SIFT

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Editorial Board

About the Journal

SIFT – Journal of Business and Social Sciences is a peer-reviewed, double-blind academic journal dedicated to advancing high-quality research at the intersection of business, management, and social sciences. The journal provides a global platform for scholars, practitioners, and policymakers to publish innovative studies, conceptual frameworks, case analyses, and empirical research that address emerging challenges in today's dynamic business and societal landscape. With a strong commitment to ethical standards, interdisciplinary dialogue, and impactful knowledge dissemination, SIFT aims to bridge theory and practice, promote responsible leadership, and contribute meaningfully to academic and real-world decision-making. Our mission is to support research that inspires progress, enhances understanding, and drives positive social and organisational outcomes.

Explore our Subject area

- Business Strategy & Policy
- Organizational Behaviour & Theory
- Human Resource Management
- Marketing & Consumer Behaviour
- Finance, Accounting & Auditing
- Entrepreneurship & Innovation
- Operations & Supply Chain Management
- Corporate Governance & Leadership
- Sociology & Social Behaviour
- Psychology & Behavioural Studies
- Consumer Psychology (Behavioural Studies)
- Communication & Media Studies
- International Relations
- Cross-Cultural Studies
- Public Policy & Public Ethics
- Social Impact, Equity & Inclusion
- Business–Society Relations
- Corporate Social Responsibility (CSR)
- Sustainable Business Practices
- Technology, Digital Transformation & Society
- AI, Automation & Workforce Studies
- Ethics & Responsible Management
- Environmental, Social & Governance (ESG) Research

Aims and Scope

SIFT – Journal of Business and Social Sciences is a double-blind, peer-reviewed scholarly journal committed to advancing interdisciplinary knowledge at the crossroads of business studies and the social sciences. The journal serves as an academic platform for researchers, academicians, industry professionals, policymakers, and graduate scholars to publish high-quality research that contributes to theory, practice, and societal development.

SIFT recognizes that contemporary challenges in business and society are interconnected and require a holistic understanding across disciplines. The journal therefore welcomes a wide range of research contributions, including empirical studies, conceptual papers, theoretical advancements, case studies, analytical models, and review articles. Its subject areas span core business fields such as management, marketing, finance,

entrepreneurship, organisational behaviour, and consumer psychology, as well as social science domains including sociology, psychology, communication, public policy, ethics, and cross-cultural studies.

At the heart of the journal is a commitment to academic integrity, ethical research practices, and rigorous scientific standards. Every manuscript undergoes a strict double-blind peer-review process to ensure originality, methodological soundness, relevance, and contribution to existing literature. The journal also promotes responsible research by encouraging authors to address contemporary societal issues such as sustainability, corporate governance, technological transformation, digital behaviour, ethical leadership, and social responsibility.

SIFT aims not only to be a publication outlet but also a knowledge bridge. By fostering dialogue between academics and practitioners, the journal facilitates evidence-based decision-making, policy improvements, and innovative solutions to global business and social challenges. The journal supports the dissemination of impactful research that advances professional practice, stimulates intellectual debate, and enhances the understanding of how businesses operate within social, cultural, and ethical contexts.

Through its inclusive approach, international outlook, and dedication to excellence, SIFT – Journal of Business and Social Sciences aspires to become a leading contributor to scholarly discourse and a trusted resource for researchers and practitioners worldwide.

Scope and Academic Focus

The journal welcomes a wide spectrum of contributions, including original research articles, theoretical papers, applied studies, conceptual frameworks, policy analyses, case studies, systematic reviews, and book reviews. Core areas of interest include:

Business strategy, leadership, and governance

- Human resource management, HR analytics, and organisational development
- Marketing, consumer behaviour, and consumer psychology
- Finance, accounting, financial decision-making, and corporate performance
- Entrepreneurship, start-up ecosystems, and innovation management
- Operations, supply chain, and sustainability practices
- Sociology, psychology, communication studies, and cultural studies
- Public administration, ethics, and social impact research
- Technology, digital transformation, AI in business, and workforce studies
- ESG (Environmental, Social & Governance) frameworks and responsible management

SIFT encourages research that addresses critical societal concerns such as inequality, digital inclusion, sustainable business practices, the future of work, behavioural change, ethical leadership, and globalisation.

Commitment to Ethical and High-Quality Research

Academic integrity is at the core of SIFT's philosophy. Every submission undergoes a rigorous double-blind peer-review process conducted by qualified reviewers and subject experts. Manuscripts are evaluated for originality, methodological integrity, relevance to the field, clarity of argument, and contribution to academic and practical knowledge.

The journal adheres to the highest standards of publication ethics, following guidelines inspired by COPE (Committee on Publication Ethics). We ensure:

Transparent and ethical research practices

- Protection of human participants and responsible data collection
- Proper authorship credit and conflict-of-interest disclosure
- High professional standards in editing, reviewing, and publication

Bridging Theory and Practice

One of the distinguishing features of SIFT is its emphasis on research that not only contributes to theory but also influences real-world decisions. We encourage submissions that provide actionable insights for business leaders, educators, policymakers, NGOs, and social practitioners.

- The journal supports studies that:
- Offer evidence-based solutions to current business challenges
- Influence organisational policy and management practices
- Support public policy development and community-level improvements
- Address socio-economic issues through academic inquiry
- Strengthen the link between academic knowledge and professional application
- Platform for Global Knowledge Exchange

SIFT positions itself as a platform for global academic interaction. Our contributors and reviewers include scholars and professionals from diverse countries, ensuring a wide range of perspectives and global relevance. The journal seeks to amplify voices from emerging economies, promote diverse methodologies, and encourage comparative and cross-cultural research.

Mission and Vision

Mission

To promote high-quality interdisciplinary research that enhances the understanding of business and social systems, supports ethical and responsible organizational practices, and generates knowledge with meaningful social impact.

Vision

To become a globally recognized and trusted academic journal that shapes discussions in business, management, and social sciences by fostering innovation, integrity, and inclusiveness in scholarly publishing.

Why SIFT Matters

- By combining academic depth with societal relevance, SIFT strives to:
- Enhance scholarly dialogue across disciplines
- Provide an accessible platform for emerging and established researchers
- Contribute to global academic thought leadership
- Influence real-world business and social practices
- Support the advancement of ethical, sustainable, and innovative research
- Encourage critical thinking and new theoretical perspectives

Exploring Awareness and Consumption Patterns towards Finger Millet in Tamil Nadu

A. Anisha & Dr. K. Chandrasekar

Abstract

This paper will examine the consumer knowledge, opinion and preference of finger millet-based food products in Tamil Nadu. The findings showed that the majority of respondents were familiar with finger millet, but a large percentage were unaware of its nutritional content. The consumption of finger millet was also low, particularly among people with non-communicable diseases (NCDs), thereby necessitating the need to sensitise the population on the health benefits of consuming this millet. Most of the respondents despite the differences in demographics indicated their pleasure in the consumption of finger millet. The product awareness of finger millet-based products in the local market was however low and the only products that were popular included bread, noodles and crackers. Product manufacturers should aim at strategic advertisement and promotion of nutritional and health benefits of finger millet to raise awareness and product consumption. Such initiatives would have the potential of increasing market penetration and promoting nutritious diets among the people.

Key Words*: Finger Millet, Awareness, Consumption, Food Industry.*

Introduction

Nutritional well-being is a sustaining factor concerning human health, development and optimalization of genetic potential. Consequently, the nutritional health of a community has been realized to be a significant determinant of national development. That is, malnutrition is a national issue because, it hinders national development. The quality of diet should be considered to resolve the problem of chronic food insecurity and malnutrition. Food production diversification should be encouraged both at household and national levels along with the increased yields. The use of traditional food crops that are locally suitable and also fit the household food security is one of the possible effective solutions to the food security problem in the household.A category of small edible grasses, which belong to the grass family (Gramineae /Paniceae). These same small-seeded annual grasses, which are cultivated as grain, on marginal soils in arid regions of temperate, subtropical, and tropical climate are all called

A. Anisha, *Research Scholar, Alagappa Institute of Management, Alagappa University, Karaikudi-630004, Tamil Nadu, India.*

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millet (Baker, 1996). Most important Proso millet (Panicum miliaceum), Foxtail millet (Setaria italica), barnyard millet (Echinochloa frumentacea), Finger millet (Eleusine coracana) and Koda millet (Paspalum scrobiculatum).A Finger Millet(Eleusine coracana) is also known as Ragi and mandua (India), is grown mostly as a staple crop in more than 25 countries across the African and Asian continents, making it the most significant small millet in the tropics(Chandra et.al,2016).Without dehulling, finger millet is eaten. It is better adapted in higher rainfall areas (600-1,200 mm) particularly to acid soils and matures within 100-130 days.One of the main traits of this millet that contributes to its greatest production among millets is its ability to adapt to different agroclimatic conditions.In India it is widely grown in the states of Karnataka, Tamil Nadu, Andhra Pradesh and parts of North India. Tamil Nadu is second largest state producing ragi with an area of about 1.89 million hectares producing during the year of 2023-2024.(Figure.1)

State wise Production of Finger Millet (Ragi) Lakh tonnes

State	2021-2022	2022-2023	2023-2024
Karnataka	11.27	11.48	8.65
Tamil Nadu	2.27	2.07	1.89
Andhra Pradesh	0.31	0.32	0.33
Maharashtra	1.03	0.91	0.88
Uttarakhand	1.27	1.14	1.01
Odisha	0.44	0.37	0.38
Gujarat	0.09	0.08	0.08
West Bengal	0.06	0.06	0.06
Bihar	0.02	0.02	0.02

Figure.1 State wise Production Finger Millet

Source: Ministry of Agriculture & Farmers Welfare (MoA&FW)

Finger Millet(Ragi) is grown both in India and elsewhere, according to a number of earlier research. Numerous nations, including those in Africa, Nepal, and Sri Lanka, also grow this crop. In Tamil Nadu, Dharmapuri district is the top most leading districts of ragi area andproduction.The climate there is perfect, having less than 10% of the land irrigated and 400500 mm of rainfall per year(Takeshima, 2012).(Sivaramane et.al, 2018)has examined how cropping patterns have changed nationally and discovered that there has been a significant area change over time from growing food grains to commercial crops. The coarse grains grown in arid regions have drastically decreased. It's possible that institutional and technological support for crops like wheat and paddy has taken its place. It's possible that institutional and technological support for crops like wheat and paddy has taken its place. (Anowaret.al, 2023) conducted their study in Assam, India and found out that farmers were poor in adoption of

recommendations practices of complex practices such as seed treatment, application of manure and fertilizers and plant protection under different farming systems.ologies to bridge the gap which has the potential to raise the income. (Tonapi et al. 2015) in their book, have given a comprehensive coverage about millet cultivation including finger millet.

The recommended procedures for the cultivation of finger millet were also outlined in the book. The technological methods used to develop finger millet, including the types that were cultivated, were also recorded (Gull et al.2015). Recorded the technology used in ragi cultivation, such as various harvesting techniques and grain storage in jute bags and airtight containers. Finger millet is used in Tamil Nadu to make roti, dosa, and pancakes, among other dishes, also offered in the local market are noodles, breads, buns, pasta, breakfast cereal, pre-cooked cereal flour mix, crackers, and cookies made from finger millet flour. Culinary dishes made from finger millet have only been consumed by the elderly and frequent customers from the finger millet-growing regions. No scientific studies have been conducted so far to exploring awareness and consumption patterns towards finger millet in Tamil Nadu.

Finger Millet in Food Industry

Composite Flour

Composite flour technology is the process of making bread and biscuits by mixing wheat flour with flour from cereals and legumes. However, the term can also refer to mixing non-wheat flours, roots and tubers, or other staples (Dendy, 1992). This technology allows for creating a fortified mixture that not only has higher nutritional content but also meets the characteristics that consumers accept by blending or fortifying one food ingredient with another (Ohimain, 2014). Fortifying with finger millet improves the taste of chapattis and helps diabetics manage their blood sugar levels more effectively. (Kang et.al, 2008).

Popping

Popping or puffing is an easy way to prepare cereals for ready-to-eat products. Popped grain is a crispy, precooked, porous food. Popped grains smell and taste good, especially finger millet. This process deactivates some of the anti-nutritious factors, which improves the digestibility of proteins and carbs while increasing their nutritional content (Nirmala et.al, 2000). To puff finger millet, the entire grain is conditioned by adding water until its moisture content reaches between 18 and 20%. After that, it is tempered for four to six hours in a shaded area.

Malting

In India, finger millet is often malted. This type of finger millet is considered better than malted sorghum and malted maize. Studies show that finger millet has higher amylase activity compared to other millets, including sorghum (Singh, 2012). Malting improves finger millet's digestibility, nutritional value, and taste. It also greatly reduces antinutrients. Finger millet's unique properties differentiate it from other grains, making it suitable for malting and creating

malted foods. Malted weaning food is mixed with powdered sugar, milk powder, or whole milk, along with flavorings, to produce a milk-based drink.(Rao 1994).

Noodles

Due to changing eating habits among children and teenagers, noodles are in high demand both locally and internationally. More people are recognizing the nutritional benefits of finger millet, which is driving up the demand for these noodles. Convenience foods made with cold extrusion technology, like noodles, can dry out and become hard and brittle. Making these noodles is quick and easy. There are two main types produced: noodles made only from finger millet and noodles made from a mix of finger millet and wheat. When the noodles are made entirely from millet, the millet flour is processed to make extrusion easier and to ensure a smooth texture that will hold up during drying and cooking.

Roasting

Roasting and grinding grain makes it easier to digest without reducing its nutritional value (Chandrashekar, 2012). While the methods of puffing and roasting are quite similar, puffing causes a greater increase in volume. Roasting cereals, pulses, and oilseeds appears to remove most harmful or antinutritional substances, such as trypsin inhibitors, hemagglutinin, goitrogenic agents, cyanogenic glycosides, alkaloids, and saponins. This method is simpler and more widely used at home and in villages, and it also extends the shelf life of the food. (Hittalmani,2004).

Bakery Products

There have been efforts to use finger millet flour in bread, muffins, biscuits, and nankhatai. People are also working to standardize the recipes and ensure product quality. Finger millet has a higher fiber and micronutrient content than other grains, which could help it enter the baking industry. This may lead to the creation of various value-added products. A recent study (Desai et al., 2010) found that malted finger millet flour improves the nutritional value of cakes by increasing their mineral and fiber content. Recently, finger millet has gained interest, and efforts are being made to provide it to customers in convenient forms. (Singh et al., 2012).

Materials and Methods

Data Collection

In order to gather data on respondents' sociodemographic characteristics, food-related lifestyles, health-related behaviors, attitudes toward finger millet, and their consumption patterns of finger millet-based products, a structured survey was designed. This survey included a mix of open-ended and closed-ended questions. The main topics evaluated encompassed knowledge regarding the nutritional benefits of finger millet, preferences for its use, awareness of finger millet-based food items available locally, and the willingness to try

new finger millet-based products. Responses to these topics were measured using a five-point Likert scale. A pilot study was carried out with 15 participants chosen at random to enhance the questionnaire's clarity and reliability. Afterwards, the refined questionnaires, offered in both print and online versions, were distributed across different districts of Tamil Nadu. A total of 450 participants willingly took part after being briefed on the study's objectives. Their feedback provides essential information for understanding the levels of awareness and consumption trends of finger millet in Tamil Nadu.

Data Analysis

Data were analyzed using IBM SPSS statistics software.The features of the respondents were examined using frequency analysis.

Results and Discussions

Demographic characteristics of the respondents

A total 450 respondents were selected for the study.Demographic characteristics of the selected respondents are presented in Table 1. Among the selected respondents, the majority were male. The respondents varied in age from 15 to above 50 years and the majority of them (54.5%) were in the age range of above 48years. The respondents varied in educational level and those who have passed the under graduate.

Table - 1
Demographic variables of the respondents

Variables		Percentage (%)
Gender	Male	56.4
	Female	43.6
Age Group	15-25	12.5
	26-36	22.1
	37-47	32.4
	48 above	54.5
Educational Level	Schooling	8.2
	Under graduate	67.2
	Post Graduate	34.4

Awareness on the Nutritional Value of Finger Millet

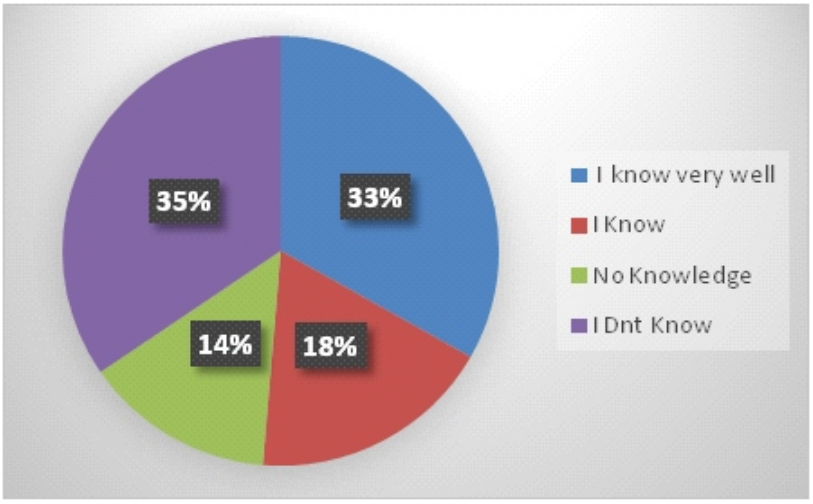

Figure.2 The respondents Awareness on the nutritional value of finger millet

The majority of the respondents were aware of the nutritional value of finger millet; a considerable percentage of the respondents have stated that they I know very well about the nutritional value of finger millet and they are not aware of the nutritional value of finger millet (Fig. 2). This observation evidently indicated the importance of educating the general public on nutritional value and various health benefits of finger millet.

Frequency of Finger Millet Consumption Pattern

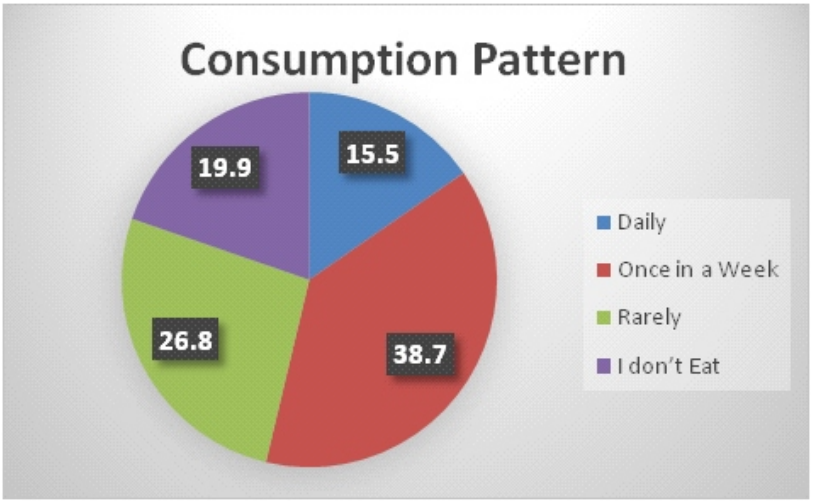

Figure.3The respondent's frequency of finger millet consumption

The majority of the respondents consumed finger millet either once in a week, a considerable percentage of the respondents rarely or very rarely added finger millet to their diets (Fig.3)

Preferences towards finger Millet based foods

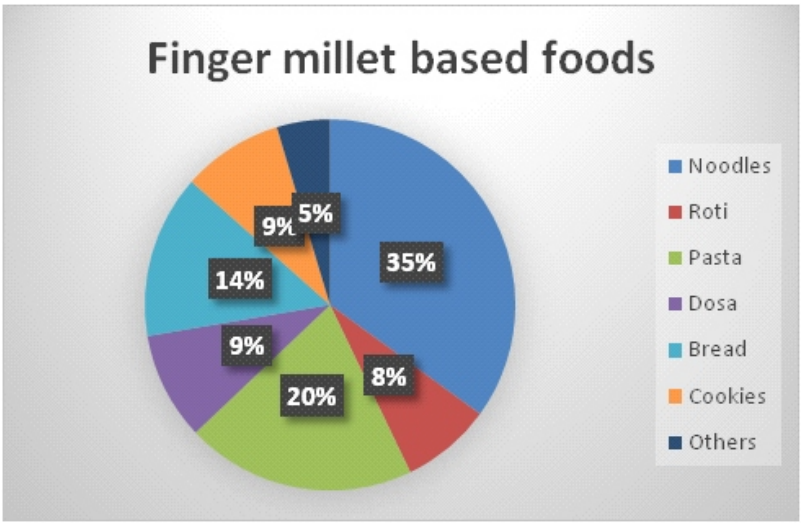

Figure.4 The respondent's preference towards finger millet-based foods

Among the respondents are prefer the finger millet-based products likenoodles, pasta, bread and not aware on roti, cookies, and others. (fig.4). In addition to the common finger millet-based food products, some of the respondents have stated that they consume finger millet flour incorporated aggala, wandu, kokis, fish buns (finger millet flour is incorporated to the dough), cake and pancake.

Conclusion

The consumer survey simplifies the process of discovering Tamil Nadu's knowledge, opinions, and preferences regarding foods made from finger millet. Although many respondents were familiar with finger millet, a significant number indicated they were not aware of its nutritional benefits. Moreover, finger millet was rarely included in the diets of most participants with non-communicable diseases (NCDs). These results underscore the necessity of educating the public about the nutritional advantages and health benefits that finger millet can offer to regular consumers. A majority of respondents, irrespective of gender, age, or educational background, expressed enjoyment in eating finger millet. Producers of finger millet-based food products should concentrate on effectively marketing and promoting their offerings, emphasizing the health benefits, meanwhile many respondents were unaware of the locally available food items made with finger millet flour, with only finger millet flour breads, noodles, and crackers being well-known. This strategy will not only increase sales but also enhance public consumption of finger millet.

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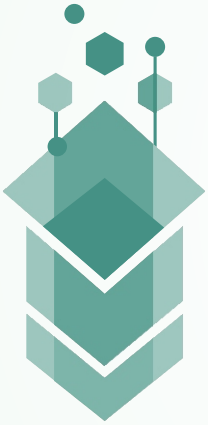

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