**Interventions and Achievements**

1. **Market-driven Sorghum on-farm production through technology backstopping**
   - 3000 Farmers were technologically back stopped by end product specific cultivars resulted in increase in income by 101% in rainy and 57% in post rainy sorghum under e-choupal of ITC Ltd, private partner
   - Farm level value addition by establishing flaking unit (3.0 times) and processing was demonstrated.
   - More than 25 Sorghum primary and secondary processing machinery prototypes retrofitted & developed that are replicated across ten sorghum growing states in India.

2. **Development of sorghum food products and upscaling**
   - Nutritional evaluation and safety of selected millet foods (NIN)
   - Promotion and Commercialization
   - Assessing consumer acceptability, price and market strategies, and policy imperatives

**Value chain development in Sorghum**

**Overall Impact**

- Brought change in farmers mind-set by giving commercial colour to sorghum allocation of better lands strengthening of sorghum area
- Consumers are given wide healthy options of convenient ITC/RTE sorghum based products that are commercialized on pilot under Estarile brand
- Brought revival of the demand for sorghum both for food and other industrial uses through value addition and value chain approach creating a sustainable and replicable mode
- The efforts are sustainable as the commercialization and horizontal expansion across India is being undertaken beyond NAIP project

**Acknowledgements**

We thank the funding agency for project funded by ICAR/NAIP & work done in collaboration with ITC, NIN, ANGRAU and others; Sustained and continued under INSIMP and subsumed into NFSM and established incubation facility at IIMR.