

## Knowledge dissemination and selection of climate resilient rice varieties and their demand aggregation in Odisha through a digital tool –SeedCast

**Project Title:** P259 - Scaling-up Strategies for Climate Risk Management in South Asian Agriculture

**Description of the innovation:** Climate-resilient rice varieties (drought, submergence, salinity) are being popularized in the Odisha state of India through an ICT tool SeedCast. Seed cast tool helping in generating seed demand directly by dealers and it was launched with 2965 dealers from 23 districts in Odisha, India. This tool has been well-accepted government and seed corporations for quick and reliable demand generation features. The tool is planned to be extended to other crops.

**New Innovation:** No

**Stage of innovation:** Stage 2: successful piloting (PIL - end of piloting phase)

**Innovation type:** Production systems and Management practices

**Geographic Scope:** Sub-national

**Country(ies):**

- India

**Description of Stage reached:** SeedCast tool has been successfully piloted in the Kharif (rainy) season of 2019. Out of the total of 30 districts in Odisha, 23 were covered and dealers from these districts have been oriented on the functionality of the tool.

**Name of lead organization/entity to take innovation to this stage:** <Not Defined>

**Names of top five contributing organizations/entities to this stage:**

- Department of Agriculture & Farmers' Empowerment (Government of Odisha)

**Milestones:** No milestones associated

**Sub-IDOs:**

- 35 - Enabled environment for climate resilience

**Contributing Centers/PPA partners:**

- IRRI - International Rice Research Institute

**Evidence link:** <https://tinyurl.com/u5nyu5w>

**Deliverables associated:** <Not Defined>

**Contributing CRPs/Platforms:**

- Rice - Rice