



HD 3385

A NEW CHAPTER IN STRATEGIC SEED LICENSING AND MARKET SUCCESS



**SUCCESS STORY OF IARI
TECHNOLOGY**

HD 3385: A New Chapter in Strategic Seed Licensing and Market Success

When HD 3385 was introduced, it brought with it the promise of a high-yielding, resilient wheat variety tailored for the North-Western Plains Zone—offering farmers better productivity, profitability, and confidence in the face of climate and disease challenges. But unlocking its true potential required more than just strong agronomics. It needed a dissemination strategy that was equally innovative and inclusive.

To ensure the successful and rapid outreach of HD 3385, a flexible and strategic licensing framework was designed—one that catered to the diverse business models and risk appetites of seed companies, while maintaining quality control and future scalability.

Salient Features:

Average Yield (q/ha)	62.62 q/ha under NWPZ and CZ, 52.3 under NEPZ
Plant Height	98 cm
Sowing Time	Suitable for all sowing
Maturity Time (Days)	Early sowing (150 days) & Timely Sowing (141 days) under NWPZ; 135-140 days under CZ

NUMBER OF LICENSEES:

82 *(upto 31 march 2025)

Instead of a one-size-fits-all approach, three distinct licensing models were rolled out, each offering a tailored pathway to access and commercialize the variety.

- **Model A (Five-Year Licensing)** designed for companies ready to make a long-term commitment, this model offered 100 kg of breeder seed for a licensing fee of ₹1,00,000. It gave licensees the confidence and scale to invest in production, marketing, and farmer engagement over a sustained period.
- **Model B (Two-Year Staggered Licensing)** for firms looking to test the waters with phased exposure, this model allowed for a gradual build-up. It offered 10 kg of breeder seed per year over two years, with licensing fees of ₹10,000 in Year 1 and ₹15,000 in Year 2. This was ideal for companies wanting to conduct trials while building up field experience and market intelligence.
- **Model C (One-Year Licensing)** Meant for short-term experimentation and rapid field evaluation, this model provided 20 kg of breeder seed in the first year for a licensing fee of ₹25,000. It catered to those aiming for quick deployment in select regions or focused trials.

What made this model truly impactful was the strategic transition clause: companies opting for Model B or C were required to upgrade to Model A if they wished to renew or continue commercialization beyond the initial term. This created a structured pipeline from exploration to long-term commitment—ensuring sustained quality control, royalty generation, and engagement.

The response from the seed industry was overwhelming. Companies appreciated the flexibility, transparency, and risk-aligned access the models offered. Whether it was startups looking to conduct initial farmer trials or larger firms ready for full-scale rollouts, HD 3385 had a pathway for all. The models empowered companies to make informed decisions based on their operational bandwidth and strategic goals. As a result of this well-calibrated dissemination strategy, HD 3385 has now been licensed to 82 companies across the country—a landmark success in public-private seed partnership. The variety has rapidly gained traction in the market, with widespread availability ensuring that farmers from different regions can access high-quality seed at the right time and scale. HD 3385's story is not just about agronomic excellence—it's a testament to how innovative policy design, market understanding, and stakeholder-centric thinking can transform a promising variety into a nationwide success.

