

Nutritional Literacy and Consumption trends of Millets in Goa

Sushma Suman¹, Professor (Dr.) Sangeeta Rani²

¹Research Scholar of Home Science, B.R.A Bihar University, Muzaffarpur, Bihar

²HOD University Department of Home Science, B.R.A Bihar University, Muzaffarpur, Bihar.

ABSTRACT

This Research review examines the levels of nutritional literacy and the prevailing consumption trends of millets among residents of North Goa (Panaji, Taleigao). Despite the global resurgence of millets as “Nutri – Cereals” regional consumption in Goa has historically been overshadowed by rice. Using a sample of N= 100, this study investigates whether higher awareness of nutritional benefits correlates with increased consumption frequency. Findings suggest a moderate level of nutritional literacy, primarily driven by health consciousness regarding lifestyle disease like diabetes. However, actual consumption remains occasional due to factors such as taste preferences and limited availability in local markets.

Keywords: Millets, Nutritional Literacy, Consumption Trends, North Goa, Nutri-Cereals, Lifestyle Diseases.

Introduction

Millets are a group of highly variable small – seeded grasses, widely grown around the world as cereal crops for fodder and human food. In India, they are being rebranded as “miracle grains” due to their high fiber content, low glycemic index and rich mineral profile. North Goa (Panaji, Taleigao) with its unique culinary heritage, has seen a gradual shift in dietary patterns. While rice remains the staple, the state government’s focus on the “International year of Millets” and subsequent agriculture policies have aimed to reintroduce Ragi (Nachini) and Jowar into the daily Goan diet.

Objectives

1. To assess the level of nutritional literacy regarding millets among the population of North Goa.
2. To analyze the current consumption trends and frequency of millet intake.
3. To determine if there is a significant difference in nutritional literacy between regular consumers and occasional consumers of millets.

Hypothesis

- **Ho (Null Hypothesis):** There is no significant difference in the nutritional literacy scores between regular and occasional millet consumers in North Goa.
- **Ha (Alternative Hypothesis):** Regular millet consumers have a significantly higher level of nutritional literacy than occasional consumers.

Research Methodology

- **Study area:**North Goa (Panaji,Taleigao)
- **Sample Size (N):** 100 respondent
- **Sampling Technique:** Simple random sampling
- **Data Collection Tool:** A structured questionnaire comprising a “Nutritional Literacy scale” (1-10) and a “frequency of consumption” tracker.
- **Statistical Techniques:** Mean, standard Deviation (SD) and Independent samples t-test to compare the literacy levels between the two groups.

Data Analysis and Results

The collected data was analyzed using descriptive and inferential statistics.

Table:1 Descriptive Statistics for Nutritional Literacy

Group	N	Score	Standard Deviation(SD)
Regular Consumer	42	8.12	1.15
Occasional Consumer	58	6.45	1.42

Table-1 shows the Mean literacy score for regular consumers (8.12) is notably higher than that of occasional consumers (6.45). The lower SD in the regular group indicates more consistent knowledge levels among those who prioritize millets in their diet.

Table -2 Inferential Statistics (t – test)

Variable	t - value	p - value	Result
Nutritional Literacy	6.34	<0.05	Significant

Table-2 shows the t – test yielded a p- value less than 0.05, leading to the rejection of the Null Hypothesis. This confirms that nutritional literacy is a significant factor influencing the consumption of millet in North Goa(Panaji, Taleigao).

Conclusion

The research proves that literacy is the first steps, but not the final solution. To move the needle from “occasional to staple” consumption in North Goa, awareness campaigns must shift from telling people that millets are healthy to showing them how to cook them easily. Nutritional literacy must be paired with market accessibility and price parity to sustain a long term consumption trend.

References

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