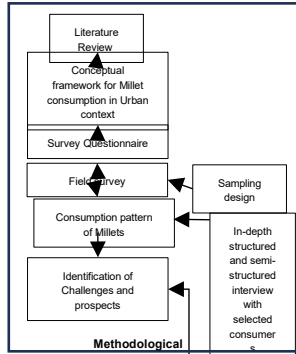
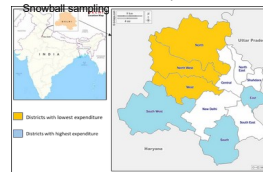


### Objectives

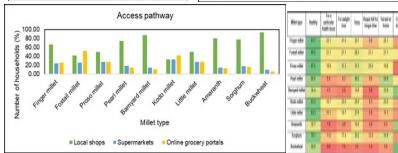
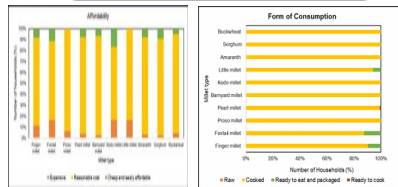
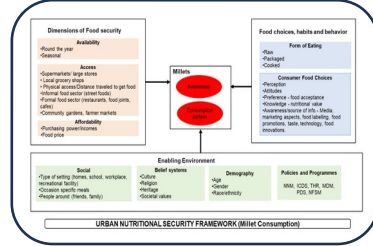
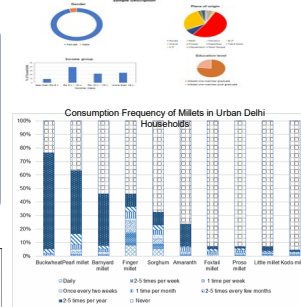
1. To investigate the consumption patterns related to millets in urban Delhi, India.
2. To analyze the drivers influencing the consumption of various types of millets including major, minor, and pseudo millets.

### Methodology

1. New Delhi (9 districts)
2. Identification of middle class (Expenditure class with maximum share of population): **10000-25000 (47%)**
3. Selection of districts (as per monthly consumer expenditure); districts with maximum population under 10000-25000 expenditure class [3 Districts- South West; South; East]; districts with minimum population under 10000-25000 expenditure class [3 Districts- West; North West; North] *Based on secondary data*
4. Selection of localities in various sub-districts; interviews with key informants (Purposive)
5. Selection of Household survey: Random +



### Key Findings



- Overall low consumption of millets
- Millets are not part of the daily diets of the households, daily consumption of cereals like rice and wheat is high
- Most preferred form for consumption of millets is the cooked form
- Knowledge regarding millet comes from mainly four sources home, social circle (friends, relatives), health professionals, and social media
- Millets are perceived as reasonable cost items, local shops most preferred access pathway
- Reasons for consumption- health related factors, cultural factors, served at home
- Reasons for not consuming – not aware, not cooked at home, not available in the market, not easy to find

### Conclusion

- Innovative products focusing on ready-to-eat meals, and snacks
- Awareness drives, knowledge sharing (quantity to be consumed, easy cooking method, and seasonality of millets), Nutrition awareness regarding health aspects
- Increased availability, branding and marketing of products
- Encouraging the role of women to increase millet-