

Category	: International Rice Research Conference
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Keyword 1	: Innovation systems
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Title of Entry	: SeedCast- Digital Innovation for Seed Demand Estimation and Strengthening of formal seed market systems of new STRVs.
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Select only one type of presentation	: 15 minute oral presentation
Abstract	: <p>Problem: There have been evidences of improved performance and demand for new and climate stress tolerant rice varieties when supported with systematic research and extension efforts for popularizing these in post-release stages. However, in order to make varietal replacement and adoption of these STRVs take off, there has to be sustained and regular availability and access of seeds in mainstream or formal channels. However, the key challenges in formal seed market based system have been information gap around demand and supply; lack of a system to estimate accurate seed demand; and absence of mechanism to strengthen seed supply chain. The Innovation: IRRI has conceptualized and developed a digital tool in order to bridge the gap between seed demand and supply, and thereby strengthening the formal seed market and associated information system. This tool is branded as SeedCast – An ICT driven seed demand forecasting application. In introductory stage, this application focuses on STRVs which are comparatively new and are being introduced to make farmers replace traditional and old varieties to reduce their vulnerability against abiotic stresses. Features and Characteristics: SeedCast is • An integrated & comprehensive system for Demand forecasting of STRVs • A hybrid system with android based mobile App and a web-based MIS system as its core components User Interface: The key stakeholder/ user interface for the Mobile platform are Seed sellers like Dealers, Primary agriculture cooperative societies and village extension workers to raise demand and Farmer for accessing information on varietal characteristic and suitability for local ecology for informed decision. The users of web platform are IRRI, State Department of Agriculture, State Seed Corporation (seed suppliers). This platform hosts key reports, analyzed data on seed demand and supply. The information features: 1. Dealer Database 2. About STRVs (Traits and characteristics) 3. Demand Raising (for Dealers and VAWs) 4. STRV Supplier details (Stock details of variety in demand) 5. Choose variety (Mobile advisory/information for farmer) 6. Feedback 7. The Dashboard Reports(For the use of seed suppliers and State Department for production planning)</p>

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