

Socioeconomics of Sorghum (*Sorghum bicolor* L. Moench) Growers in Western Krishna Basin of Andhra Pradesh State, India

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Abstract. Great millet (*Sorghum bicolor* L. Moench) has been an important post-rainy crop in western Krishna basin of Andhra Pradesh since 2004. Dual-purpose high-yielding hybrids, zero-tillage, and other enhanced technology raised sorghum agriculture in rice fallows from 1000 ha (2004) to 50000 ha (2022) in Guntur District, Andhra Pradesh. The first segment examined the economics of sorghum and black gram crops, while the second examined the yield potentials of dual-purpose sorghum hybrids in rice fallows under zero till. The third section examines the need for sorghum grain processing plants in project site community's cd of Guntur, Andhra Pradesh. During the crop, all sorghum growers successfully used the upgraded seed-to-seed packages. The great millet crop was monitored throughout the season. First portion discusses sorghum economics, where a farmer can earn two rupees and thirty paisa for every rupee invested (B: C Ratio = 2.30: 1), while black gram returns 1.50: 1. The second part has considerable production potential (5-6 tonnes/ha) compared to the national average of one. Final section concludes that crop cultivation will continue and that sorghum grain processing centres must be established in project site villages in western Krishna Basin of Andhra Pradesh to promote millet entrepreneurship. Great millet incubators on value-added products and startups might be increased, resulting in various health and wealth benefits.

Keywords: Sustainability, Entrepreneurship, Hybrid Seed, Wealth Benefit

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