

Category	: International Rice Research Conference
Select Theme	: Social inclusion and gender equality
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Keyword 1	: Delivery systems
Keyword 2	: Impact acceleration
Keyword 3	: Scaling up and out
Title of Entry	: Frontline Demonstrations, Rice Check, Evidence Hubs and H2H Trials in Impact Acceleration
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Select only one type of presentation	: 15 minute oral presentation

Abstract : Indian Institute of Rice Research has been conducting Frontline Demonstrations (FLDs) on rice for last two decades. This is a long term educational activity conducted in a systematic manner in farmers' fields to show worth of a new practice/ technology. The programme, along with a series of extension innovations, such as H2H trials, evidence hubs and Rice Check has resulted in popularising more than 80 rice varieties across India. The present paper deals with the success stories and insights developed from the Indian FLD programme along with selected innovations tried in Indian context. Apart from yield advantages, several other issues were identified that would help large scale adoption of modern rice varieties and practices in Asian countries. Huge primary and secondary data were documented over last two decades on adoption behaviour in India (Meera et. al., 2014). In last two decades 20,475 FLDs (of one hectare each) were conducted across India to popularise many hybrids and varieties. These technologies recorded significant yield advantages over existing farmers practices. The paper explains the analytics data by mapping provinces, ecosystems, socio economics, markets, seasons etc., that resulted in large scale adoption of modern rice varieties and technologies. Varietal preference is a carefully weighed balance between consumption and production characteristics. Farmers would not only select the high yielding varieties but prefer varieties because of their taste, nutritional value, duration, the ability to grow with fewer inputs and in different abiotic stress conditions. The paper describes some innovations in refining the program with the principles of rice check that was introduced in India under ICAR-IRRI program. The Ricecheck programme, which follows a procedure of extensionist-assisted farmer –group's self- learning tries to address these concerns. 'Evidence Hub' concept is an innovative approach for quality seed production, locally managing demand supply dynamics, roping in non formal seed producing agencies – and in medium term achieving sustained adoption rates. One of the most striking features of Evidence Hub is involvement of men and women farmers and all stakeholders. They discuss the traits and characteristics that new varieties developed to replace old ones in different ecologies.

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