

UNLOCK the power of inclusive VALUE CHAINS for rural families

Develop new business areas

Provide livelihoods

Reduce poverty

Empower women through more opportunities



The **Impact Pathway** includes democratization of information so farmers can be full participants in equitable value chains and demand-driven innovation is applied to address gaps along the value chain:

Step 1) **Review the value chain** through the perspective of different stakeholders to identify gaps and opportunities.



Step 2) Use participatory approaches to **develop strategies** to work on the identified gaps and opportunities.

► The approach is critical and includes:

- Building **partnerships** needed on-the-ground or at high-level government
- Establishing **private public partnerships** where needed
- Being **community driven** where on-farm solutions are needed
- Designing efforts to **engage women and youth** in the value chain and leadership
- Undertaking **capacity building** along the value chain from building farmer knowledge to building entrepreneurial skills.
- Continually **monitoring** progress, uptake and attitudes with continual **feedback** into the strategy



Exploring new products and global markets for sorghum

Specific products and markets were identified to capitalize on the domestic and international demand for sorghum and processed sorghum products. This included product-specific cultivars, products with good demand, and major export markets in Egypt, Saudi Arabia and SAARC countries.

The need for developing product-specific cultivars was highlighted by Dr A. Ashok Kumar, Senior Scientist, Sorghum Breeding, ICRISAT. He cited examples of cultivars developed by Mahatma Phule Krishi Vigyanepeth, Rahuri – Phule Pancham for popping, Phule Uttara for poppad (wafers) and Phule Madhur for hurda (fried immature grain).

Four products were identified for commercialization in domestic and export markets based on identified market demand: multigrain biscuits and cookies, sorghum flakes, sevyan (vermicelli) and pasta, Multigrain rotto (flour) and pop sorghum were also identified as having a good market demand.

Initiatives prioritized for export promotion included the development of standards for various processed products; wet sampling and participation in international exhibitions; development of customized pre-processing machinery, and generating awareness on the nutrition benefits of sorghum.

These key points were discussed at a consultative meeting to fine-tune a strategy and develop a proposal to enhance the export marketability of sorghum and sorghum products from India. This proposal will be submitted to the [Agricultural and Processed Food Products Export Development Authority \(APEDA\)](#), Government of India.

"Global demand for nutritious food products paves the way for sorghum. The Sorghum Export Development Platform is a step in the right direction and we will fully support this endeavor that can benefit both entrepreneurs and farmers," said Mr Sunil Kumar, General Manager, APEDA.

A draft publication titled 'Enhancing Exports of Sorghum & Sorghum Products from India: Potential, Policy and Emerging Paradigms' was released at the meeting.

The meet was held at Pune, India, on 30 July as a follow up to the first meeting organized on 17 March at ICRISAT. The meet was organized by [Indian Institute of Millet Research \(IIMR\)](#) in association with [Department of Agriculture, Government of Maharashtra](#), and ICRISAT with funding support from APEDA. An expert panel and over 50 participants from public and private organizations comprising exporters, experts from research and development organizations, government officials and representatives from the sorghum processing industry attended the meeting. [Full list of participants, see web edition.](#)

For more on sorghum: <http://news.icrisat.org/news/sorghum382>



Innovation Platforms to boost dryland agriculture

Agribusiness ventures connect with investors

Bringing together investors and agribusiness entrepreneurs on a common platform the Agri-Business Incubation (ABI) program of the ICRISAT Agribusiness and Innovation Platform, provided a forum for innovators to present their business ideas for funding support. Five agribusiness ventures focussing on ready-to-eat foods, farm mechanization through drone technology, meat franchises, organic e-retailing and fruit preservation technology were identified by investors for funding and business incubation support.

Presentation by Ms Shruvi Krishnakumar of Chennai Chef. Photo: S Sharma, ICRISAT

Farmers assess sweet sorghum opportunity for biofuel

With ethanol production the most viable option for sugar mills facing depressed sugar prices, some mills are looking to use sweet sorghum to produce transport-grade ethanol in the sugarcane off-season. A consortium of researchers and sugar mills are working with the farming community in Telangana, Gujarat, Maharashtra, Pondicherry and Karnataka in India to take this to a new commercial level.

With sugar prices depressed to around ₹ 2,300 per ton for the past two to three years, the mill is expecting to make profits from ethanol rather than sugar, so they are pinning their hopes on developing a viable sweet sorghum ethanol value chain.

Measuring the sugar content of sweet sorghum stalk with a hand refractometer. Photo: M Gyles, ICRISAT

Demand-driven innovations emphasized to enhance oilseed crop productivity

Providing user-friendly technologies that farmers can easily adopt to maximize the production and productivity of oilseed crops was identified as a key area for future focus by Dr S Ayyappan, Director General, Indian Council of Agricultural Research (ICAR) and Secretary DARE, Government of India.

Dr Ayyappan identified this priority in light of the need for demand-driven innovations to fight poverty, eradicate hunger and malnutrition, and provide environmentally sustainable solutions.

Participants of the seminar on a field visit.

Overcoming risks in agriculture through Farmer Producer Organizations (FPOs)

To help farmers overcome the risks in agriculture and improve their access to investments, technology and markets, the National Bank for Agriculture and Rural Development (NABARD) and ICRISAT have come together to establish Farmer Producer Organizations (FPOs) in the states of Telangana and Andhra Pradesh in India.

ICRISAT has been chosen as a Producer Organization Promoting Institution (POPI) in Telangana and Andhra Pradesh to incubate and mentor five FPOs in each state. It will also act as a state-level Resource Support Agency to train and strengthen the capacities of NABARD's other POPIs in Telangana.

NABARD team with ICRISAT senior management at the MoU signing.

negotiating position in the markets, help acquire better technology resulting in enhanced quality and productivity, provide collective marketing thus eliminating intermediaries, and achieve sustainable livelihoods.