

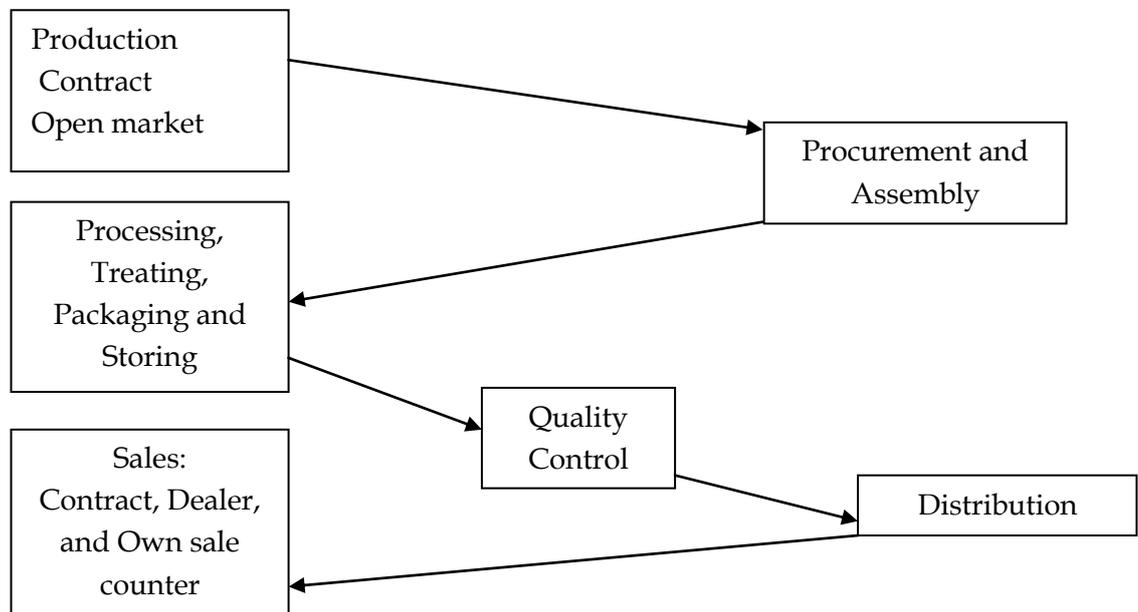
SEED MARKETING

The recommended, notified and released improved varieties of seeds must be available to the farmers well in time in sufficient quantity so that the planting schedule is not disturbed. The cost of such high quality seed should, moreover be within reach of average farmer. Therefore, seed marketing is a vital activity controlling the supply and price of seeds for the progress in crop production and productivity.

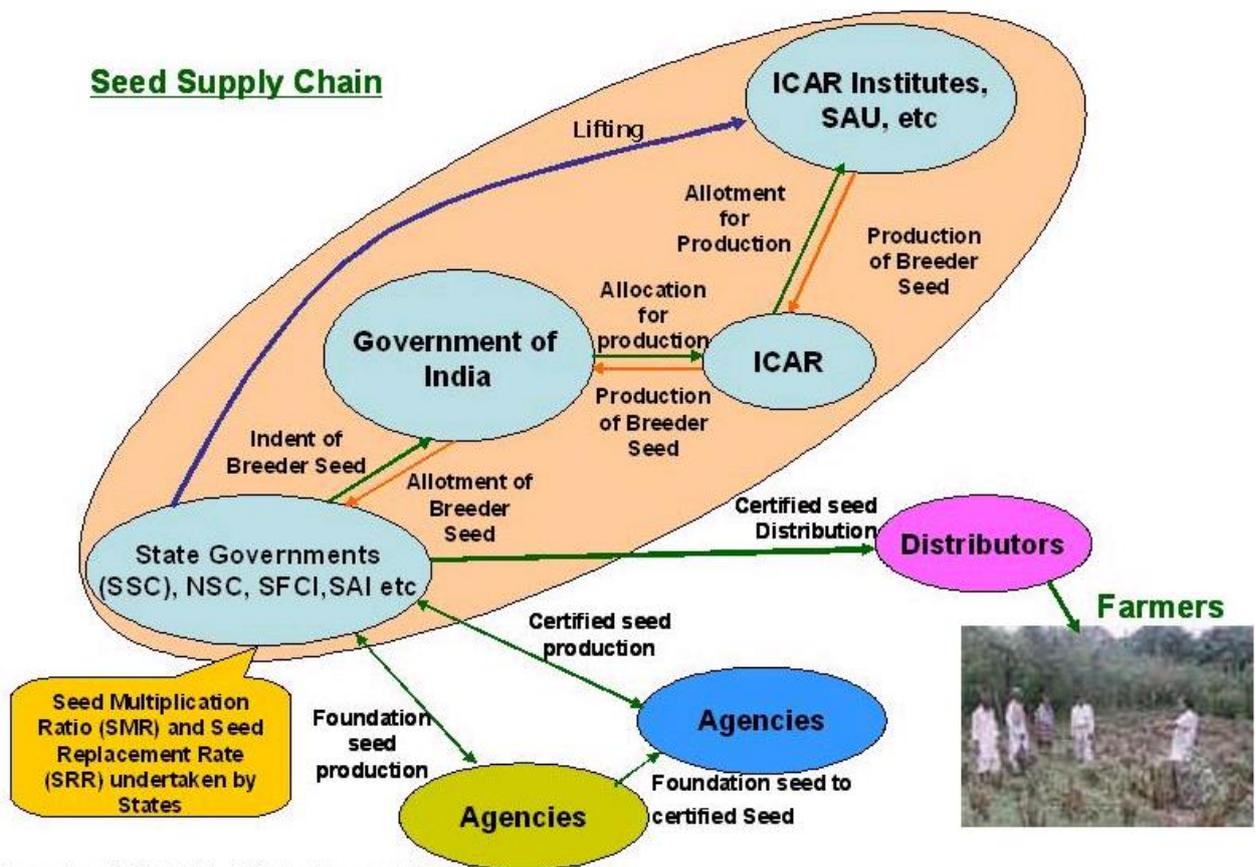
Following business functions could be identified in a comprehensive marketing scheme

- Distribution or selling of basic seed produced by NSC, SSC, Agricultural Universities to seed growers
- Procurement of seed produced by the growers
- Processing the seed lots produced into appropriate packages/bags conforming to seed rules
- Selling at reasonable price
- Making seed available to the buyers in condition which will fulfil specific requirement and arranging for delivery to a convenient place at a suitable time facilitating the buyers to lift the seed as per demand.
- Advising the seed grower on bet packages of production schedule incorporating the latest technologies developed through research.

Steps in seed marketing/Seed marketing chain



Seed Supply Chain



Agencies: NSC, SFCI, Private, Cooperatives etc

Distributors: Cooperatives, NSC etc