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 Vidyapeeth, Rahuri – Phule Panchami for popping, Phule Uttara for papads (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, seviyan (vermicelli) and pasta. Multigrain atta (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 Millets 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. For list of participants, see web edition.

For more on sorghum: http://exploreit.icrisat.org/page/sorghum/882

Credit: Photo unit, ICRISAT