



# Rajasthan's Millet Outlets Initiative

## Why in News?

The **Rajasthan Government** has set up 152 millet outlets through [cooperative societies](#) in rural areas, surpassing its initial target of 34 by more than four times.

## Key Points

- **About:** The opening of millet outlets was part of a larger strategy announced in the [2025-26 State Budget](#) to generate **employment opportunities** in the region.
  - The ambitious project aims to **popularize millets as a nutritious**, affordable, and sustainable alternative to traditional grains in everyday consumption.
- **Role of Cooperative Societies:** The outlets are set up through organizations such as the **Rajasthan State Cooperative Consumer Federation, District Cooperative Consumer Societies**, and **Kraya Vikray Sahakari Samitis**.
  - These societies have been instrumental in **promoting millets** and encouraging their inclusion in the diet, thereby helping improve **community health** and well-being.
- **Promotion of SHGs:** In addition to millet products from cooperative institutions, products from **women's self-help groups** are also available at these outlets, supporting women's empowerment and entrepreneurship in rural areas.

## Millet

- It is a collective term referring to several **small-seeded annual grasses** that are cultivated as grain crops, primarily on marginal lands in dry areas in temperate, [subtropical, and tropical regions](#).
- Some of the common millets available in India are **Ragi (Finger millet)**, Jowar (Sorghum), Sama (Little millet), Bajra (Pearl millet), and Variga (Proso millet).
  - The earliest evidence for these grains has been found in the [Indus civilization](#) and was one of the first plants domesticated for food.
- It is grown in about **131 countries** and is the traditional food for around 60 crore people in Asia & Africa.
- India is the **world's largest producer** of millets with a share of 38.4% of the world's production (FAO, 2023).
- Among all the states, Rajasthan has covered the largest area under millet cultivation, followed by Karnataka, Maharashtra, Uttar Pradesh, Haryana, Gujarat, Madhya Pradesh, Tamil Nadu, Andhra Pradesh, and Uttarakhand.