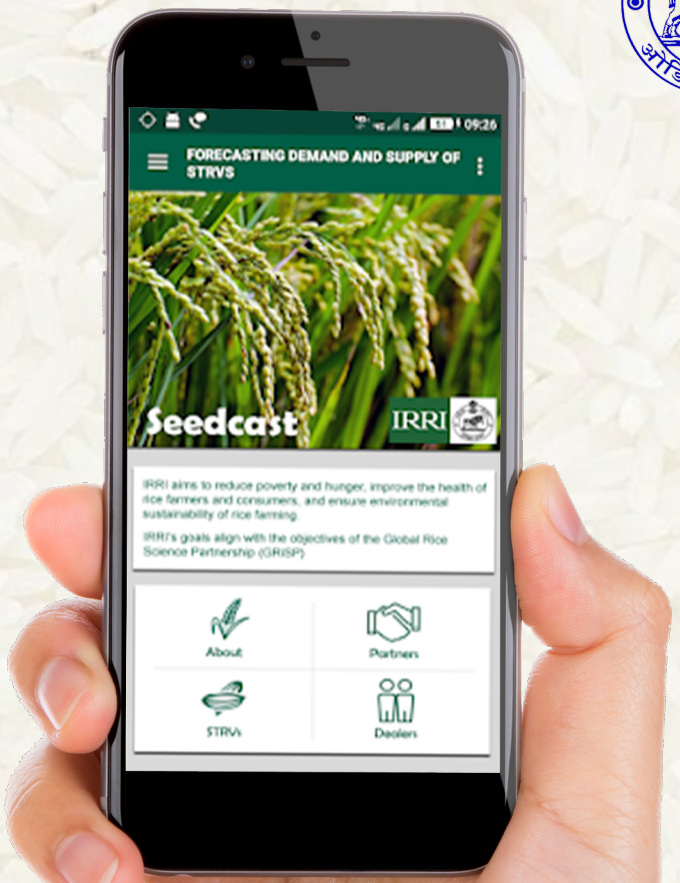
IRRI GO!

SeedCast

SeedCast is an app-based digital tool designed to reliably collate demand for rice seed from dealers, which is generated based on farmers' demand. The app also provides information regarding different rice varieties suitable for the user's location.



The app will help in systemic improvement in seed demand estimation and aggregation process

The estimates provided by this app are relatively more accurate than what is collected through current methods of compilation. Dealers are not generally part of the current demand estimation process

This will facilitate communication and building effective linkages between producers, distributors and users of seed and, the regulatory authorities

What are the benefits from using this tool?

This should lead to effective planning for demand-driven production and delivery of seed

This will enable assures access of dealers to required seed and varieties and, consequently better access to farmers

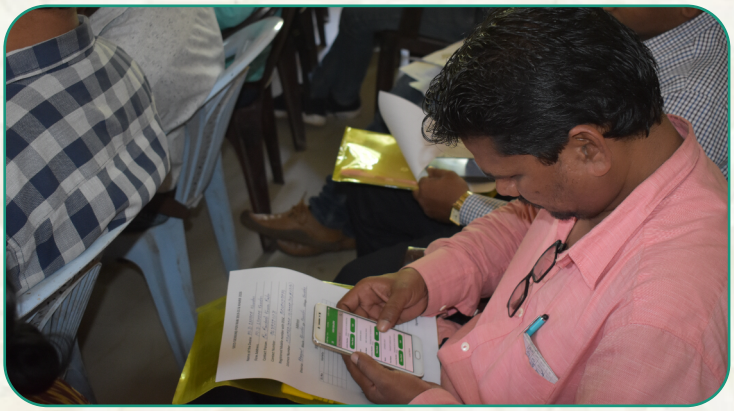
This should lead to higher varietal and seed replacement rates, leading to higher crop productivity

Key features of SeedCast

- It is free and can be downloaded from any iOS and Android mobile device at https://play.google.com/store/apps/details?id=com.seed.cast&hl=en
- It is also available via the Internet
- One needs to create an account with the required details and sign in using mobile and to use the app
- It is bilingual and is available both in Odiya and English

Who can use SeedCast?

- Seed dealers
- Farmers
- Extension functionaries
- Seed corporation
- Department of agriculture



Seed dealer during SeedCast orientation program

How can a dealer use SeedCast?

The dealer should log in with his/her registered mobile number. They can then find key information about SeedCast, rice variety info and, details of seed dealers in the State

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Dealers can then enter their variety wise demand for seed one season ahead. This can be done in two forms—a general demand and a committed demand. Committed demand is an assurance of purchasing a quantity of a variety from State Seed Corporation

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Dealers can also provide/update details of the stock of their seeds sourced from Odisha State Seed Corporation (OSSC) as well as private sources that is available for sale at a particular point of time

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After the demand and stock by a dealer is entered, the app will generate a detailed sheet of demand and stock history which will be accessed by the particular dealer

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A detailed dashboard after a specified date during the season will be auto-generated with location and dealer specific consolidated demand of different varieties for the following season. The dealers' stocks will be aggregated and shown in the dashboard

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Department of Agriculture and OSSC with indented reports will plan and make arrangements for production and supply of indented varieties through participating dealers

For more information, please contact:

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