

Success Story 11. Public Private Partnerships

The public sector is strong in technology generation in terms of releasing hybrids and optimizing the technologies for seed production. However, its capabilities in large scale seed production and marketing are rather limited. On the other hand, the private sector is strong in large scale seed production and marketing. Therefore, harnessing of mutual strengths of public and private sectors in a partnership mode is the key to popularize the public bred hybrids which are as good or even better in some cases as compared to private hybrids. More than 90% of the hybrid seed in the country is being produced by the private seed companies. Keeping the enormous advantage of this synergy, to popularize the DRR hybrids (DRRH 2 & DRRH 3) and (Improved Sambha Mahsuri) a variety, Public Private Partnerships were forged in the form of 16 Memorandum of Agreement (MoAs) with private seed companies and in this process, an amount of ₹. 62.88 lakhs was generated as upfront payment by the Directorate.

Details of MOAs with private seed companies/agencies

DRRH 2		DRRH 3	
S. No	Name of the company	S. No	Name of the company
1	Vikky's Agrisciences Pvt. Ltd	1	DevGen Seeds & Crop Technology Pvt.
2	C P Seeds co.	2	Kaveri Seeds Company
3	Bioseed Research India Pvt Ltd	3	Indian Foundation Seed & Services Association
4	Shakthi Seeds Pvt Ltd	4	Ankur Seeds Pvt. Ltd
5	Zuari Seeds Ltd,	5	Ganga Kaveri Seeds Pvt. Ltd
6	Rohini Seeds Pvt Ltd	6	JK Agri Genetics Ltd
7	JK Agri Genetics Limited	7	R J Biotech
Improved Sambha Mahsuri		8	Siri Seeds Pvt Ltd
1	Sri Biotech Pvt. Ltd.		

