**Production technology of phalsa, *Grewia subinaequalis***

Phalsa (*Grewia subinaequalis* L.) is known to be one of the oldest indigenous fruits in India and widely distributed in tropical and subtropical regions of India, Pakistan and Bangladesh. It is grown commercially in states like Punjab, Uttar Pradesh, Madhya Pradesh, Haryana, Rajasthan and the Himalayan regions, and is found up to 3,000 feet above sea level and smaller scale in Karnataka, Maharashtra, Andhra Pradesh, Gujarat, West Bengal and Bihar. Phalsa is drought-hardy crop and thus suitable for arid and semi-arid zones. It comes under underutilized fruit crops but have nutritional and medicinal value. The nutritional and medicinal value of phalsa is due to its high phenolic compounds, organic acids, tannins, anthocyanins, and flavonoids present in it. Despite the highly nutritional value of the fruit, its commercial scale cultivation and production did not receive a fair response from the industry. Traditionally, it is cultivated as subsistence farming and hence it is mostly consumed in fresh fruits and juices. In India, ripen fresh fruits consumed during summer months and also preparation of refreshing cool beverage. It is an ideal plant for multi-story cropping. However, its popularity is restricted owing to highly perishable nature, small size of fruit and non-synchronous maturity, which necessitates repeated harvesting. Therefore, the plantation is mainly confined to the surroundings of big cities. Its cultivation is also possible with the minimum or no use of synthetic chemical nutrients that also has a sustainable effect on environment and the soil. Due to this reason, organic production is also possible with excellent quality fruits. At ICAR-Central Arid Horticulture Institute, Beechhwal, Bikaner, experiments are being done to take 100% organic production of phalsa.