

Category	: International Rice Research Conference
Select Theme	: Climate change and environmental sustainability
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Title of Entry	: The Rice Varietal Adoption Strategy: The case of innovative delivery and scaling mechanisms for adoption of climate resilient rice varieties
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Affiliation 2	:
Select only one type of presentation	: 15 minute oral presentation
Abstract	: Title: The Rice Varietal Adoption Strategy: The case of innovative delivery and evaluation models for scaling and adoption of climate resilient rice varieties The Problem: One of the successful innovation over past decade in rice breeding programmes have been the development and release of several stress tolerant /climate resilient rice varieties to provide resilience and reduce vulnerability against climatic stress and induced crop loss for farmers in flood/drought/salinity prone areas. However, in order to attain the benefits of these varieties, there has to be sustained adoption and scaling. However, historically in the context of South Asia, the varietal replacement rates, adoption and scaling have remained poor. Some of the major factors to these can be related to a poor seed delivery systems, weak extension, missing linkage between seed sector stakeholders and absence of any appropriate platforms for learning, capacity development and education. The Strategic Model: IRRI's Post-Release Varietal Strategy is an innovative and integrated approach to link delivery systems, agriculture extension systems and seed systems (formal & informal) together. This strategic model has threefold objective towards ensuring access, awareness and adoption of new released STRVs. The Pilot Experiments & Methodology: IRRI has been successfully implementing large scale research for development programmes primarily in Eastern India for new released climate resilient rice varieties. These multiple methods of seed delivery, varietal evaluation and adoption mechanisms being grounded and compared for their effect on adoption, scaling and dissemination of introduced and new STRVs. The multiple methods and their expected results are summarized as below SI No Methods Key Results 1 Evidence Hub and Varietal Expositions Participatory evaluation/ Varieta

mainstreaming/ Demand creation 2 Farmer led Head to Head Trials Experiential learning /Awareness / improved adoption/ Informal dissemination 3 Cluster demonstrations Mass sensitization and Awareness / dealer linkage/ demand creation/ quality seed production and local availability 4 Dealer led demonstrations Improved dealer awareness & demand/ Faster dissemination /varietal replacement and adoption 5 Women led seed delivery and innovations faster seed dissemination and adoption/ seed access/ business or entrepreneurship / capacity building 6 SeedCast (ICT based seed demand estimation) updated and realistic demand estimation/Bridging demand supply

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