

Next Steps for taking Directly Seeded Rice (DSR) to Scale in the Eastern Gangetic Plains of India



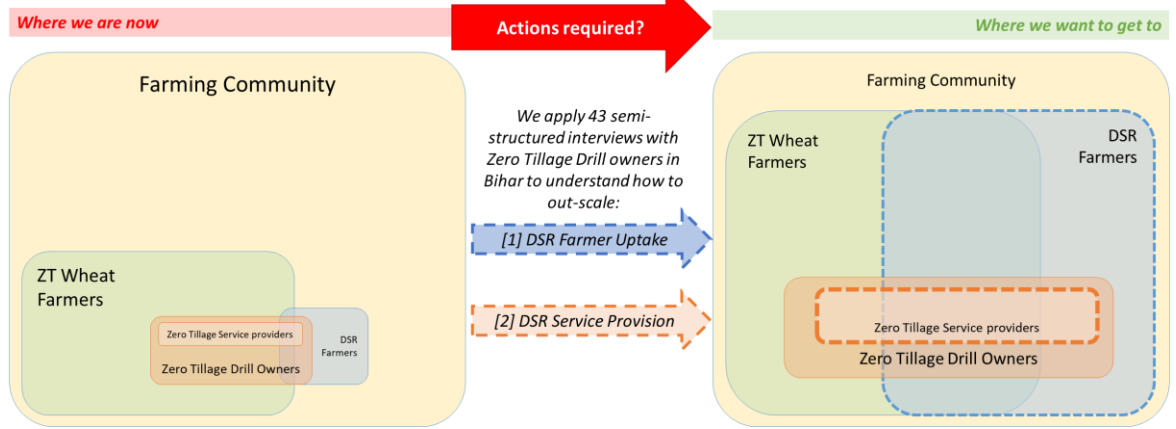
Brendan Brown^{1*}, Arindam Samaddar², Kamaljeet Singh¹, Ava Leipzig¹, Anurag Kumar³, Pankaj Kumar³, Deepak Kumar Singh³, Peter Craufurd¹, Andrew McDonald⁵, Ram Malik³, Virender Kumar⁴
¹International Maize and Wheat Improvement Center, Kathmandu, Nepal; ²International Rice Research Institute, New Delhi, India; ³International Maize and Wheat Improvement Center, Patna, India; ⁴International Rice Research Institute, Los Baños, The Philippines; ⁵ College of Agricultural and Life Science, Cornell University



The Scaling of DSR is constrained, particularly when compared to the rapidly expanding ZT wheat economy...

Research Questions:

- [1] How do we expand farmer DSR uptake?
- [2] How do we expand DSR fee-for-use Service provision by ZT Drill owners?

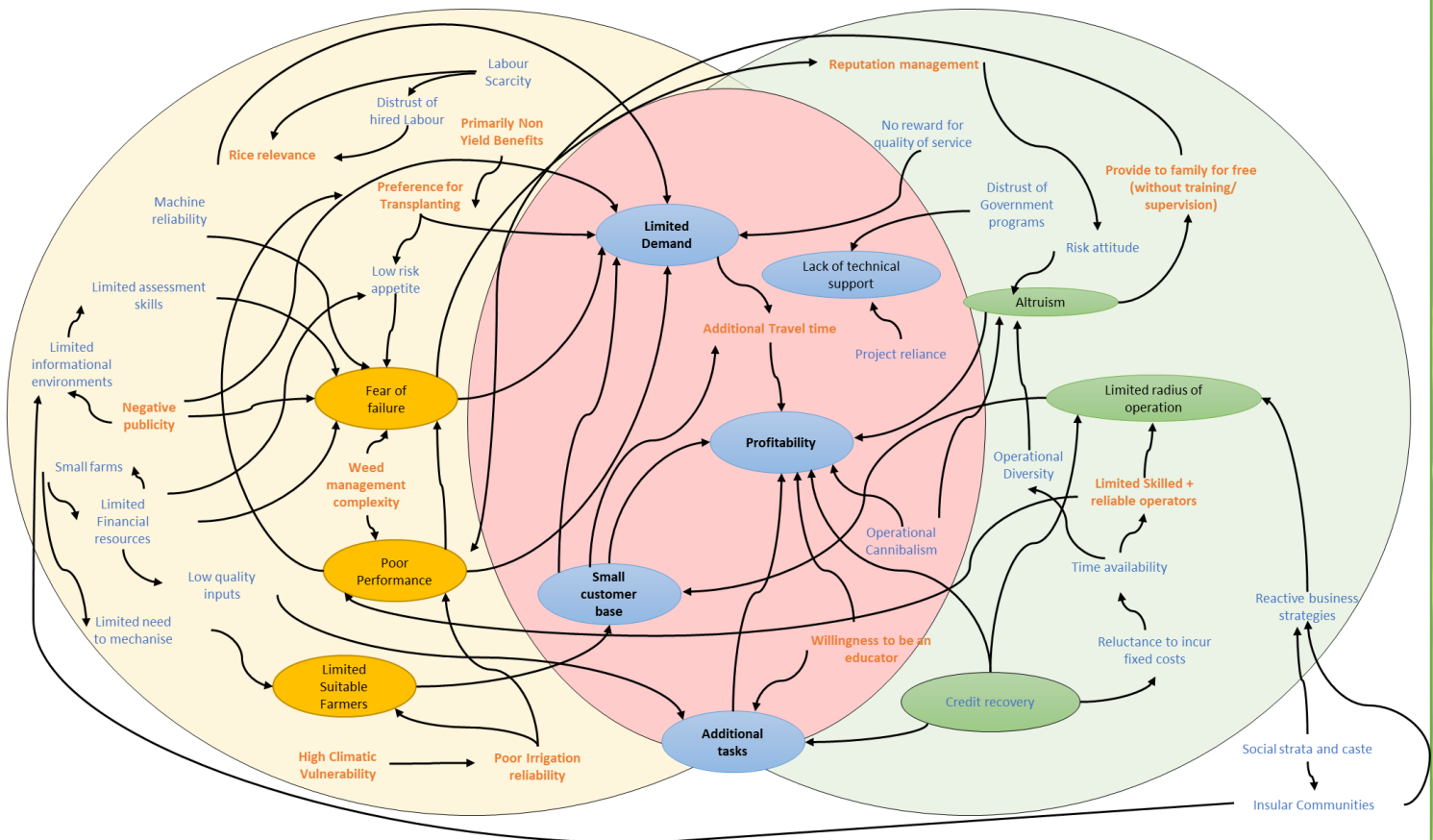


... So we explored the various **decision processes** undertaken by Zero Tillage Drill owners in three components...

Demand- Side Constraints (DSR Technology)

Supply-side Constraints (DSR Service Provision)

Supply-side constraints (Service Provision)



With particular focus on the **Factors In Common with ZT Wheat** as opposed to the **Factors Stronger than or Different to ZT Wheat**

... to inform next steps for DSR Scaling.

- [1] 'Outsiders' need to directly support DSR promotion, as service providers are not culturally able to act as proponents; and
- [2] Selection of DSR Service providers should include screening for altruistic motivations; and
- [3] DSR scaling will need alternative promotional pathways and will not scale the same as ZT wheat, given identified extra complexities.

Funding Acknowledgements

BILL & MELINDA GATES foundation

Australian Government
 Australian Centre for International Agricultural Research

The future of farming
 Profitable and Sustainable Farming
 with Conservation Agriculture

Online Congress Bern, Switzerland
 June 21st-23rd, 2021