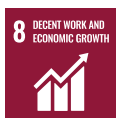


Nutrition Focused Initiatives: Encouraging Millet Consumption



India is a global hub of millet production, with these crops serving as the primary source of income for many poor farmers. Through the efforts of the Government of India, 2023 was declared as the 'International Year of Millets'. We, at Apraava Energy, support the millets movement, given their nutritional value and environmental benefits.

Project Aarohan

In Gujarat, Apraava Energy has launched Project Aarohan focusing on education, water and livelihoods across 24 villages near our wind farms. The project has fostered establishment of farmer clubs, Farmer Producer Organisations (FPOs) and Self-Help Groups (SHGs), and promoted cultivation and consumption of millets in line with global focus on these super grains. Training sessions, workshops, and seminars have been organised to empower local farmers. Through Project Aarohan, we have provided continuous support to promote millets, which includes showcasing them at various platforms like CEE Haat, SARAS fairs and even the G20 Summit.

Hitesh Bhai Meniya is a successful example of an individual who transitioned from traditional farming to millet culturing due to Project Aarohan's intervention. His farm now acts as an educational hub, attracting around 1,000 students, and SHG members for practical learning. Hitesh's seed bank and millet museum has even garnered attention from government bodies like Agricultural Technology Management Agency (ATMA). Hitesh Bhai, recognised by the Governor of Gujarat for his role in sustainable agriculture, advocates for the advantages of millets through the Aakashvani Rajkot radio station.

Project Aarohan has also leveraged resources from National Bank for Agriculture and Rural Development (NABARD) and Krishi Vigyan Kendra (KVK) for a 'Year of Millets' celebration, underlining the importance of natural farming and millets.

