

## An Innovative Digital Seed System

During 2020 under Covid 19, a global pandemic situation, an online Seed Portal ([iiwbrseed.in](http://iiwbrseed.in)) was developed by ICAR-IWBR, Karnal to provide seed of recent wheat & barley varieties to farmers. The seed portal was designed and executed through IIWBR website in the September. The interested farmers submit the desired information (name, village, mobile number, district and state, upload soft copy of Aadhar card, select variety, quantity of seed) for registration. The farmer gets OTP on mobile to complete the registration process. The farmers are grouped state-wise and district-wise. The registered farmers are informed at least one week in advance about date and time of seed collection through bulk SMS to facilitate hassle free seed distribution. On an average, daily 3000 farmers collect seed as per the schedule. All the payments are made in digital modes viz., QR code, net banking or card swipe).

During 2022-23, a total of 20054 farmers were registered from 11 states (Haryana, Punjab, Uttar Pradesh, Uttarakhand, Bihar, Chandigarh, Delhi, Himanchal Pradesh, Jharkhand, Madhya Pradesh, Rajasthan) within four days. An amount of Rs. 1.20 crores was generated by selling of >2000q seed of IIWBR varieties to the farmers during October, 2022.

During 2020-21 to 2022-23, 37278 farmers were registered and 26862 farmers collected truthfully labeled (TL) seeds of DBW 327 (Karan Shivani), DBW 332 (Karan Aditya), DBW 303 (Karan Vaishnavi), DBW 187 (Karan Vandana) DBW222 (Karan Narendra), DDW 47, DWRB 137 and DWRB 137. During this period, revenue generation worth Rs 192.30 was generated through sale of TL seed. Total revenue generation through breeder and TL seed was Rs 12.61 crore.

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**Indian Council of Agricultural Research**  
(Ministry of Agriculture and Farmers Welfare)

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**Technological Interventions for efficient Seeds Distribution during COVID-19 Pandemic**

The ICAR-Indian Institute of Wheat and Barley Research, Karnal, Haryana has developed and deployed the Wheat varieties DBW187 (Karan Vandana) and DBW222 (Karan Narendra) in the farmers' fields. The varieties have been handpicked by the wheat farmers' of different states. The Institute used to sell its seed to the farmers by organizing the Kisan Melas in the previous years.

**Wheat and Barley Seed Portal**

**Farmer's Registration**

- Farmer's details
- Aadhar Card upload
- Upload soft copy of Aadhar Card
- Registration confirmation

**Distribution System**

- Use of Bulk SMS
- State-wise and District-wise
- Registration details
- Seed collection

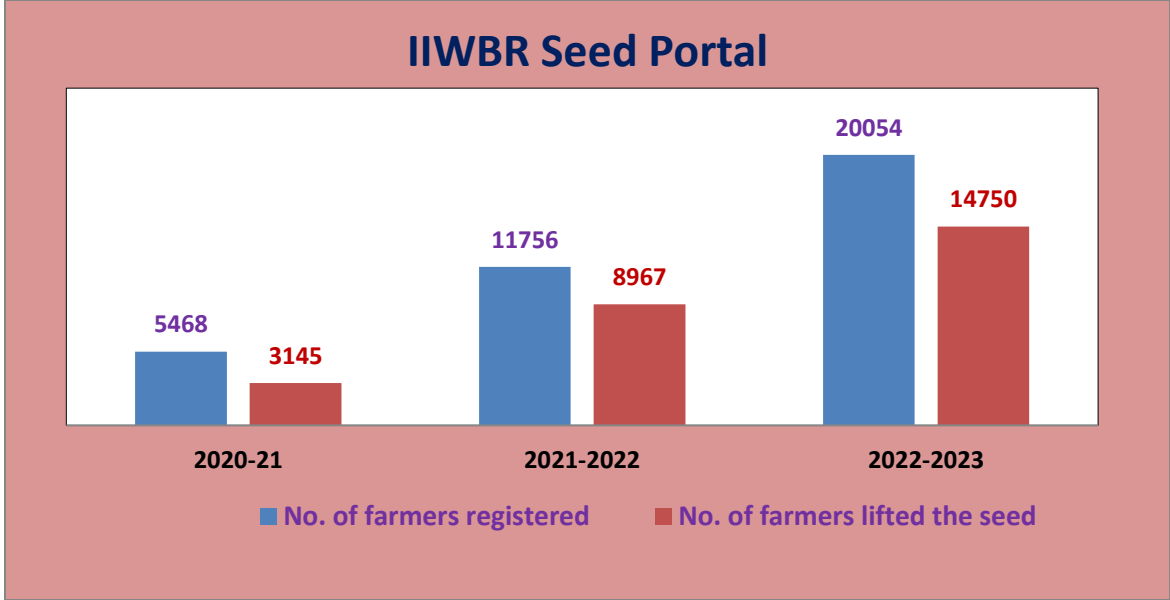
**Seed Delivery and payment mode**

- Seed delivery
- Online payment
- QR code, net banking, card swipe

**5,000 farmers pick new wheat varieties**

To supply the quality seed of recent Wheat and Barley varieties, viz., DBW187, DBW222, DDW47 and DWRB137, the Institute has created Wheat and Barley Seed Portal for the farmers. A farmer has just to fill his name, village, district and state and upload his Aadhar Card and select the variety and quantity of seed to be purchased. A One Time Password (OTP) will be sent to his registered Mobile No. with the ICAR-IWBR, Karnal, Haryana.

Around 5,000 farmers from the different states like Haryana, Punjab, Uttar Pradesh, Bihar and Rajasthan have registered on the Portal during 15<sup>th</sup> September to 23<sup>rd</sup> September, 2020.



**Source:** Director, Indian Institute of Wheat and Barley Research, Karnal