

**Brief of field demonstration of newly released crop varieties of ICAR/ SAUs bringing into NSC seed production chain**

NSC has established a business development and product development cell to exclude older varieties from its product mix and simultaneously introducing newly released varieties/hybrids to benefit the farmers to enhance the commercial production and productivity. The present product mix of NSC is having many crop varieties more than 15-20 years old released by ICAR/ SAUs, which needs to be replaced with newer one as these older varieties lost its suitability with changing the soil condition. To meet the farmer's expectations for high yielding varieties and hybrid seeds, NSC has also decided to introduce newly released crop varieties from ICAR/SAUs after conducting field demonstrations before bringing the same in the seed production chain. In this regard 24 No's of Extension officers have been deployed under 10 regional offices for conducting field demonstrations of newly released varieties/hybrid to develop market demand and the same is under implementation. During kharif 2012 total 44 no's crop/varieties with 410 demonstrations are under implementation at different locations, and the crops are in harvesting stage. The seed showing the best performance at field level during demonstration will be introduced into NSCs seed production chain in kharif 2013 onward for further multiplication and distribution of certified seed to the farmers.

The extension officers shall also survey the farmer/dealers/distributors and submit their report on monthly basis to take suitable decision to meet their requirement after fulfilling the gap in our services. In this way, suitable marketing strategies can be formulated for improving the marketability of NSC seeds.