

The Emerging Dynamics in Hybrid Seeds Production and Marketing

Dr. R.C. Hiremath



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First Impression: February 2026

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ISBN: 978-93-49359-51-2

Rs. 1000/- (\$80)

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Published by:
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Preface

Agriculture has always been central to India's economic and social fabric, with seeds as its most vital and strategic input. From the domestication of indigenous crops to advances in genetics, plant breeding, and biotechnology, agricultural progress has closely followed the evolution of seed science. In recent decades, hybrid seeds have emerged as a key driver of productivity, profitability, and sustainability in modern agriculture.

This book, *The Emerging Dynamics in Hybrid Seed Production and Marketing*, presents a systematic analysis of the growth and functioning of the hybrid seed sector in India, with special reference to Haveri District of Karnataka. Despite India's rich genetic resources, agro-ecological diversity, and strong public research institutions, the seed industry continues to face challenges such as limited availability of quality seeds, low seed replacement rates, delayed payments to seed growers, pricing issues, and inadequate marketing infrastructure.

The study situates hybrid seed production and marketing within a historical and institutional context, highlighting the role of public research organizations, private and multinational seed companies, and, most importantly, farmers who remain the primary producers and custodians of seeds. Haveri District has been selected for detailed empirical analysis owing to its favorable agro-climatic conditions, skilled labour, and prominence in hybrid seed production.

The book highlights the role of scientific advances in genetics and plant breeding in strengthening India's seed sector. Based on extensive primary and secondary data, the book examines production economics, contractual arrangements, and marketing practices in the hybrid seed sector, and identifies key constraints and policy-relevant issues. It is hoped that this work will be useful to researchers, policymakers, students, and professionals, and will contribute to building a more efficient, competitive, and farmer-friendly hybrid seed industry in India.

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ABOUT THE AUTHOR



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ABOUT THE BOOK

The Emerging Dynamics in Hybrid Seeds Production and Marketing presents an empirical study of hybrid seed production and marketing in India, with special reference to Haveri District of Karnataka. The book examines growth prospects, structural challenges, and future opportunities in the seed industry, highlighting its vital role in improving agricultural productivity and strengthening the rural economy.

India's strong plant-breeding capacity, diverse agro-climatic conditions, and skilled farming community provide significant potential for a globally competitive seed industry. Quality hybrid seeds can raise agricultural output by 15–20 percent, yet the sector faces serious production and marketing constraints. Key issues include inadequate investment in plant breeding delayed payments to seed growers, unilateral pricing by seed companies, seed rejection during grading, and lack of transparency in marketing, all of which adversely affect seed farmers.

Based on primary data of Haveri district, along with inputs from seed companies and secondary sources, the study analyzes production costs, productivity, support systems, pricing, and distribution channels. By integrating farmer and company perspectives, the book offers a comprehensive view of the hybrid seed value chain and provides valuable insights for researchers, policymakers, extension workers, and professionals concerned with sustainable seed sector development.

The study highlights the significant role of scientific advances in genetics and plant breeding in strengthening India's seed sector. Although a large number of high-yielding and hybrid varieties have been developed by public research institutions, Indian farmers continue to rely predominantly on farm-saved seeds due to high prices, limited availability, and perceived negligible yield differences of certified seeds. India possesses strong plant breeding capabilities, diverse agro-climatic conditions, and considerable potential to enhance productivity and expand its presence in the global seed market.

The study contribution of genetic and plant breeding advances to India's seed sector, while noting the continued dependence of farmers on farm-saved seeds due to cost and access constraints. The seed industry remains cereal-oriented and limited by low multiplication rates, infrastructure gaps, and demand-supply imbalances. Sustainable growth requires fair pricing and timely payments to seed producers, improved storage and post-harvest facilities, stronger quality assurance systems, promotion of the Seed Village Concept, and increased seed replacement rates, particularly for hybrids.

Overall, the book contributes meaningfully to the discourse on seed sector reforms and underscores the importance of equitable, efficient, and transparent seed production and marketing systems for achieving sustainable agricultural growth.

