

A Note on "The Methods to be Adopted to Maximise Production and Development of Improved Strain and Plant Materials" *

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Among the various methods that are in vogue for maximising production and development of improved strain and plant materials in different parts of the country, those that are suitable for a particular locality are to be adopted. The important methods that can be adopted to achieve the objects are :

1. Production of pure seeds of the strains either on Government Farms or on private holdings or on both each supplementing the other at some stages of production.
2. Adopting certain methods so as to keep the pure seeds of the strain within the reach of the cultivator for the purposes of purchasing at the time of sowing or a little earlier.
3. By keeping the cost of production and transport of these seeds at a minimum level so that it may be within the financial means of the cultivators or at any rate not more than the local market rate.
4. By educating the ryots, stressing the importance of the good characters of the strain and the increased profit that could be obtained by growing the improved strains.
5. By arranging to market the produce, if there is no market in the locality for the produce.

It is needless to mention that there should as many seed farms as possible for the production of pure seeds at one place or more centres in a locality or zone where conditions for obtaining increased yields per acre are more favourable. One aspect which may add to maximise production and development of improved strains is to keep these seed farms (from the primary multiplication to large scale multiplication stage).

2. *Availability of seeds to the ryots*: Maximum quantity of seeds can be sold by making them available for sale practically in every big village or for a small group of villages situated near by just before the sowing time or a little earlier. This can be achieved by various means, (a) by encouraging formation of multi-purpose co-operative societies practically in every village or a group of villages through which the seeds can be supplied and (b) by supplying through departmental lorries in addition to the depots now existing under the guidance of the Department. Now that the propaganda Officers are provided with vehicles and staff, it will be of immense help to the cultivators if the improved seeds

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are transported and sold on a shandy day in the villages in proper season. This not only popularises the activities of the Department but helps to maximise production of improved strains.

3. *Keeping the cost of production low:* The objection often raised by the cultivators is the high cost of improved seeds. Though they are aware of the advantages of growing the improved seeds many ryots usually hesitate to purchase at a high cost due to initial investment involved. The cost of roguing is generally the additional item (leaving apart careful harvesting and threshing) in the production of improved seeds and this can be minimised.

4. *Educating the ryots:* Under this item, it is possible to introduce a number of new items (of course involving comparatively less cost) in addition to the usual methods of propaganda now being adopted (like conducting exhibitions, lectures, radio talks and coming in contact with the rural folk etc.) The most important place at present for doing propaganda or educating the public both urban and rural is a cinema theatre. It is a known fact that there are very few people who have not seen a talkie now-a-days—whether residing in the villages or towns and anything exhibited in a cinema will have a much more educative and propaganda value and will leave a deep impression on the minds of the spectators. In addition to exhibiting slides, small reels—not running for more than ten or fifteen minutes like the news reels now being exhibited in many theaters can be produced and exhibited. Of course it will be made interesting by combining with an interesting story, or a dialogue or a popular song.

Writing small plays about the improved strains in popular language to fit in the village dramas (for enacting during intervals—especially between serious scenes) is another way of educating the public and maximising the production of improved seeds.

5. *Marketing of the produce:* The difficulty of marketing of the produce exists only in certain crops (for obtaining the proper price due to the improved strain) like cotton and this difficulty can be got over by organising the multipurpose co-operative societies which can arrange even storage facilities for a short time at least. Intimation of correct prices and standardization of local weights will go a long way in obtaining the proper value for the improved strains and maximising the production.

Above all, production of improved strains with marked improvements in at least one character or other over the existing strain under cultivation will give the highest impetus for maximising production of the improved strain, the standing examples being Westerns 1 (H. 1) cotton, Co. 419 sugarcane 'G. E. B. 24 paddy' etc.