

HD 3386

**Seeding Trust, Spurring
Adoption**

**The Strategic Rollout of HD
3386**



Website
www.ztmbpd.iari.res.in



**Success Story of
IARI Technology**

Seeding Trust, Spurring Adoption: The Strategic Rollout of HD 3386

The wheat variety HD 3386, developed by ICAR-IARI, is notified for various regions across India, including Punjab, Haryana, Delhi, Rajasthan (excluding Kota and Jodhpur divisions), Western Uttar Pradesh (except Jhansi division), parts of Jammu & Kashmir (Kathua district), parts of Himachal Pradesh (Una district and Paonta Valley), and Uttarakhand (Tarai region), under irrigated, timely sown conditions. This wheat variety is poised to make a significant impact in these regions, where its adoption can greatly enhance crop yields and overall agricultural productivity.

The rapid dissemination of the HD 3386 variety has already marked a major milestone in the agricultural sector.

Through successful commercialization with 130 industry partners across Punjab and Haryana, during 2023-25, the distribution network for seed production and certified seed distribution has been significantly strengthened. These partnerships have played a crucial role in streamlining the supply chain and minimizing the time lag for farmers to adopt new and improved wheat varieties. As a result, farmers can now access high-quality seeds more quickly, ensuring they benefit from the latest advancements in crop technology.

In a bid to maximize the outreach and impact of the HD 3386 wheat variety, two strategic moves were undertaken that significantly enhanced its market value and strengthened the institution's reputation among stakeholders—particularly small and medium-sized seed companies.

The first move involved a bold, forward-thinking decision to extend 5 kg of breeder seed on a trial basis to seed companies, along with a Letter of Support, even before the official release and notification of the variety. This was done with the caveat that, in the event of non-release, the material could not be commercialized. This pre-release access allowed seed companies to conduct timely field evaluations, saving an entire cropping season that would have otherwise been spent in post-notification trials. As a result, these companies were better positioned to rapidly scale up once the variety was officially released. More importantly, this early access model fostered a deeper sense of trust, collaboration, and long-term association between the institution and small-to-medium seed producers—entities often sidelined due to limited access to elite varieties in the initial phase.

Salient Features:

Average Yield (q/ha)	62.5
Plant Height	101 cm
Sowing Time	Timely sown irrigated (1 November – 15 November)
Maturity Time (Days)	144 days

NUMBER OF LICENSEES:

130 * (upto 31 march 2025)

The move not only accelerated dissemination but also ensured that the variety reached a broader base of farmers quickly, reinforcing the institution's role as a facilitator of equitable innovation.

The second move, inspired by the strong and growing demand for HD 3386, was the decision to keep the seed price of the variety relatively lower than that of earlier wheat varieties. While there was potential to leverage the high demand for immediate revenue gain, the institution strategically prioritized market penetration over short-term profit maximization. By making high-quality seed more affordable, the initiative ensured that a larger segment of farmers, especially smallholders, could access and benefit from the variety. This pricing strategy also stimulated healthy competition in the seed market, promoting the diffusion of quality genetics at scale. While maintaining the institution's revenue at an optimum level, the decision significantly amplified the market presence and long-term value of the variety, contributing to sustainable adoption, farmer welfare, and innovation-driven growth in the agricultural ecosystem.

At the core of these initiatives was the desire to create a balanced and competitive market environment. Extensive groundwork was carried out at the grassroots level to ensure that both small seed companies and large distributors had equal access to the HD 3386 variety. This inclusive approach ensures that all stakeholders in the value chain, from seed producers to farmers, benefit equally from the introduction of this high-yielding variety. By promoting such an inclusive and competitive environment, the initiative aims to empower farmers, help them improve their productivity, and drive growth in the broader agricultural industry.

Ultimately, the introduction of HD 3386 is not just about providing farmers with access to a new wheat variety—it is about creating an ecosystem that supports sustainable agricultural practices, ensures affordability, and fosters innovation. By offering farmers affordable, high-yielding seeds, this initiative has the potential to transform farming practices across the regions where the variety is introduced, ensuring long-term growth and stability in the agricultural sector.

