



AGENCIES INVOLVED

The following agencies are associated with this project:



POTATO SEED CERTIFICATION & TRACEABILITY SYSTEM FOR PUNJAB FARMERS

In Association With Department Of Horticulture
Punjab & Punjab State Seed Certification Authority

GOALS OF THE PROJECT

The project intends to employ a traceability solution for PAGREXCO-produced potato seeds and streamline the seed certification process through the implementation of CropIn's digital platform to facilitate total visibility and transparency across all processes and stages in seed production.

OBJECTIVES OF THE PROJECT

- Create QR code-based tags for Punjab's Seed potato growers, allowing buyers to verify the authenticity of the seeds
- Geotag farm plots to establish the origin of seeds to the exact farm location and to enable end-to-end traceability
- Enable PAGREXCO to maintain, develop & meet quality standards for national & international exports
- Empower Five Rivers brand of Punjab farmers to market its own certified brand of seeds and prevent seed counterfeiting



The project intends to develop a working model within 2020 and further refine and fine-tune the framework to deliver best in class traceability solution that will enable PAGREXCO to maintain, develop and meet international and national level quality standards for within and outside country exports.

PREFACE

About The Project

Punjab accounts for merely **5%** of India's total potato output. Commonly grown varieties are **Kufri Pukhraj, Kufri Badshah, Kufri Jyoti, Kufri Chipsona-1 and Kufri Jawahar**. The rest **60%** is seed, out of which a whopping **95%** is grown in the Doaba region of Punjab. With at least **98,000 hectares** of farmland in just the four districts of Doaba region producing about **2.3 MT** of potatoes annually. However, nearly **60-70%** of the state's produce caters to the seed requirement of other potato-producing states such as Uttar Pradesh, West Bengal, Bihar, Gujarat, Madhya Pradesh, Maharashtra, and Karnataka, making Punjab a prominent producer of seed potatoes.

Currently, less than 1% of the total potato farm area is certified by the Punjab Seed Certification Authority. The absence of a well-developed certification process has resulted in the rampant sale of spurious and sub-par potato seeds in the name of Punjab-grown potato seeds, which has severely impacted the credibility and the brand value of the genuine high-quality seeds.

To curb this issue, PAGREXCO has partnered with CropIn Technology Solutions, a pioneering agri-tech solution provider, to not only enhance the overall quality of seeds produced but also implement the first-of-its-kind '**Seed Potato Traceability Solution**' in the potato value chain by the end of 2020. This association will empower the organisation to digitally manage and monitor all processes involved in the production of potatoes and further enable them to include a unique QR code to identify the potato seed packets produced in its farms.

Through this groundbreaking solution, buyers can simply scan the QR code to trace back to the origin of the seeds and view other information including other quality parameters and certification details. This helps buyers to verify the authenticity of the superior quality potato seeds, which is a trademark of Punjab potato growers, in addition to preventing the sale of counterfeit seeds.

FARMERS BENEFIT BY ADOPTING SEED TRACEABILITY SYSTEM

The QR code on the packets of seeds produced by registered farmers will enable buyers to ensure that they are buying high-quality seeds from the right producers, and not counterfeit, low-quality seeds being falsely sold under the name of Punjab-grown potato seeds. The code will also prevent the mixing of high-quality certified seeds with poor quality ones.

Farmers registered under this platform will be provided with best-in-class support including crop advisory from top-notch institutes like

CPRI and Horticulture Department - Punjab, timely reminders and alerts for **critical field activities, periodic weather alerts, prompt pest, and disease alert resolution, and active on-field support** from PAGREXCO extension team.

The registered farmers will have their seeds certified to ensure that they fetch a premium price, and can further leverage their own brand Five Rivers for a widespread penetration into both inland and offshore markets.

