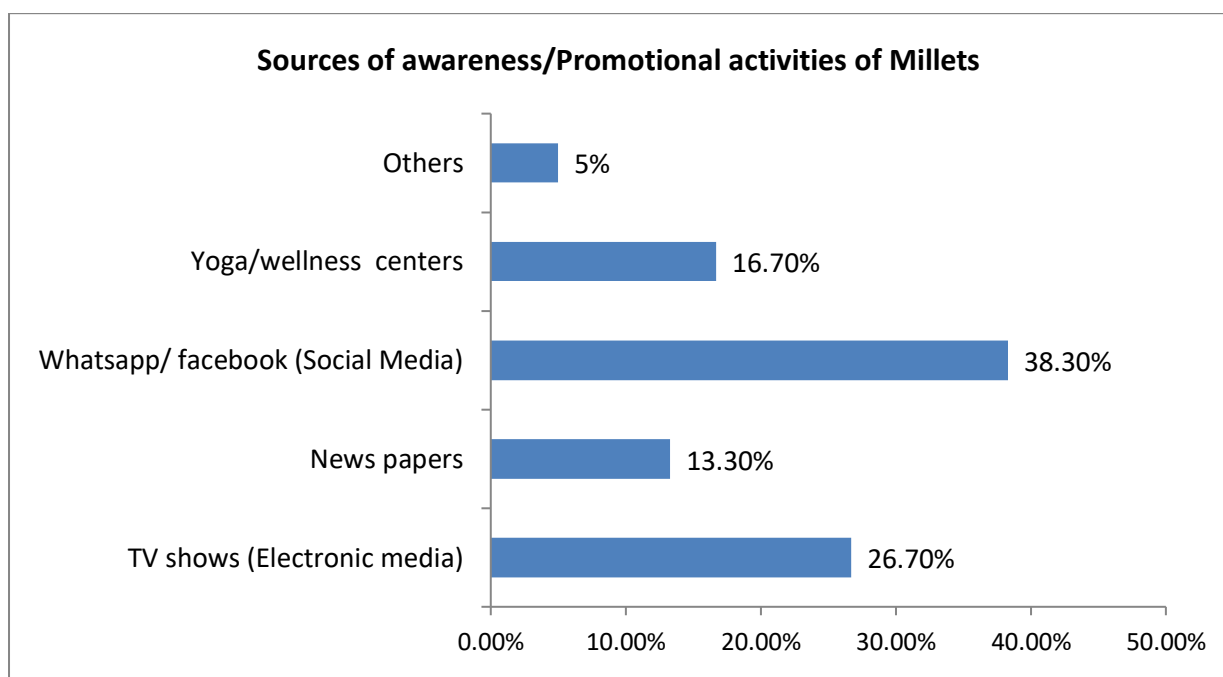
12. Sources of awareness/Promotional activities of Millets

Table: 12

Sl.No	Sources of awareness	No. of respondents	Percentage
1	TV shows (Electronic media)	16	26.7
2	News papers	8	13.3
3	Whatsapp/ facebook (Social Media)	23	38.3
4	Display of the shops	10	16.7
5	Yoga/wellness centers	3	5
Total		60	

Field study

Figure: 12



Awareness plays a vital role in changing the attitudes and food habits of the people. It can be seen from the table: 12 that majority of the respondents (38.3%) were motivated by Social media and included millets in their food basket. Nearly 26.7 per cent of the respondents were motivated by TV Shows and 13.3 per cent of the respondents were influenced by newspapers. It is very interesting to note that nearly 16.7 per cent the respondent were influenced by yoga and wellness centers and using millets.

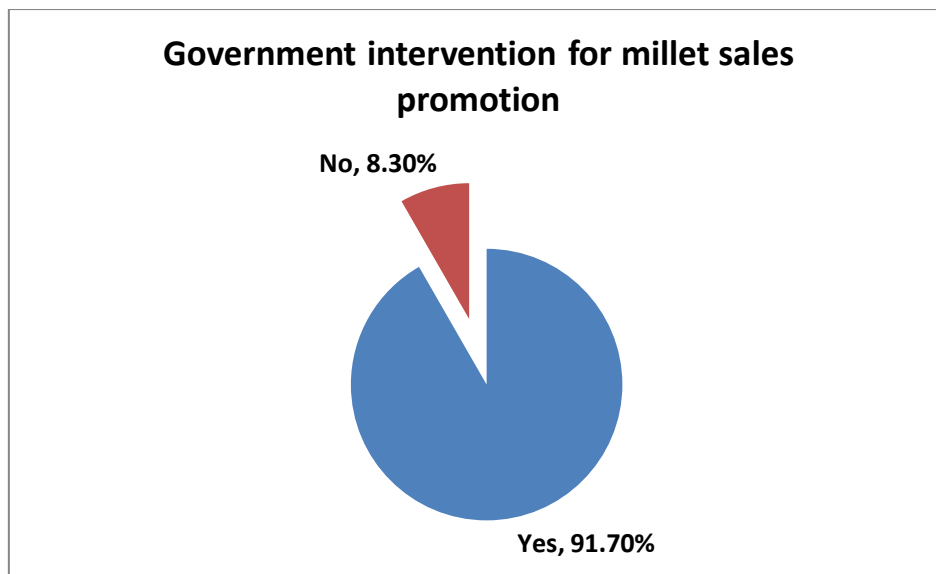
13. Respondent's perception towards Government Role in promoting the millet sales

Table: 13

Sl.No	Category	Yes	No
1	Does government should provide price subsidies for millet's sales promotion	55	5
Total		55 (91.7%)	5 (8.3%)

Field Study

Figure: 13



It can be seen from the table 13 that most of the respondents felt that government intervention was needed to boost the sales of millets. Due to high prices and non-availability of millets, its consumption is limited to few sections of the people in the study area. Hence Most of the respondents (55%) opined that government should provide price subsidies for millet's sale promotion.

Data analysis

(For Millet sellers)

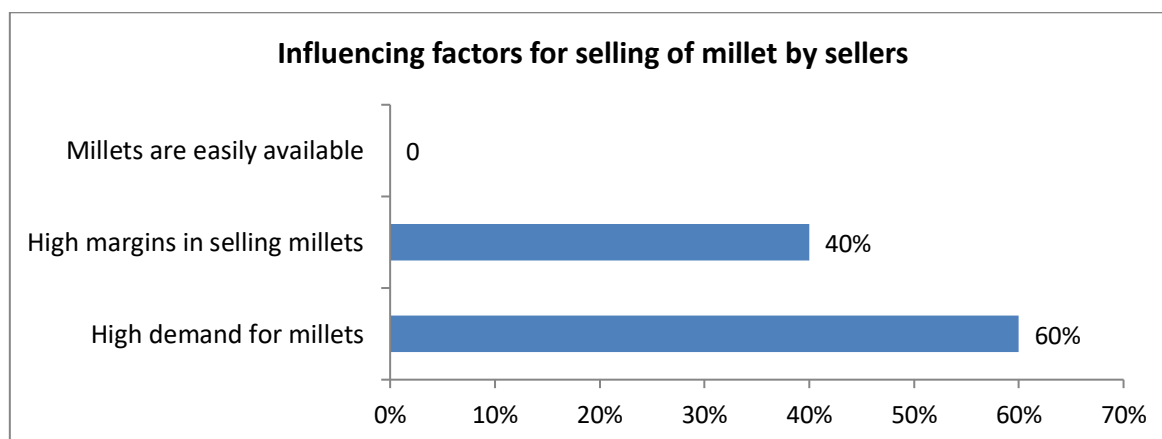
14. Influencing factors for selling of millet by the sellers

Table: 14

Sl.No	Reasons for selling of millets	No. of respondents	Per cent age
1	High demand for millets	6	60
2	High margins in selling millets	4	40
3	Millets are easily available	0	0
Total		10	10

Field study.

Figure: 14



An attempt was made to analyze the views of millets sellers to understand the trends in millet sales. When the millets sellers were asked to reveal the reasons for selling of millets, nearly 60 per cent of the sellers replied that increasing demand for millet consumption was the main reason for millet sales. And 40 per cent of the respondents replied that margins were high in millet sales.

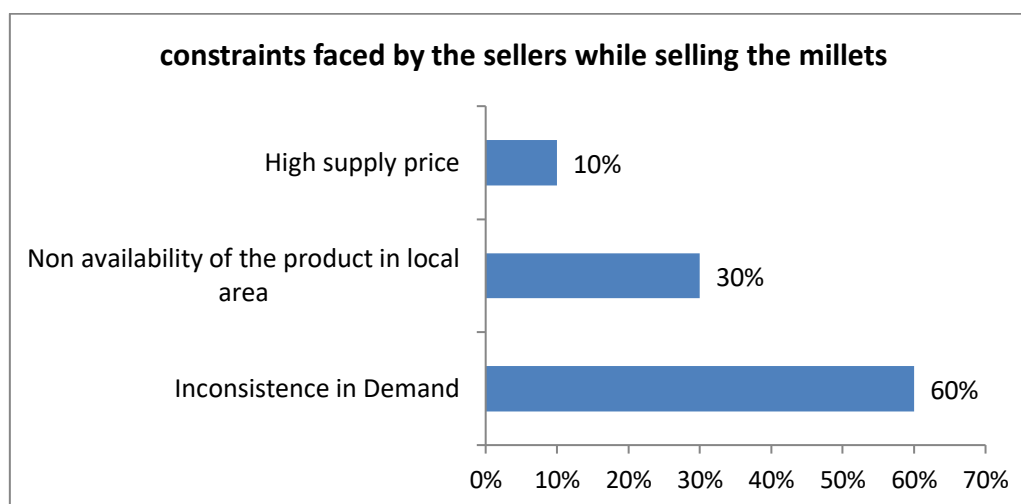
15. The constraints faced by the sellers while selling the millets.

Table: 15

Sl.No	Constraint	No. of respondents	Percent age
1	Inconsistence in Demand	6	60
2	Non availability of the product in local area	3	30
3	High supply price	1	10
Total		10	100

Field study

Figure: 15



The millet sellers were asked to mention the constraints faced by them while selling the millets. Among the all-millet sellers 60 per cent of the sellers replied that they suffered a lot for inconsistency in demand. As millets are not the main staple food in the study area, fluctuations in demand were experienced by the sellers. 30 per cent of the respondents felt that millers were not available in the local market. They purchased millets from Ananthapur and Benguluru. Hence, they felt that transportation expenditure was high for millet procurement. Only 10 per cent of the respondents felt that the supply price of the millets was high.

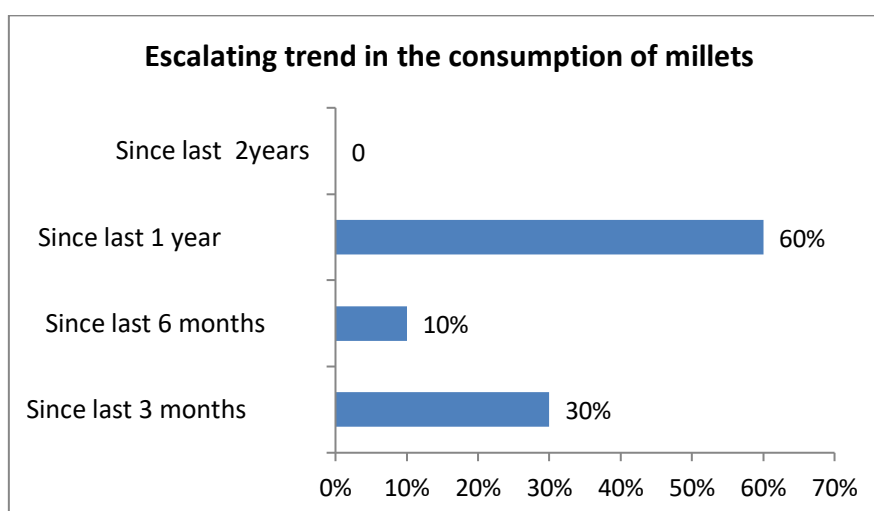
16. Escalating trend in the consumption of millets

Table: 16

Sl.No	Escalating trend	No. of respondents	Per cent age
1	Since last 3 months	3	30
2	Since last 6 months	1	10
3	Since last 1 year	6	60
4	Since last 2years	0	0
Total		10	100

Field study

Figure: 16



The millet sellers were asked to share their experience regarding the increase in the consumption of millets. The majority of the sellers (60%) in the study area expressed that the increasing trend in the consumption of millets was seen since the last year. 30 per cent of the sellers felt that for the last 3 months, demand for millets has been increasing. 10 per cent of the respondents felt that since the last 6 months there was a huge demand for millets.

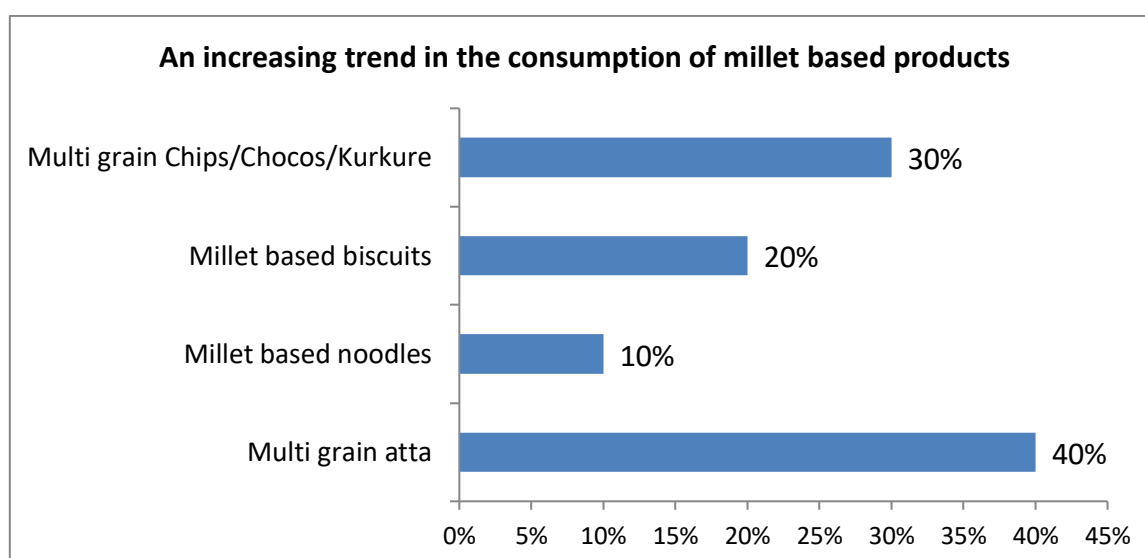
17. An increasing trend in the consumption of millet based products

Table: 17

Sl.No	Product name	No.of respondents	Percent age
	Multi grain atta	4	40%
	Millet based noodles	1	10%
	Millet based biscuits	2	20%
	Multi grain Chips/Chocos/Kurkure	3	30%
Total		10	100

Field study

Figure: 17



It can be seen from the table: 17 that 40 per cent of the sellers replied that consumers preferred to choose millet based multi grain atta for consumption. 30 per cent of the sellers mentioned that consumers liked multigrain Chips/Chocos/Kurkure for consumption. Among the sample 20 per cent of the sellers felt that consumers preferred to use millet-based biscuits and only 10 percent likedmillet-based noodle in the study area.

18. The average sales of millets during the last month

Table: 18

Sl.No	Type of Millets	Average sales of millets during the last month (quintals)
1	Sorghum (Jonnalalu)	8
2	Pearl Millet (Sajjalalu)	1
3	Finger Millet (Ragulu)	3
4	Little Millet (Samalu)	1
5	Kodo Millet (Arikelu)	1
6	Foxtail Millet (Korralu)	4
7	Barnyard Millet (udalu)	1
8	Proso Millet (Varigelu)	1

Field study.

The millets sellers were asked to mention the average sales of different millets during the last month. On average 8 quintals of Sorghum, followed by 3 quintals of Finger millets and 4 quintals of Foxtail millets were sold during the last month. The remaining millets were sold on average by 1 quintal per month.

IX. Main Findings of the research

1. Most of the respondents in the study area were Educated (86.7%).
2. The occupational profile of the respondents shows that, Nearly 35 and 23.3 per cent of the respondents were private employees and business persons respectively.
3. Most of the respondents in the sample preferred to use Sorghum (Jowar) as their staple food. Nearly 56.7 per cent of the respondent preferred to use Sorghum.
4. Among the different age groups of respondent's households, 61.7 per cent of the respondents were middle aged and 25 per cent of them were old aged people preferred to use millets.
5. It is very important to know the different types of dishes made by millets to attract all the sections of the family members. But it was very surprising to know that Majority of the respondents (78%) consumed millets in the form of either Roti or Upma only.
6. We tried to know the awareness on the health benefits of the millets among the sample. Nearly 51.7% consumers felt that millets were helpful in lowering the blood pressure and blood glucose levels. 7. 23.3 per cent of the respondents considered millets as rich source of Vitamins and Minerals. Nearly 18 Per cent of the respondents felt that Millets had more fiber content.
7. Nearly half of the respondents have been consuming millets quite recently, i.e from one year.
8. The frequency of consumption of millets shows that, 46.7 per cent of the respondents included millets for once in their daily dietary requirement. Surprisingly nearly 28.3 percent of the respondents were using millets for 3 to 4 times in a week

9. Maximum number of respondents (58.3%) purchased 5 to 7 kilograms of millets per month. The average quantity of millets purchased by the respondents was carried out to be 7.65 kilograms per month.

10. It was observed that instead of organic stores, most of the respondents preferred to purchase the millets from super markets (53%) and local kirana retail markets (26.7%) because of low prices in these markets.

11. 93 per cent of the respondents felt that the prices of the millets were exorbitant to bear.

12. Social media like whatapp and Face book plays a vital role in millet sales promotion. Nearly 38.3% respondents were motivated by Social media and included millets in their food basket. Nearly 26.7 per cent of the respondents were motivated by TV Shows and 13.3 per cent of the respondents were influenced by news papers.

13. 91.7 per cent of the respondents felt that government should provide price subsidies for millet's sales promotion.

14. An attempt was made to analyze the views of millet sellers to understand the trends in millet sales. Nearly 60 per cent of the sellers replied that increasing demand for millet consumption was the main reason for millet sales.

15. As millets are not the main staple food in the study area, fluctuations in demand were experienced by the sellers. 28. Nearly 60 per cent of the sellers felt that there was inconsistency in demand for millets.

16. The majority of the sellers (60%) in the study area expressed that increasing trend in the consumption of millets was seen since the last year.

17. An increasing trend in the consumption of millet-based products was also seen in the study area. Nearly 40 per cent of the sellers replied that consumers liked to use millet based Multi grain Atta for consumption.

18. The millets sellers were asked to mention the average sales of different millets during the last month. On average 8 quintals of Sorghum, followed by 3 quintals of Finger millets and 4 quintals of Foxtail millets were sold during the last month.

X. Suggestion and Recommendations.

1. Awareness should be created among the consumers on the health benefits of the millets through seminars, discussions, talks and exhibitions with the help of ICDS, Health agencies and NGOs in the study area
2. Most of the respondents in the study area have less knowledge on different cooking methods of millets. Hence providing recipes, cooking demonstrations and recipe books are needed to boost the millet consumption.
3. Heavily subsidized Rice is undermining the demand for millets. Hence millets should be supplied at subsidized rates through PDS.
4. In addition to the PDS, Millet – based ready to eat foods can be promoted through the Mid-Day Meals schemes and integrated child development schemes to enhance Zinc and Iron intake among the children.
5. It was observed that government interventions were not sufficient to boost the millet production. Government should promote the production of millets by providing financial and minimum price support to the farmers.
6. Innovations and researches on millet-based products such as baby foods, breakfast cereals, bakery product and even liquor should be encouraged and financed by the government and corporate houses.
7. Education on nutritional values of Millets develops critical awareness among the students. Hence the awareness on the health benefits of the millets should be included in curriculum planning.
8. The governments should take necessary steps to promote the benefits of the millets with the help of print, Electronic media and Social media.

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Photo gallery



Dr. B. Nainadevi Assistant Professor of Economics along with students
collecting the data

Jignasa (Students Research) State level presentation

YouTube Link:

<https://youtu.be/IHZ5loo-F8M>

Student's Study Project

"CHANGING FOOD HABITS – BOON FOR MILLETS SALES" A Study in
Hanamkonda Town

BA HEP TM II (2019-20)

Sl.No	HT Number	Name of the Student	Group	Signature
1	6191401	ADEPU HEMANTHKUMAR	HEP II	Hemant Kumar
2	6191402	AGITHE BHANUPRASAD	HEP II	Bhanu Prasad
3	6191403	AZMEERA RAJENDAR	HEP II	Azmeera
4	6191404	BALLA THIRUPATHI	HEP II	Ballu
5	6191405	BANOTH MAHENDAR	HEP II	Mahendar
6	6191406	BANOTHU BALAJI	HEP II	B. Balaji
7	6191407	BANOTHU NARESH	HEP II	B. Naresh
8	6191408	BANOTHU SUNITHA	HEP II	B. Sunitha
9	6191409	BHUKYA MANJULA	HEP II	B. Manjula
10	6191410	BONTHA NARESH	HEP II	B. Naresh
11	6191411	CHEDUPAKA MADHU	HEP II	C. Madhu
12	6191412	CHELUKALA SRINU	HEP II	C. Srinu
13	6191413	CHERUKU SINDHUJA	HEP II	C. Sindhuja
14	6191414	CHIDAM SAIKIRAN	HEP II	Sai Kiran
15	6191415	ERRA VISHNUVARDHAN	HEP II	Vishnu Vardhan
16	6191416	GADDAM BHARATH	HEP II	G. Bharath
17	6191417	GAJULA KALPANA	HEP II	G. Kalpana
18	6191418	GANGARAPU BHAGATH	HEP II	G. Bhagath
19	6191419	GANTA MAHESH	HEP II	G. Mahesh
20	6191420	GODUGU SAMBARAJU	HEP II	G. Sambaraju

QuestionnaireI

(For Millet users)

“Changing Food Habits: Boon for Millets Sales – A study in Hanamkonda Town”

1. Name of the Respondent ARYAN.M
2. Locality Teacher's colony
3. Age 45
4. Sex Male
7. Educational Level of the Respondent
a) No education b) SSC c) Intermediate d) Graduation e) Post Graduation
8. Occupation of the respondent Business
a) Government Employee b) Private employee c) Business Person d) Home Maker
e) Student
9. Do you consume Millets? Yes/ No
10. Who in the family consume millets on regular basis? Tick the appropriate one
a) 0-18 age group b) 18-36 age group c) 36-54 age group d) 54 and above age e) all
10. How long have you consumed millets? Tick the relevant one
a) Since last year b) since 1 to 5 years c) since 5 to 10 years d) more than 10
years
11. Which type of millet is being consumed by you on regular basis? Tick the
appropriate one
 a) Sorghum (Jonnalalu) b) Pearl Millet (Sajjalu) c) Finger Millet (Ragulu)
d) Little Millet (Samalu) e) Kodo Millet (Arikelu) f) Foxtail Millet (Korralu)
g) Barnyard Millet (udalu) h) Proso Millet (Varigelu)
12. What type of dish do you prepare with millets on regular basis?
a) Roti b) Idly c) Dosa d) Porridge (Java) e) Upma (Gataka/ Sankati)
13. What is the desired Frequency of consumption of millets, tick the appropriate one

Questionnaire I

(For Millet users)

“Changing Food Habits: Boon for Millets Sales – A study in Hanamkonda Town”

1. Name of the Respondent
2. Locality
3. Age
4. Sex
7. Educational Level of the Respondent
 - a) No education b) SSC c) Intermediate d) Graduation e) Post Graduation
8. Occupation of the respondent
 - a) Government Employee b) Private employee c) Business Person d) Home Maker e) Student
9. Do you consume Millets? Yes/ No
10. Who in the family consume millets on regular basis? Tick the appropriate one
 - a) 0-18 age group b) 18-36 age group c) 36-54 age group d) 54 and above age e) all
10. How long have you consumed millets? Tick the relevant one
 - a) Since last year b) since 1 to 5 years c) since 5 to 10 years d) more than 10 years
11. Which type of millet is being consumed by you on regular basis? Tick the appropriate one
 - a) Sorghum (Jonnalalu) b) Pearl Millet (Sajjalu) c) Finger Millet (Ragulu)
 - d) Little Millet (Samalu) e) Kodo Millet (Arikelu) f) Foxtail Millet (Korralu)
 - g) Barnyard Millet (udalu) h) Proso Millet (Varigelu)
12. What type of dish do you prepare with millets on regular basis?
 - a) Roti b) Idly c) Dosa d) Porridge (Java) e) Upma (Gataka/ Sankati)
13. What is the desired Frequency of consumption of millets, tick the appropriate one

- a) Daily once b) Daily twice c) Daily thrice d) Weekly 3 to 4 times.
14. What is the average quantity of millets purchased per month by you? Tick
a) 5 to 7 kilograms b) 8 to 10 kilograms c) 11 to 13 kilograms
15. What is the source of procurement of millets? Tick the relevant
a) Super market b) Kirana Stores c) Organic stores d) others
16. Do you think that the millets are available at reasonable prices? Yes/No
17. Are you aware of the benefits of consuming millets? Yes/No
18. Why do you consume millets? Tick the relevant one
a) Lower high blood pressure and blood sugar levels
b) Has more fiber content
c) Gluten free and non-allergic
d) Rich in minerals and vitamins
e) Detoxifies the body
19. How did you come to know the benefits of Millets? Tick the relevant one
a) TV shows (Electronic media)
b) News papers
c) Whatsapp/ face book (Social Media)
d) Display of the shops
e) Yoga/wellness centers
20. Do you think that the government should provide price subsidies for millets to
boost their sales? Yes/No

Questionnaire II
(For Millet Sellers)

1. Name of the Respondent
2. Locality
3. Age
4. Sex
7. Educational Level of the Respondent
a) No education b) SSC c) Intermediate d) Graduation e) Post Graduation
8. Do you sell millets? Yes/No
9. What factors will influence to sell millets?
a) High demand b) high margins c) easily available
10. What are the constraints faced by you while selling the millets? Tick the relevant one

Sl.No	Constraint	No.of respondents
1	Inconsistence in Demand	
2	Non availability of the product in local area	
3	High supply price	
Total		

11. Have you noticed an escalating trend in the consumption of millets? If yes, then since
a) Since last 3 months b) since last 6 months c) Since last 1 year d)
since last 2 years

12. Do you find an increasing trend in the consumption of millet based products?

Yes/No

13. If yes, which products have more demand?

Sl.No	Product name	No.of respondents
	Multi grain atta	
	Millet based noodles	
	Millet based biscuits	
	Multi grain Chips/Chocos/Kurkure	
	Total	

12. What are the average sales of millets during the last month for the following millets?

Sl.No	Type of Millets	Average sales of millets during the last month (kilograms/quintals) mention
1	Sorghum (Jonnalalu)	
2	Pearl Millet (Sajjalalu)	
3	Finger Millet (Ragulu)	
4	Little Millet (Samalalu)	
5	Kodo Millet (Arikelu)	
6	Foxtail Millet (Korralu)	
7	Barnyard Millet (udalu)	
8	Proso Millet (Varigelu)	

List of Students participated in collection of Primary data

“CHANGING FOOD HABITS – BOON FOR MILLETS SALES”

A STUDY IN HANAMAKONDA TOWN”

BA HEP TM II (2019-20)

Sl.No	HT Number	Name of the Student	Group
1	6191401	ADEPU HEMANTHKUMAR	HEP II
2	6191402	AGITHE BHANUPRASAD	HEP II
3	6191403	AZMEERA RAJENDAR	HEP II
4	6191404	BALLA THIRUPATHI	HEP II
5	6191405	BANOTH MAHENDAR	HEP II
6	6191406	BANOTHU BALAJI	HEP II
7	6191407	BANOTHU NARESH	HEP II
8	6191408	BANOTHU SUNITHA	HEP II
9	6191409	BHUKYA MANJULA	HEP II
10	6191410	BONTHA NARESH	HEP II
11	6191411	CHEDUPAKA MADHU	HEP II
12	6191412	CHELUKALA SRINU	HEP II
13	6191413	CHERUKU SINDHUJA	HEP II
14	6191414	CHIDAM SAIKIRAN	HEP II
15	6191415	ERRA VISHNUVARDHAN	HEP II
16	6191416	GADDAM BHARATH	HEP II
17	6191417	GAJULA KALPANA	HEP II
18	6191418	GANGARAPU BHAGATH	HEP II
19	6191419	GANTA MAHESH	HEP II
20	6191420	GODUGU SAMBARAJU	HEP II