

Methodology-2: Convergence of Extension Organizations for Millet-Based Entrepreneurship Among Tribal Women in Srikakulam, Andhra Pradesh

Background

Krishi Vigyan Kendra (KVK), Srikakulam , Amadalavalasa—established on 1st January 1985 under ICAR and administered by Acharya N.G. Ranga Agricultural University, has actively promoted millets through various extension activities such as On-Farm Trials (OFTs), Front Line Demonstrations (FLDs), and vocational training programs to enhance nutrition and livelihoods among rural communities in Srikakulam district. Millets, often referred to as “miracle grains,” are rich in carbohydrates, proteins, minerals, and phytochemicals, offering a sustainable solution to malnutrition, especially among vulnerable groups such as adolescent girls, pregnant/lactating women, and children. However, their consumption declined post-Green Revolution due to processing difficulties and the widespread availability of rice and wheat. To revive millet consumption and enhance value addition, KVK Amadalavalasa has adopted a convergence-based approach involving collaboration with multiple extension organizations and departments.

Convergence Approach

Convergence enables multiple extension organizations—public, private, NGOs, and CBOs—to share resources, responsibilities, and strategies for planning, implementing, and evaluating extension programs. This integrated, multi-disciplinary approach ensures effective service delivery, sustainable development, and resource optimization. In Srikakulam, where most tribal and rural households are small or marginal farmers, millet-based livelihoods require comprehensive support including credit, technology, infrastructure, and market linkages—beyond the capacity of any single organization.

Millet Promotion Initiatives

Launch & Expansion:

- Millet promotion began in 2015 with a district-level convergence meeting organized by KVK and allied departments.
- KVK implemented OFTs, FLDs, and vocational trainings in tribal mandals to assess and popularize improved millet varieties and products.

Entrepreneurship Development:

- Manya Deepika Farmer Producer Organization (FPO) was established with technical support from KVK and organizational support from Chinnayya Adivasi Vikas Sangham (CAVS), a local NGO.
- The FPO, under the brand Neelamma Talli Bakery, produces and supplies millet-based biscuits to Anganwadis and welfare schools, processing 50–60 kg daily.

- The unit provides employment to 48 tribal women and earns a monthly profit of ₹60,000.

Impact:

- Millet cultivation area in tribal mandals increased from 500 to 3,000 acres.
- Farmers now earn a premium price with a 15–20% hike over previous returns.

Key Activities by KVK Amadalavalasa

- Convergence with Dept. of Agriculture, ATMA, SERP, NABARD, and NGOs for millet promotion.
- Conducted:
 - 2 Kisan Melas
 - 48 Training Programs
 - 40 Vocational Trainings on millet value addition
 - 25 Exhibitions showcasing value-added millet products
 - 10 Radio Talks and 5 TV Programs
 - Published 10 Popular Articles
 - Distributed 1,000 booklets titled “*Chirudhaanyala to Sampradayavantalu*”
- Facilitated DPR preparation for millet enterprises by FPOs, tribal women, and youth.
- Provided 2 ovens to FPOs under the Tribal Sub Plan for millet bakery production.

Partner Organizations and Roles

Organization	Activity
KVK	Organized Vocational training programmes, group discussions and other extension programmes
NABARD	Promotion and strengthening of FPOs.
SERP	KVK organized various 7 training programmes in tribal mandals of Srikakulam (Kaviti, Veeragattam, Vangara, Mandasa, Vajrapukotturu, Meliaputti and pathapatnam mandals) under APRIGP programme for Self Help Group (SHG) Members with the financial support by Society for Eliminating Rural Poverty (SERP).
ATMA	KVK conducted Skill Training of Rural Youth (STRY)-ATMA sponsored Vocational training programmes on millet value addition

