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Title of Entry	: Bidding for Seed Price of Submergence-tolerant Rice via Mobile Phone in India and Bangladesh
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Select only one type of presentation	: 15 minute oral presentation
Abstract	: Submergence is one of the major problems faced by rice farmers living in low lying areas in India and Bangladesh. To cope up with this menace, submergence-tolerant rice varieties (STRVs) were developed through the introgression of Sub1 genes to some of the most popular varieties in the region. Despite various programs put forth to popularize STRVs, farmers in submergence prone areas are still using old varieties due to lack of awareness on the benefits of using STRVs. To enhance farmer's awareness and capture their preference and willingness to pay towards submergence-tolerant rice seeds, a bidding survey was conducted by communicating with 714 farmers in six divisions in Bangladesh and 1,452 farmers in two states in India. Participants of this phone bidding experiment were randomly selected from the previous household survey in 2016 and 2017. The STRVs used in bidding were Swarna-Sub1 and Bina-11 in India while Swarna-Sub1 and BR11-Sub1 in Bangladesh. The enumerators called each of the farmers, introduced the STRVs and asked their willingness to pay for a 5 or 10-kg seed packet. If the bidding price was above or equal to the unrevealed set price, then the farmer purchased the seeds at the set price and delivered to their house charging no transport cost. The participation rate in bidding experiments for Swarna-Sub1 and BR11-Sub1 in Bangladesh was 52% and 61%, respectively while in India, the participation rate for Swarna-Sub1 and Bina-11 was 32 and 34%, respectively. Results showed that bidding participation and bidding prices were affected by the timing of bidding calls. The sequential logit model/double hurdle models fitted indicated that factors such as farm acreage, awareness of farmers about STRVs along with usage previous exposure to various stresses and increased frequency of contact with agricultural extension workers could influence participation in bidding survey and their willingness to pay.

The study also emphasized the use of mobile phone as a suitable mode to promote adoption and marketing of appropriate variety and technology.

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