

IIRR Online Seed Portal (<https://www.iirr-seedportal.in>)

Seed is the most important basic and critical input required for Rice Production. The responses of all other inputs depend on quality seeds to a large extent. Hence the use of high quality seeds of improved varieties or hybrids is vital and indispensable.

An effective and sustainable means of increasing the production is through the cultivation of improved seed varieties. The use of high-yielding, climate-resilient, disease-resistant, nutrient-rich, adaptable and high-quality improved seeds will make it possible to produce more food profitably without expanding farm land.

Many improved varieties have been developed by Indian Institute of Rice Research for rice cultivation suiting to the need of the farmers. Information on improved varieties covering the duration, traits addressing and seed availability is one of the crucial component for bridging the gap between technology development and its adoption. IIRR Seed Portal has been developed as a new digital initiative from ICAR-IIRR to facilitate seed procurement through online and provide the information on improved varieties and seed availability. This portal was successfully launched in December 2021 and hosted at <https://iirr-seedportal.in> .

The portal was developed using WordPress , a Content Management Software(CMS). One Time Password (OTP) verification plugin was integrated with Seed Portal registration form. WooCommerce plugin was used for integration of SBI Payment Gateway for online procurement. This portal is very user friendly with simple navigation to menu items. It is mandatory that user/farmer has to register with the portal to procure seeds online. Users/Farmers can easily select the varieties by choosing the traits and duration and place the orders for quality seed of rice crop. Menus and Interfaces IIRR Seed portal can be accessed by using the URL <https://IIRR-seedportal.in>. Home page of the Portal contains seven menu items i.e. ABOUT PORTAL, STORE, LOGIN, LOGOUT, MYACCOUNT AND CONTACTUS. ABOUT menu item displays brief description about portal and team members involved in the development of the portal. STORE menu item displays the seed availability of improved varieties of IIRR highlighting important features of the varieties. Once user select the variety, then it will go to the cart form and using checkout button, SBI payment gateway page will be displayed. LOGIN menu item prompts for user name and password for registered users and also facilitate user registration. MYACCOUNT menu item is used for editing the profile, verifying the orders booked etc. CONTACT US form displays contact address along with Feedback submission form (Figs. 1-7).

How this technology contributed to agricultural advancements or improved farmer practices:

- Seed is the most important basic critical input required for Rice Production. The responses of all other inputs depend on quality seeds to a large extent. Hence the use of high quality seeds of improved varieties or hybrids is vital and indispensable.
- An effective and sustainable means of increasing production is through the cultivation of improved seed varieties.
- The use of high-yielding, climate-resilient, disease-resistant, nutrient-rich, adaptable and high-quality improved seeds will make it possible to produce more food profitably without expanding farmland.

- This software facilitates choosing the seed based on the traits, which expand the reach of improved quality seeds to end users/growers efficiently.
- This software facilitates quality seed procurement online
- This portal is useful in creating awareness about improved rice varieties developed at IIRR addressing the important traits
- It also provide information on availability of seeds
- Through this portal location wise seed sales and seed demand could be easily visualised

Details of Impact on farmer's livelihood and agricultural practices:

- Online procurement of quality seed saves time, energy and labour of visiting to the institute to procure the seed.
- The seed can be procured from any remote location in India.
- Procuring quality seeds online saves the cost incurred in procuring seeds physically at the institute. It also saves labour and time. This software can be accessible to registered users only.
- This portal is very user friendly with simple navigation to menu items.
- The cart pages are designed similarly to popular e-procurement sites like Amazon, Flipkart etc.

Screenshots of IIRR Seed Portal

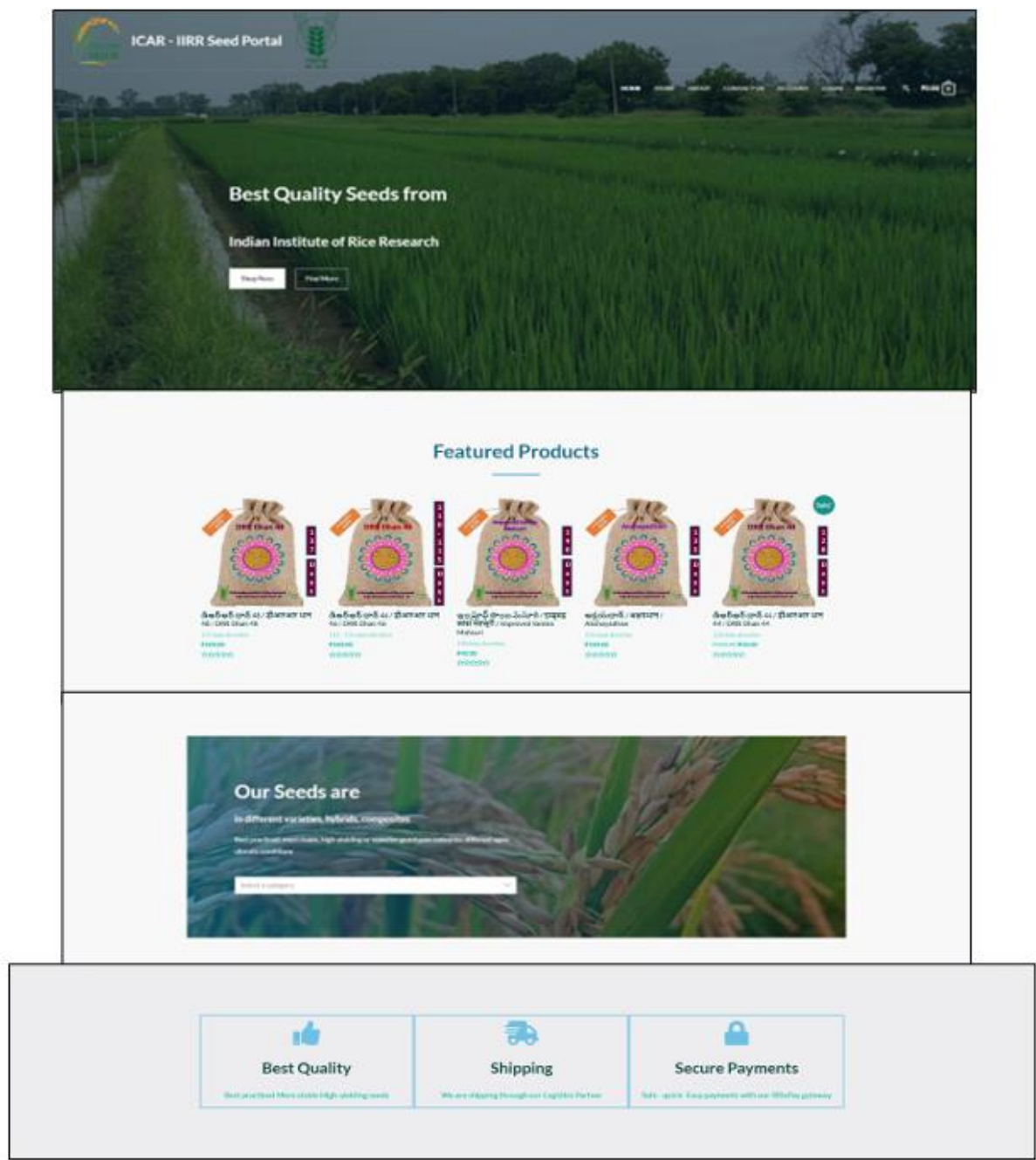
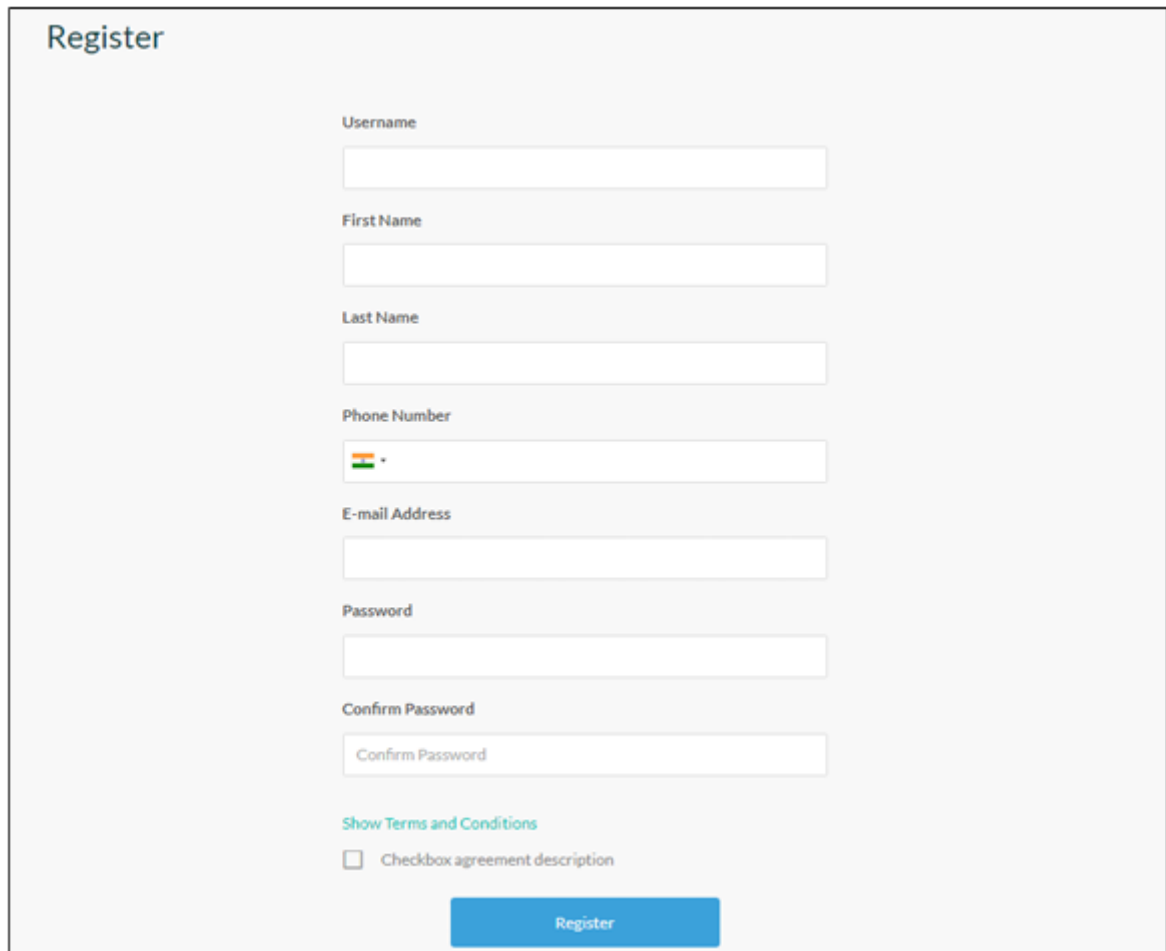


Figure 1: Home page of IIRR Seed Portal



The image shows a registration form titled "Register" in a light gray box. The form contains the following fields and elements:

- Username:** A text input field.
- First Name:** A text input field.
- Last Name:** A text input field.
- Phone Number:** A text input field with a dropdown menu showing the Indian flag and a "+" sign.
- E-mail Address:** A text input field.
- Password:** A text input field.
- Confirm Password:** A text input field with the placeholder text "Confirm Password".
- Terms and Conditions:** A link labeled "Show Terms and Conditions" in teal text.
- Agreement:** A checkbox followed by the text "Checkbox agreement description".
- Register Button:** A blue button with the text "Register" in white.

Figure 2: Registration Form - IIRR Seed Portal

During the first login with registered username and password, the screen prompts for update password and It is mandatory that user has to change the password during first login. User has to enter OTP received in the mobile and use validate OTP button for verification of OTP. After this, a home page will be displayed along with the account name in the menu bar.

Validate OTP (One Time Passcode)
Go Back

A OTP (One Time Passcode) has been sent to +919963702459.
Please enter the OTP in the field below to verify your phone.

Validate OTP
Resend OTP

Figure 3: OTP validation form –IIRR Seed Portal

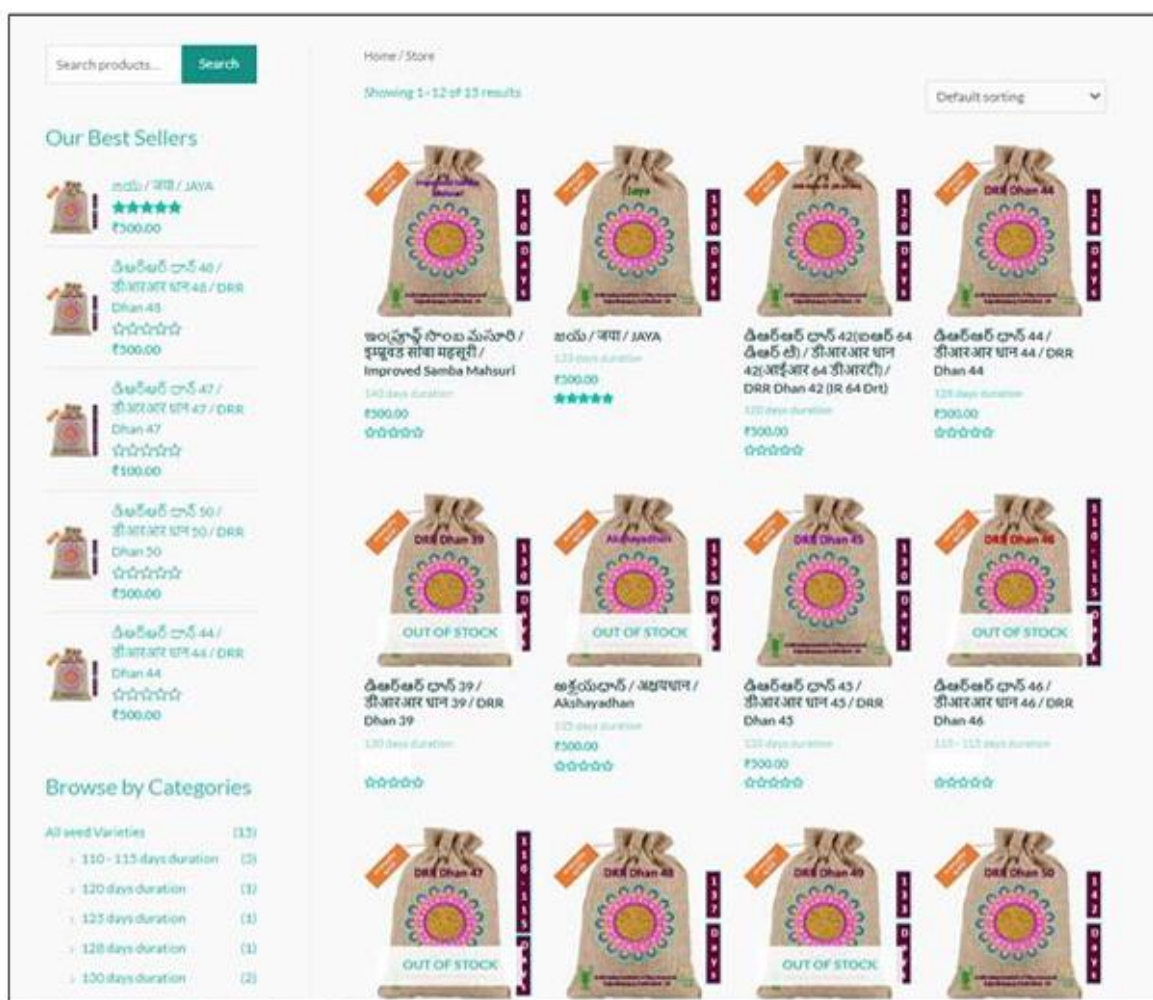


Figure 4: Stock page –IIRR Seed Portal



DRR Dhan 45

130 Days

Home / All seed Varieties / Irrigated / DRR Dhan 45 / DRR Dhan 45

DRR Dhan 45 / डीआरआर धान 45 / DRR Dhan 45

₹500.00

- Ecology: Irrigated
- Duration: 130 days
- Yield Potential: 4.7 t/ha
- Grain Type: Long Slender
- High line variety
- Recommended cultivation in the states of Tamil Nadu, Karnataka and Andhra Pradesh

Please login to Add Product to Cart

Categories: 130 days duration, All seed Varieties, Irrigated, Long Slender, Yield 4.7 t/ha

Description Additional Information Reviews (0)

Only 30 Kg per sack

Rs 42/- per kg 4Rs 30 for processing and packing charges

- Ecology: Irrigated
- Duration: 130 days
- Yield Potential: 4.7 t/ha
- Grain Type: Long Slender
- High line variety
- Recommended cultivation in the states of Tamil Nadu, Karnataka and Andhra Pradesh

Related products



DRR Dhan 50

142 Days

DRR Dhan 50 / डीआरआर धान 50 / DRR Dhan 50

₹500.00



DRR Dhan 47

110-115 Days

DRR Dhan 47 / डीआरआर धान 47 / DRR Dhan 47

OUT OF STOCK

₹500.00



Improved Santa Mahsuri

140 Days

DRR Dhan 42 / डीआरआर धान 42 / DRR Dhan 42

₹500.00



DRR Dhan 42 (RR-64 Dri)

120 Days

DRR Dhan 42 (RR-64 Dri) / डीआरआर धान 42 (RR-64 डीआरआर) / DRR Dhan 42 (RR-64 Dri)

₹500.00

Figure 5 : Variety Page – IIRR Seed Portal

Cart

	Product	Price	Quantity	Subtotal
 	ధిఆర్ఆర్ ధాన్ 45 / डीआरआर धान 45 / DRR Dhan 45	₹500.00 ₹50.00	10 kgs @ ₹50.00 ₹500.00	₹500.00

Cart totals

Subtotal	₹500.00
Shipping	Enter your address to view shipping options. Calculate shipping India Telangana Hyderabad 500030 Update
Total	₹500.00

Figure 6 : Cart Page – IIRR Seed Portal

Checkout

☐ Have a coupon? [Click here to enter your code](#)

Billing details

First name *

Last name *

Company name (optional)

Country / Region *

India

Street address *

Town / City *

State *

PIN Code *

Phone *

Email address *

☐ Ship to a different address?

Order notes (optional)

Your order

Product	Subtotal
డిఆర్ఆర్ ధాన్ 45 / డీఆర్ఆర్	
ధాన్ 45 / DRR Dhan 45	₹500.00
× 10	
Subtotal	₹500.00
Shipping	Enter your address to view shipping options.
Total	₹500.00

SBIePay

Pay securely via Card/Net Banking/UPI via SBIePay.

Your personal data will be used to process your order, support your experience throughout this website, and for other purposes described in our privacy policy.

Place order

Figure 7 : Checkout Page – IRR Seed Portal

This portal successfully launched and effectively using for seed procurement during Kharif and Rabi seasons (2025). Approximately 20 lakh costs seed were procured effectively through IRR Seed Portal.