

NO CPS 7-10/2010-NFSM
Government of India
Ministry of Agriculture
Department of Agriculture & Cooperation
Crops Division

Krishi Bhawan, New Delhi
Dated the 15th July, 2010

Subject: Constitution of Task Force at the National Level for promotion of hybrid rice

ORDER

1. In the workshop on 'Bringing Green Revolution in Eastern India' held on 9-10th July, 2010 at Kolkata, Hybrid Rice technology was identified as one of the key strategies to significantly increase the productivity of rice crop. Over the years, adoption of this technology is showing a steady upward trend in the stressed environment particularly in the States of Uttar Pradesh, Jharkhand, Madhya Pradesh, Chhattisgarh, Assam and Bihar. Efforts on promotion of hybrid rice technology amongst the farmers all across the country with a focused attention on realizing its full potential in the States of the Eastern Region are required to be stepped up.
2. Although Hybrid Rice Technology is included in various ongoing schemes like National Food Security Mission, Seed Infrastructure, and Macro Management of Agriculture, the uptake of technology has not been satisfactory. Main reasons for this slow uptake relate to non availability of adequate quantities of hybrid rice seeds, high price of hybrid rice seeds, lesser price realization of hybrid rice crop, lack of suitable varieties for northern and southern regions; difficulty in production of quality hybrid seeds; lack of standardized quality testing protocol, perception of insignificant yield advantage compared to high yielding varieties; lack of adequate number of procurement centres, perceived lesser nutritional quality of hybrid rice in terms of cooking quality, taste and shelf life.
3. In order to develop a State specific strategy for promotion of hybrid rice to accelerate its adoption and address various constraints, it is decided to set up a task force at National Level for promotion of hybrid rice with the following composition:


1. Shri Ashish Bahuguna , Additional Secretary, Department of Agriculture and Cooperation, Krishi Bhawan, New Delhi.	Chairman
2. Dr. S. Dutta , Deputy Director General (Crop Sciences), Indian Council of Agriculture Research (ICAR), Krishi Bhawan, New Delhi.	Member
3. Shri Siraj Hussain , Chairman and Managing Director, Food Corporation of India	Member
4. Shri S.K. Roongta , Chairman and Managing Director, National Seeds Corporation (NSC), Beej Bhwan, Pusa Complex, New Delhi.	Member Secretary

Task Force can co-opt more members as needed at any time of its working.

4. The **Terms of reference** for the committee are given as under:
 - i. Fix a medium term strategy with a time frame of four years for working out feasible targets for area coverage under hybrid rice crop.
 - ii. Identify in order of priority, district wise potential area for promotion of hybrid rice especially in the States of Eastern Region.

- iii. Identify potential areas for hybrid rice seed production for taking up large scale production program in terms of the medium term strategy.
- iv. Work out an incentive scheme for encouraging hybrid rice seed production and adoption by the farmers.
- v. Develop a quality testing protocol that ensures quick results to assure farmers of the quality of both notified and non notified seeds.
- vi. Identify potential hybrid rice varieties suitable for different agro climatic conditions for promotion to the farmers.
- vii. Identify gaps in research and development on hybrid rice productivity, nutrition and preference related issues.
- viii. Recommend an approach for promotion of hybrid rice amongst farmers with active participation of the public and private sector seed producing companies and with active support for the procurement operations amongst others under the Minimum Support Price Regime.
- ix. Suggest a publicity campaign to support the promotional strategy.
- x. Task Force can adopt any other terms of reference that are relevant to the main objective of developing a medium term strategy for hybrid rice promotion.
- xi. Task Force may get assistance from any expert on hybrid rice from public, private or international organizations.
- xii. Task Force should hold intensive consultations with the research institutions and at various levels in the administrative hierarchy of the State Governments.
- xiii. Task Force should finalize its recommendations within six months. However, an interim set of recommendations is expected by 15.8.2010 for implementation from the ensuing Rabi crop season.

5. This order is issued with the approval of Hon'ble Agriculture Minister


(A. Neeraja)
Director (Crops)

Distribution:

1. Shri Ashish Bahuguna, Additional Secretary, Department of Agriculture and Cooperation, Krishi Bhawan, New Delhi.
2. Dr. S. Dutta, Deputy Director General (Crop Sciences), Indian Council of Agriculture Research (ICAR), Krishi Bhawan, New Delhi.
3. Shri Siraj Hussain, Chairman and Managing Director, Food Corporation of India.
4. Shri S.K. Roongta, Chairman and Managing Director, National Seeds Corporation (NSC), Beej Bhawan, Pusa Complex, New Delhi.
5. All State Principal Secretaries Agriculture

Copy also to:

1. PS to Hon'ble AM.
2. Senior PPS to Secretary (A&C).
3. PS to Agriculture Commissioner.
4. PS to JS (Crops).
5. PS to JS (Seeds).
6. PS to Director (Crops)