

Study Of Awareness, Perception, And Consumption Pattern Of Shridhanya /Millets Among The Local People Of Pune City.

Mrs. Manasi Sadhale (PhD)

Asst. Professor , Department of Hotel Management Tilak Maharashtra Vidyapeeth, Pune-37

Ms. Aditi Joshi (PhD)

Asst. Professor , Department of Hotel Management , Tilak Maharashtra Vidyapeeth- Pune-37

Dr. (Prof.) Suvarna Sathe

I/C Registrar, Tilak Maharashtra Vidyapeeth, Pune.

Abstract

This research paper measures the awareness, perception, and consumption pattern of Shridhanya /millets among the local people of Pune City.

Nowadays, because of busy lifestyles and hectic schedules people are tired of making home-cooked food. Due to which they are having serious health issues like high blood pressure, heart problems, thyroid, overweight, etc.

It shows that millet consumption has drastically decreased over the past 3 decades. The major reason would be awareness of nutritional benefits, discomfort in preparing food, etc. In this case, it has become so important to spread awareness about Shridhanya /millets. There are many types of millet which have their own nutritional characteristics. India is the largest producer of millet with a total share of 41%. The types of millets cultivated in India are Kodo millet, Foxtail millet, Proso millet and Little millet, etc. Maharashtra is also the leading millet-producing state in India; millets grown in the state are pearl millet, sorghum millet, and finger millet. Considering the ability to tolerate climatic resilience and their nutritious properties, the government of India has declared the year 2023 as 'THE YEAR OF MILLETS'.

The data says that 77.4% of the respondents are aware that 2023 is the year of millets declared by the government of India. Most of the respondents are aware that growing Shridhanya/Millets is environmental friendly practice. The data collected, indicates that out of the 106 respondents, 23 (21.7%) respondents think that always buying negative millet (Wheat, Rice) is cheaper than buying Neutral and Positive Millet. Most of the respondents are motivated considering Shridhanya/Millet in their daily diet because millets are good sources of key proteins, fibre and vitamins. It is observed that maximum respondents always consume Shridhanya/Millet in their food. Overall the response to millets in this study is an encouraging one.

Keywords: Shridhanya, Nutritional benefits, Millets, Awareness, Perception, and Consumption, Pune city.

Introduction

According to (B. Prajapati et al, 2023) Millets are also known as Nutri-cereals, they are one of the aged crops cultivated for food and feed in dry land regions of India. These grains are very important for human nutrition because of their countless beneficial qualities. Millets are ranked as the sixth most important grain in the world and sustain one-third of the world's population. India is known as the largest producer of rice, wheat, and other cereals, but the production and productivity of the major crops have replaced the production and productivity of other important crops, such as minor millets. There are two types of millets cultivated in India: major and minor. The major millets include

sorghum, Bajara, and maize, while minor millets include finger millet, foxtail millet, barnyard millet, and Kodo millet. Farmers in India grow major millets in larger quantities than minor millets, but the minor millets contain many nutritional values. Millets are the staple food for the people who live in the north-eastern part of India, Manipur, Meghalaya, and Nagaland eat millets as their staple food. Millets can grow in dry arid regions and with bad climatic conditions. The study says that these cereal grains are a good source of protein, fiber, essential fats, and minerals like calcium, zinc, magnesium, phosphorus, and potassium. They are gluten-free, which is very beneficial for diabetic patients, cancer patients, obesity, celiac diseases, etc. Millets are nutritionally rich and also contain low levels of phytic acid, which makes them rich in iron and calcium.

According to the dietary surveys carried out by the National Institute of Nutrition- Hyderabad, they explained that these grains are very important for human nutrition. Small millets are the smallest of the millet grains and also include finger millet, kodo millet, proso millet, little millet, and barnyard millet. Millets are the staple food for the people who live in arid and semi-arid areas of the world. Small millets are cooked as rice and can be used in sweets and savories. We can substitute small millets with wheat and rice in various food products. For ex- Bread can be made from finger millet for diabetics and can be also used in many bakery products.

Distribution- According to FAO-STAT – 2021, the global millet cultivation is around 86.3 million tonnes. In the world, India is the largest producer of millet with a production of 17.96 million tonnes and productivity of 1230kg/ha, most of that is grown in the state are, finger millet (ragi), foxtail millet (navane), little millet (Sama), barnyard millet (oodahe), proso millet (Chena), brown top millet (more).

Millets are the ancient cereal grains and the staple food in many regions of the world these cereal grains are grown. Cultivated in higher content in India, the annual production is 18 million tonnes and these also contribute country's food grain basket.

The study says that they are highly nutritious and also contain proteins like important fatty acids, vitamins minerals, dietary fibre etc. They have many health benefits like controlling diabetes blood pressure heart problems, thyroid, helps in weight loss, and many more. Millets are the staple food in Asia & Africa. Almost all millets are consumed in most developing countries The people who are suffering from gluten allergy and celiac disease millet is safe for consumption for them. They are non-acidic, easily digestible, and non-allergic at all.

It shows that millet consumption has drastically decreased over the past 3 decades. The major reasons would be non- awareness of nutritional benefits, discomfort in preparing food, etc. It has become so important to spread the awareness about millets because of the grain texture and hard coat of millet. Nowadays, because of a busy lifestyle and hectic schedule people refrain from making home-cooked food and such habits can cause serious health issues. Millets are very important in the diet of many people in Africa and India.

Today the world is facing agricultural problems and malnutrition challenges. & o well widely, more than 800 million population are undernourished this is the biggest problem considered. Whole grain millets contain many beneficial properties and they are good sources of vitamins proteins, minerals, etc. Now in many countries, millets are consumed as their staple food these cereal grains are drought-resistant and even can cultivated in rain-fed treat regions. India is known as the largest leading producer of both large and small millets considering their ability to tolerate climatic resilience and their nutritious properties. The Government of India has declared the year 2018 as National year. Of Millets and the year 2023 as the International Year of Millets by the United Nations.

History and Westernization

Millets have been cultivated for thousands of years for human consumption. They are grown purposefully, especially in drought regroups where they are most valued due to their potential to grow well in cruel environments. There is proof of the cultivation of millet in the Korean peninsula dating to the middle Jeulmun Pottery period. In our country millets have been specified in some of the oldest Yajurveda texts recognized as foxtail millet-priyangana, barnyard millet-anaava, and black finger

millet-shynamaka so this indicates that the millet consumption was very common, predating the Indian bronze age (500 BC) Before so years ago millets were the crucial gram grown in India Starting from the staple food and important part of local food cultures.

Literature Review:

In the Research Paper titled "Awareness and Consumption of Small Millets" (Hemamalini, Susan Sam,2021), the author states that Milles is one of the less utilized cereal grains. Millets are the old cereals known to mankind. Milles are grown in marginal area under good agricultural conditions And it is grown in dry zones. India produces a large number of many types of millet, like pearl millet, sorghum, finger millet, Barnyard, and many others. The study says that it is the most neglected grain and is reintroduced as 21st century-smart food to build a global healthy society. Millet we very beneficial, and does not resemble glue in texture and it doesn't form acid, so they are easy to digest. Humans are not allergic to millet and the most digestible cereal grain available to us. Millets contain 8% of protein and 4% of fat. They are considered a good source of vitamins and minerals. Millets also prevent many diseases like diabetes, prevent cardiovascular diseases, help in maintaining ideal weight, help in bowel movement, etc.

The Research Paper Titled "Health benefits of millets and their significance as functional food (Sangeeta Rosella, et al,2021) explains that Millets are considered functional food and are gaining popularity amongst the group of people and are making it possible for the same. Millets are considered a major source of many nutrients. Because they contain age diminishing, bacterial infections, and Carcinogenic preventive agents and also key vitamins, etc. The study says that millets have countless health benefits. And can work against celiac disease because the grain texture and hard coat of millets encourage their keep sustenance, it becomes hard to process and cook. Nowadays because of busy lifestyle. And hectic schedules people are tired of making home-cooked food and by doing these things they can have serious health issues people do not understand the importance of healthy, vitamin, and nutritious food. Millets are super grains competitive with rice or wheat because of their health benefits. Millets are gluten-free cereal grains for people who choose to eat gluten-free food in their diet. The study says that replacing unhealthy food with millet in day-to-day consumption can lead to many health benefits.

The Research paper titled as "Improved millet production technology and their impact"(R.R Chapke Prabhakar, et al, 2018) proposes that millet are one of the important cereal grain that has played a key role in national food and nutritional security. Millets have the potential capability to feed the increasing population of the country. Millets have many of other uses like food, feed fodder as bio-fuel, etc. The author has also mentioned of millets in different languages like English, Hindi, Marathi Kannada, Telugu, Tamil, and Bengali, Gujrat. Oriya, Punjabi, etc. Millets cultivation in India has decreased due to dryland, poor resources for farmers, etc., it was considered as the largest producer worldwide.

In the Research paper titled "The nutritional use of millet grain for food & feed a review (Z.M Hassan, et al, 2021) the authors focus on the nutritional uses of millet grain Millets are considered. As an important cereal grain for mankind, Millet is generous and is very rich in nutrients as well as in health-beneficial properties like phenolic compounds making it sufficient for eating and feeding. The study says that by eating these grains in a daily diet can also reduce the risk of any diseases and also can better health. Nowadays millet grains are also used in making traditional beverages like bajra, raab, and beer. Porridge etc. Millets are the best cereal grains for eating for people who are suffering from celiac disease because they are gluten-free grains.

The Research Paper titled "Significance of finger millet in nutrition health & value-added products: A Review (Gull et al, 2014). The author states that in different parts of India finger milled is the staple food for people. The scientific name of the finger millet is Eleusine coracana L., we also call it ragi. It

is the most important millet that is cultivated in many regions in India as well as in Africa. It is also consumed for its many health benefits like it prevents liver disorders, asthma problems, and heart weakness. It contains low glucose levels so diabetic patients can consume it. The study says that it naturally helps our body to relax finger millet has nutritional properties like Calcium (344 mg/100g). Dietary fibre (15.20%) and also carbolic acid (0.3.3%). The Researcher states that because of its nutritional and functional properties, the finger millet has been found. The best cereal grains among all other grains. Finger millet is used in many types of food formulation, healthy. And because of its good protein profile.

The Research Paper titled "Small millets: Making a Potential Comeback in the State of Uttarakhand (Rawat et al, 2020), The study elaborates on the concept of BIOCHAR which means that removing the carbon dioxide gas from the atmosphere and storing the plant matter Means in charcoal form. We can replace biochar chemical fertilizer, and it also helps with agricultural waste. Biochar can be very simple but very helpful as it can sustain climatic changes. The study states that by applying this Biochar the results are very good and its effects are also for several growing seasons in farming. It is observed that biochar has positive as well as negative effects on crop growth.

The research paper titled "Assessing the awareness of nutritional benefits of millets amongst women in Bangalore (M. Rizwana et al, 2022), authors discuss the knowledge among Indian women about cereal grains (millets) that it's nutritional value and advantages. The study says that millet is 5 times better than rice and wheat. The millet contributes 10% of India's food grains, India produces 18 million tonnes annually but it is not consumed as rice or wheat. The millets consumption amongst Indian women also depends on age qualification, income, etc. If we think about practical implications then workshops be arranged to understand the importance of millet and explaining about the long-term benefits of cereal grains. As the lifestyle is changing women are also working and they have to do and manage tasks which has deleterious effects on their health."

The Research Paper titled "Pearl milled-nutritional value and medicinal uses (Shweta Mallik, 2015). Paper helps to understand that pearl millet has nutritional value as well as medicinal uses. The pearl millet's scientific name is Pennisetum glaucum we also know it has saji. The study says that the bag is the mature cereal grain that our ancestors had as a staple food. In places like Rajasthan & Gujrat people consume this pearl millet Tidy in then regulars died. Nowadays it is gaining its significance back. Compared to other cereal grains bajra is not that expensive. Taking into consideration the nutritional parameters millet is way better than the rice of wheat. Dieticians and nutritionists are trying to explain and understand the importance. People are aware of bajra millet which has various good effects and beneficial factors for the body. Pearl Millet is considered a neutral millet. This millet also helps in dealing with diseases like anaemia, constipation, cancer diabetes, celiac disease, diarrhoea & many more. As it contains high in fibre it also helps in weight loss. Pearl millet has phosphorus content in it that is very important for bone growth of bone development. Rice has many good qualities in itself but if compared to millet it is zero.

The Research Paper titled "Growth pattern of millets In India (B Hathi Malathi et al, 2016). The authors explained that millets are the most important cereal grains that play an important role in the food of nutrition security of developing countries like Africa & Africa, especially in India. These grains are cultivated on the soil which is very poor that doesn't. Support any other crop to grow. These crops take a very short duration to grow, they also tolerate extremely bad weather and can grow in low water supply. The study says that globally the millet production is 27.83 million tons. India produces the largest millets is 41.04% in the world. Lastly, the author states that the area of cultivating millets has declined over the years. People are getting health conscious as compared to the other five grains. And the health and understanding of the nutrients In India millet production should increase as demand.

Research Methodology

Need of the Study: Millets are nutritionally rich and have health benefits. It is necessary to understand the awareness and consumption can promote healthier eating habits. Encouraging millet

consumption can contribute to local food security. Millet have a cultural significance in many region. Studying perception can reveal insights into preserving culinary traditions and cultural heritage.

Sample Size: Total 106 respondents participated in the survey out of which 58 were male and 48 were females. The questionnaire was filled out by the participants for the research paper “To Study the Awareness, Perception, and Consumption of Shridhanya /Millets among the locals of Pune City.”

Data Collection: Primary Data was collected through structured questionnaire that consists of MCQ to record the responses of participants towards awareness, perception, and consumption pattern of millets among the locals of Pune City. Secondary Data gathered from the literature previously written through research papers, government reports, news articles, etc.

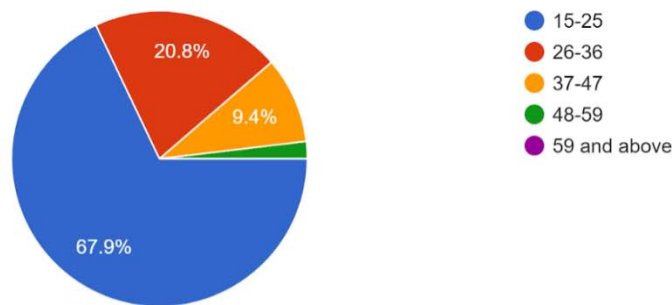
Objectives:

- To study the awareness about Shridhanya /millets in locals of Pune city.
- To study the perception of benefits and nutritional values of Shridhanya /millets in locals of Pune city.
- To study the consumption of Shridhanya /millets by locals of Pune city

Data Interpretation:

2.Age

106 responses

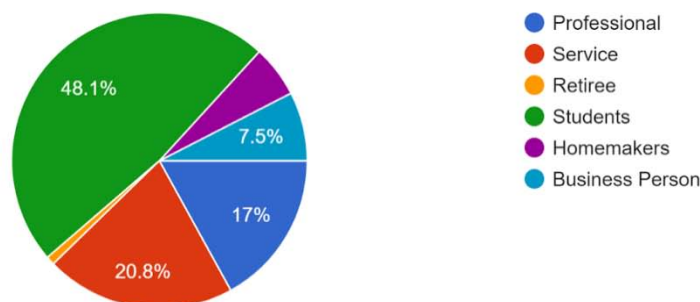


Pie Diagram No 1: Age

The above pie chart reveals that out of 106 respondents 72 respondents (67.9%) were in the age group of 15-25, followed by 22 respondents (20.8%) were between in the age group of 26-36, 10 respondents (9.4%) were between in the age group of 37-47, 2 respondents (1.9%) Were between in the age group of 48-59.

3.Profession

106 responses

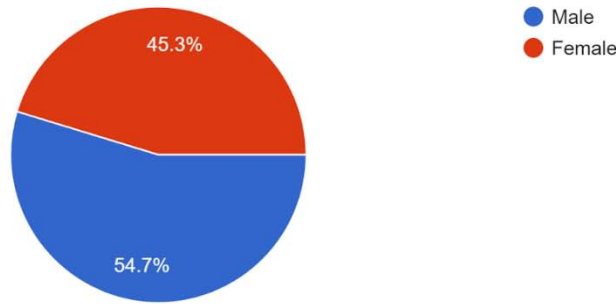


Pie Diagram No 2: Profession

Above pie chart reveals that out of 106 respondents 51(48.1%) respondents were students, 6(5.7%) respondents were homemakers, 8(7.5%) respondents were Business person, 18 (17%) were Professionals, 22 (20.8%) respondents are in service and 1 (0.9%) respondents were retired.

4. Gender

106 responses

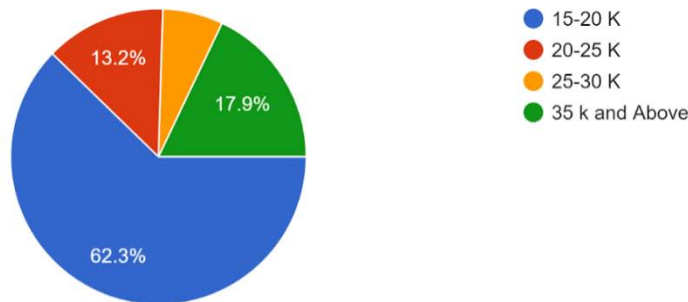


Pie Diagram No 3: Gender

Above pie chart reveals that out of 106 respondents 58 (54.7%) were male and 48 (45.3%) were females.

5. Monthly Income

106 responses

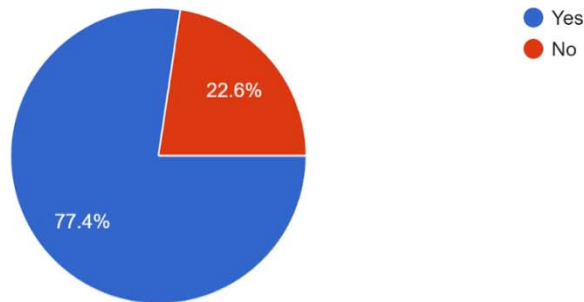


Pie Diagram No 4: Monthly Income

The above statistical data shown in the diagram shows the percentage of the respondent's monthly income out of 66 (62.3%) are earning between 15-20K , 19(17.9%) respondents are earning 35 K and above ,14 (13.2%) respondents are earning 20-25 K , and 7 (6.6%) respondents are earning 25-30K.

6. Are you aware that 2023 is the year of the Sridhanya/ Millet declared by Government of India?

106 responses

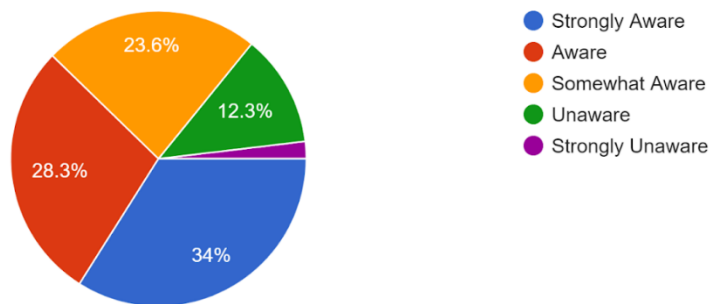


Pie Diagram No 5: Awareness About Year Of Shridhanya /Millets

Above pie chart shows that 82(77.4%) respondents are aware that 2023 is the year of Shridhanya /Millet and 24(22.6%) respondents are not aware about it.

7. Are you aware of nutritional benefits of Sridhanya/Millet?

106 responses

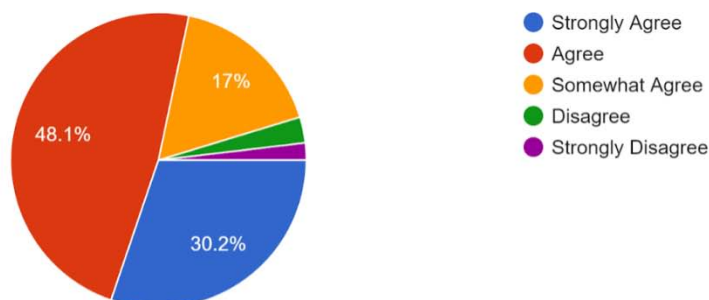


Pie Diagram No 6: Nutritional Benefits

From above pie chart shows that 36(34%) respondent are strongly aware of nutritional benefits of Shridhanya /millet and 30(28.3%) respondents are aware of nutritional benefits of Shridhanya /millet. 25(23.6%) are somewhat aware of nutritional benefits of Shridhanya /millet and 13(12.3%) are unaware of nutritional benefits of Shridhanya /millet, and other are negligible that strongly unaware of nutritional benefits of Shridhanya /millet.

8. Do you agree that Sridhanya /Millet are easily available in Pune city?

106 responses

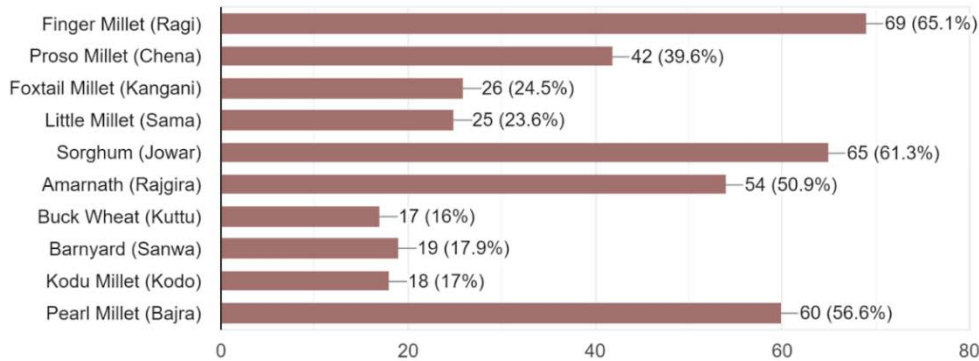


Pie Diagram No 7: Availability Of Shridhanya /Millets

From above mentioned data, it states that out of all the 100% respondents, a major number of respondent, that is 51(48.1%) are agree that Shridhanya /millet are easily available in Pune city, 32 (30.2%) strongly agree that Shridhanya /millet are easily available in Pune city. 18(17%) are somewhat agree that Shridhanya /millet are easily available in Pune city And other are negligible that strongly disagree and disagree.

9. How many types of Sridhanya/ Millets are you aware of?

106 responses

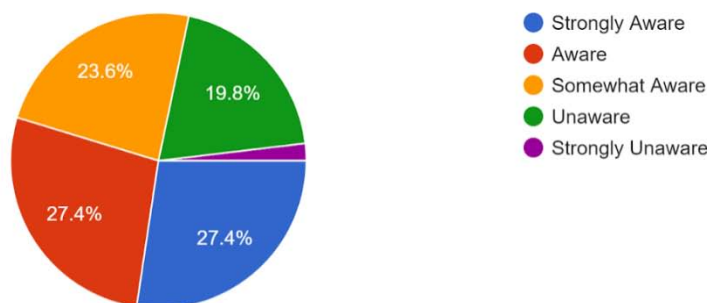


Graph No 1: Types Of Shridhanya /Millets

Above mentioned question was asked to know types of Shridhanya /millets are respondents aware of, out of 106 respondents 69(65.1%) respondents are aware of finger millet (ragi), out of 106 respondents the second most preferred millet is sorghum (jowar) that is 65(61.3%), 60(56.6%) respondents are aware of pearl millet(bajra), out of 106 respondents 54(50.9%) respondents are aware of amaranth(rajgira) millet, 42(39.6%) respondents are aware of proso millet(Chena), out of 106 respondents, 26(24.5%) respondents are aware of foxtail millet, 25(23.6%) respondents are aware of little millet (sama) out of 106 respondents, out of 106 respondents 19(17.9%) respondents are aware of barnyard millet, 18(17%) respondents are aware of Kodu millet (kodo), and the least respondents that is 17(16%) are aware of buck wheat (kuttu) millet.

10. Are you aware of any special store for organic Sridhanya/ Millets in Pune City?

106 responses



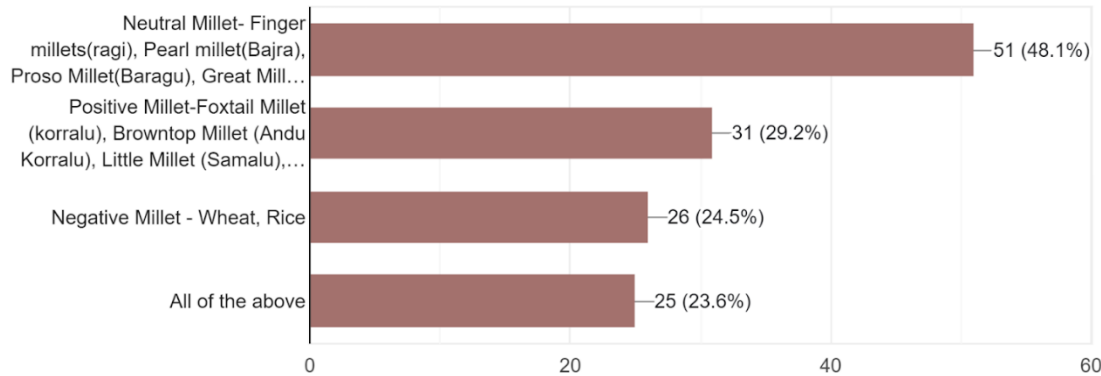
Pie Diagram No 8: Special Store For Organic Millets

Out of the 106 respondents 29(27.4%) are strongly aware of special store for organic Shridhanya /millets in pune city, 29(27.4%) are aware of special store for organic Shridhanya /millets in pune city, 25(23.6%) are somewhat aware of special store for organic Shridhanya /millets in pune city, out

of which 21(19.8%) are unaware of special store for organic Shridhanya /millets in pune city. And 2(1.9%) are strongly unaware of special store for organic Shridhanya /millet in pune city.

11. Are you aware/heard about following Sridhanya/ Millet types?

106 responses

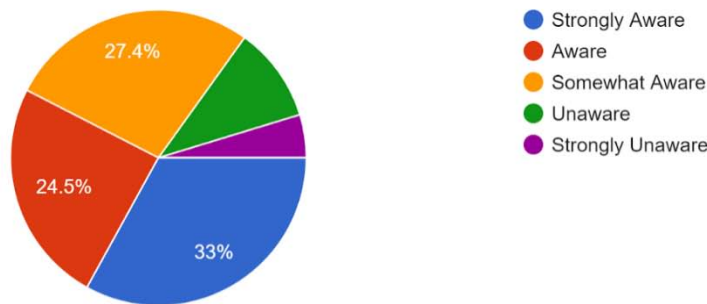


Graph No 2: Types Of Shridhanya /Millet

Above mentioned question was asked about Shridhanya /millets awareness to respondents. It shows that neutral millet are most heard that is 51(48.1) out of 106 respondents. The second most heard millet was positive millet that is 31(29.2) out of 106 respondents. 26(24.5) respondents out of 106 choose negative millet and least awareness was all of above that is 25(23.6) out of 106.

12. Are you aware that growing Shridhanya/Millets is environmental friendly practice?

106 responses

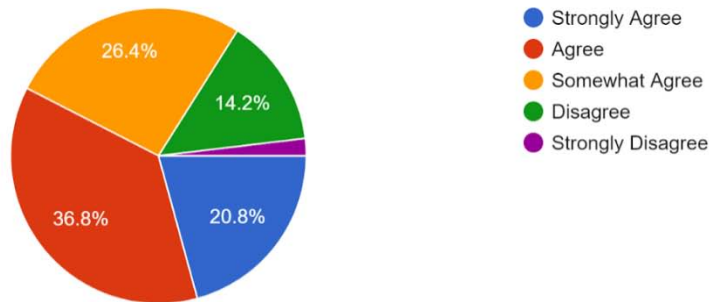


Pie Diagram No 9: Growing Shridhanya /Millets

Out of 106 respondents 35(33%) are strongly aware that growing Shridhanya /millets is environmental friendly practice. 26(24.5%) are aware that growing Shridhanya /millets is environmental friendly practice. 29(27.4%) are somewhat aware that growing Shridhanya /millets is environmental friendly practice. 11(10.4%) are unaware that growing Shridhanya /millets is environmental friendly practice. 5 (4.7%) are strongly unaware that growing Shridhanya /millets is environmental friendly practice.

13. In your opinion do you think that Green Revolution affected the production of Shridhanya/milletts?

106 responses

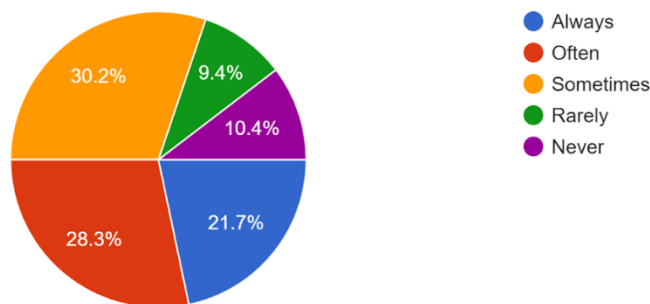


Pie Diagram No 10: Effect Of Green Revolution On Production Of Shridhanya /Milletts

The data here indicates that out of 106 respondents, 22(20.8%) respondents are strongly agree that green revolution affected the production of Shridhanya /milletts, 39(36.8%) respondents are agree that green revolution affected the production of Shridhanya /milletts, 28(26.4%) respondents are somewhat agree that green revolution affected the production of Shridhanya /milletts, out of which 15(14.2%) are disagree that green revolution affected the production of Shridhanya /milletts, 2(1.9%) respondents are strongly disagree that green revolution affected the production of Shridhanya /milletts.

14. Do you think that buying negative millet (Wheat, Rice) is cheaper than buying Neutral and Positive Millet?

106 responses

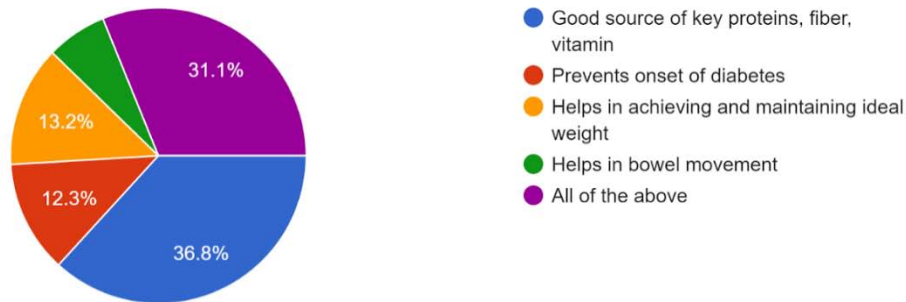


Pie Diagram No 11: Buying negative millet is cheaper than buying neutral and positive millets.

The data here indicates that out of the 106 respondents, 23(21.7%) respondents think that always buying negative millet (Wheat, Rice) is cheaper than buying Neutral and Positive Millet, 30(28.3%) respondents think that that often buying negative millet (Wheat, Rice) is cheaper than buying Neutral and Positive Millet. 32(30.2%) respondents think that sometimes buying negative millet (Wheat, Rice) is cheaper than buying Neutral and Positive Millet, the number of respondents who voted for the rarely and never is too less 10(9.4%) and 11(10.4%) respectively

15. What motivates you consider Sridhanya/Millets in your diet from health point of view?

106 responses

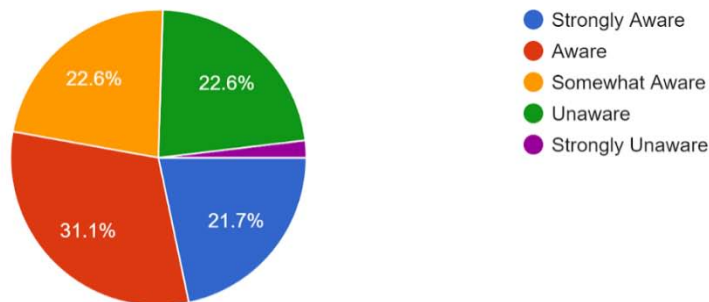


Pie Diagram 12: Motivation for consider Shridhanya/Millets in diet from health point of view

In the above pie chart out of 106 respondents, 39(36.8%) respondents get motivated considering Shridhanya /millets in their daily diet because millets are good source of key proteins, fibre, vitamin, and 13(12.3%) respondents, considering Shridhanya /millets in their daily diet because Shridhanya /millets prevents onset of diabetes, 14(13.2%) respondents get motivated considering Shridhanya /millets in their daily diet because millets helps in achieving and maintaining ideal weight. 7(6.6%) respondents ,considering Shridhanya /millets in their daily diet because millets helps in bowel movement, and 33(31.1%) respondents have chosen all of the above option for considering Shridhanya /millets in their daily diet.

16. Are you aware that you have to soak Sridhanya/Millet 6-8 hours before cooking ?

106 responses

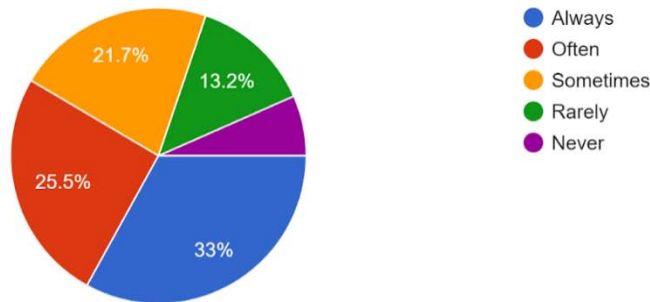


Pie diagram 13: Awareness about soak Shridhanya/Millets 6-8 hours before cooking

Out of 106 respondents 23(21.7%) respondents are strongly aware that they have to soak Shridhanya /millets 6-8 hours before cooking, 33(31.1%) respondents are aware that they have to soak Shridhanya /millets 6-8 hours before cooking, 24(22.6%) respondents are somewhat aware about soaking Shridhanya /millets 6-8 hours before cooking. 24 (22.6%) respondents are unaware about soaking Shridhanya /millets 6-8 hours before cooking. And 2(1.9%) respondents are strongly unaware about soaking Shridhanya /millets 6-8 hours before cooking.

17. Do you use Sridhanya/Millet in your daily consumption?

106 responses

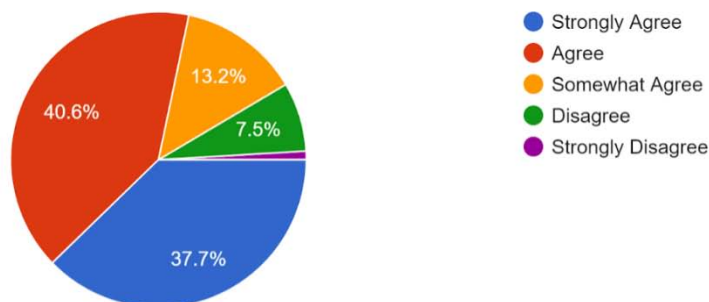


Pie diagram 14: daily consumption of Shridhanya /millets in their daily diet

The above pie chart represents the daily consumption of Shridhanya /millets in their daily diet out of 106 respondents, 35(33%) respondents always consume Shridhanya /millets in their daily diet, 27(25.5%) respondents often consume Shridhanya /millets in their daily diet, out of which 23(21.7%) respondents sometimes consume Shridhanya /millets in their daily diet, 14(13.2%) respondents rarely consume Shridhanya /millet in their daily diet, and 7(6.6%) respondents never consume Shridhanya /millets in their daily diet.

18. Do you think that there is a need for more awareness about Sridhanya/Millet and its benefits ?

106 responses

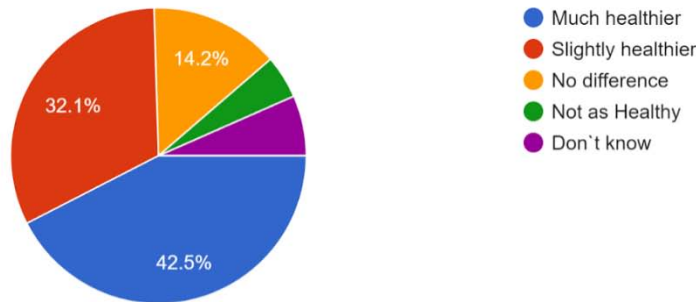


Pie diagram 15: the need for more awareness about Shridhanya /millets and its benefits

The above pie chart speaks about the need for more awareness about Shridhanya /millets and its benefits, from which 40(37.7%) respondents strongly agree that there is a need for more awareness about Shridhanya /millets and its benefits, 43(40.6%) respondents agree that there is a need for more awareness about Shridhanya /millets and its benefits, 14(13.2%) respondents think that there is a need for more awareness about Shridhanya /millets and its benefits, 8 (7.5%) respondents disagree that there is a need for more awareness about Shridhanya /millets and its benefits, and 1(0.9%) respondents are strongly disagree that there is a need for more awareness about Shridhanya /millets and its benefits.

19. What are your perception of the nutritional value of Shridhanya/Millet compared to other grain?

106 responses

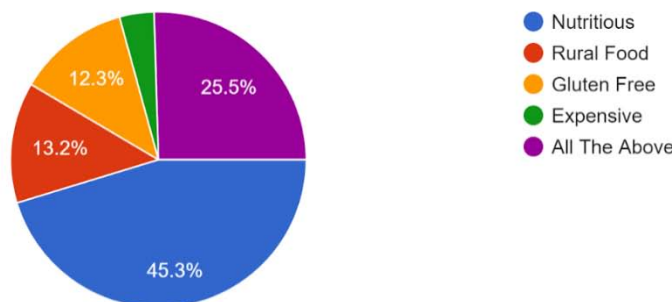


Pie chart 16: Shridhanya /millet are much healthier compared to other grain

Out of 106 respondents 45(42.5%) respondents think that Shridhanya /millet are much healthier compared to other grain, 34(32.1%) respondents think that Shridhanya /millets are slightly healthier compared to other grain, 15(14.2%) respondents think that there is no difference of Shridhanya /millets compared to other grain, 5(4.7%) respondents think that Shridhanya /millets are not as healthy compared to other grain, and 7(6.6%) respondents don't know about nutritional value of Shridhanya /millets compared to other grain.

20. What is your perception towards Shridhanya/Millet ?

106 responses



Pie chart 17: Shridhanya /millets are nutritious

Out of 106 respondents, 48(45.3%) respondents think that Shridhanya /millets are nutritious, 14(13.2%) respondents think that Shridhanya /millets are rural food, out of which 13(12.3%) respondents think that Shridhanya /millets are gluten free cereal grains, 4 (3.8%) respondents think that Shridhanya /millets are expensive, and 27(25.5%) respondents have chosen all of the above option.

Findings Of The Study

From the data collected for the research, it has been observed that-

- The majority of the respondents (30.50%) are from the age group of 15-25 and are aware that 2023 is the year of Shridhanya /millets declared by the government.
- Most of the male respondents (19.81%) are not aware of the nutritional benefits of Shridhanya /millet. Respondents from the income group of 25k -30k are unaware of the nutritional benefits of Shridhanya /millet
- Several female respondents (26.41%) agree that Shridhanya /millets are easily available in Pune city, whereas, male respondents (39.65%) do not agree that Shridhanya /millets are easily available in Pune city.

- Most of the student respondents are aware of finger millet (ragi) and retiree respondents are not aware of other types of Shridhanya /millets.
 - There are a maximum number of respondents (20.7%) from the age group of 15-25 who are aware of the special store for organic millets in Pune city and from the age group between 48-59 are unaware of the special store for organic millets.
 - The age group between 48-59 are unaware of the types of Shridhanya /millet neutral, positive, and negative millets, out of which the 15-25 age group are aware of the types of millets.
 - From the age group of 27-37, negligible females are aware that growing Shridhanya /millet is an environmentally friendly practice out of which the age group between 48-59 are unaware that growing millets are environmentally friendly practice.
 - The maximum number of respondents (24.5%) from the age group of 15-25 agree that the Green Revolution affected the production of Shridhanya /millets whereas the age group between 48-59 respondents disagree that the Green Revolution affected the production of Shridhanya /millet.
 - The data says the maximum respondents (15.09%) from the age group of 15-25 who are students think that buying negative millet (wheat, rice) is cheaper than buying neutral and positive millet.
 - The majority number of respondents (23.58%) in the age group between 15-25 consider Shridhanya /millets in their daily diet because they think that millets are key proteins, fibers, and vitamins.
 - As per the data, the maximum number of male respondents (12.26%) from the age group of 15-25 are aware that Shridhanya /millets should be soaked 6-8 hours before cooking.
 - The maximum number of student respondents (10.37%) are females who sometimes use Shridhanya /millet in their daily consumption.
- Out of 106 respondents, the maximum respondent (23.58%) from the age group of 15-25 think that there is a need for more awareness about Shridhanya /millet and its benefits.

Suggestions

- It has been observed that more number of males are aware that 2023 is the year of the millet declared by government of India, so we need to focus on females, by arranging online webinars.
- Most of the homemakers are not aware about the nutritional benefits of shridhanya/millets, so there is a need to spread awareness among the homemakers by organizing workshops and cooking demonstrations for them.
- We need to focus more on males because they are strongly disagree about the availability of millets in pune city, by increasing plantations of millets. By spreading awareness on many health benefits of millets, can help people to know various types of millets.
- We need to focus more on advertising about special stores for organic shridhanya/millets.
- It is observed that least number of people are aware about neutral millets, positive millets and negative millets, so we can utilize social media platforms to provide informative contents, videos etc.
- There were more number of males who are aware that growing shridhanya/millets is environmental friendly practice, so by arranging demonstrational farms can create awareness among the males and females.
- By raising awareness and promoting sustainable agricultural practices can help people to understand more about green revolution affected the production of shridhanya/millet.
 - Yes, there is a need to raise the awareness about millets and their benefits, because millets are nutritious, sustainable, and flexible crop so educating people about their nutritional value is very important.
 - Retiree persons think that there is no difference of nutritional value of shridhanya/millets compared to other grain so there is a need to spread awareness that millets are rich in fibre, protein, vitamins and minerals making them a good source of energy compared to other grain.

- It is important to raise awareness about millets nutritional benefits, environmental sustainability and versatility in cooking to change respondent's perception towards shridhanya/millets.

Limitations Of Study

- The research was conducted within the geographical boundaries of Pune city.
- This research is done to study the Awareness, Perception, and consumption of Shridhanya/Millets among the locals of Pune city.

CONCLUSIONS OF THE STUDY

The research paper sheds light on the awareness, perception, and consumption patterns of Shridhanya /millet among the local people in Pune City.

The findings also emphasize the growing awareness of the nutritional benefits related to millet, leading to a positive perception among the locals.

Two different methods are used to derive the conclusion in the research which are Qualitative and Quantitative methods. These methods are used to know the dynamics of awareness, perception, and consumption habits of locals in Pune city.

There are various conclusions obtained from the research in which respondents are of various ages and different professions. Most of the respondents are aware that 2023 is the year of Shridhanya /millets declared by the government of India. Respondents are already aware of the nutritional benefits of Shridhanya /millets. They agree that Shridhanya /millet are easily available in Pune city. A Question was asked about how many types of Shridhanya /millet are aware of, most of the respondents are aware of Finger millet (ragi). They agreed about a special store for organic Shridhanya /millets in Pune city. Many of them are aware/heard about neutral millet, they include, Finger millet (ragi), Pearl millet (bajra), Proso millet (baragu), Great millet (white jowar), Sorghum millet (jowar), and corn. Nearly all the respondents are aware that growing srihanya/millets are environmentally friendly practice. Many of them think that the green revolution affected the production of Shridhanya /millet.

Almost all respondents think that buying negative millet (wheat, rice) is cheaper than buying neutral and positive millet. A maximum of the respondents consider Shridhanya /millet as a good source of key proteins, fibers, and vitamins, in their diet from a health point of view. Most of the respondents are aware that millets have to be soaked 6-8 hours before cooking. A large number of respondents use Shridhanya /millets in their daily consumption. Nearly all the respondents think that there is a need for more awareness about Shridhanya /millet and its benefits. A maximum number of respondents think that Shridhanya /millet is much healthier than compared to other grains. The majority of the respondents think that Shridhanya /millet are nutritious cereal grains.

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