



International Training Workshop on  
**Hybrid Maize  
Seed Production  
& Marketing**

01-03 October, 2018 | Kathmandu

**Jointly organized by:**

International Maize & Wheat Improvement Center (CIMMYT)  
National Maize Research Program of Nepal (NMRP/NARC)



## Background

Improved seed is an important agricultural input to boost production and productivity of crops per unit area. Availability, affordability and accessibility of quality seeds of preferred varieties remain to be a challenge to farmers in the developing countries including Nepal. The seed replacement rate of major food crops in Nepal is below 15% and majority of rural farmers use farm-saved seeds of inferior quality often leading to low productivity and subsistence livelihood.

Considering the importance of seed in the country's sustainable economic growth, the Government of Nepal (GoN) through its policy documents such as National Seed Vision 2013-25 and Agriculture Development Strategy (2015) has emphasized on the public private partnership approach to make the seed system more inclusive and competitive. In line with GoN's agricultural strategies, USAID's Nepal Seed and Fertilizer (NSAF) Project has been launched in 2016 to foster competitive and synergistic seed and fertilizer value chains for inclusive and sustainable growth in agricultural productivity, business development, and income generation in Nepal.

The seed industry in Nepal, as true to most developing countries, is at an emerging stage and untapped due to several reasons inter alia lack of working capital to start-ups, lack of business/investment incentives to the sector, shortage of ideal technologies & required technical expertise across the seed value chain. To address this, NSAF is engaging Nepalese seed companies in a business mentoring process to enhance their capacity in new products testing and deployment, business and marketing plan development, and in general to equip seed companies with required skills for a viable and competitive seed business in general and hybrid seed business in particular.

Hence, as part of seed companies mentoring process, the International Maize and Wheat Improvement Center (CIMMYT) in collaboration with National Maize Research Program of Nepal (NMRP/NARC) will hold an international training workshop on Hybrid Maize Seed Production & Marketing from 01-03 October 2018 in Kathmandu, Nepal with the following objectives:

## Objectives

- Enhance participant's technical skill on hybrid maize seed production and marketing.
- Increase the professional capacity of senior managers in running hybrid maize seed business.
- Understand the essentials of hybrid maize seed production and marketing based on experiences from developing countries in Asia & Africa.

## Training methods

The training program provides an opportunity to learn from the broad range of international experiences. Working in a task-oriented, interactive and experience-based forum, the workshop facilitates the exchange of knowledge and experience through a variety of formats, including: lectures; group discussions; and assignments. The programme includes hybrid maize seed production and marketing plan as well as economics of hybrid seed production and budget exercise.

## Date

01-03 October, 2018

## Venue

Hotel Annapurna | PO Box 140 | 1245 Durbar Marg

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## Participants

Participants will be CEOs, senior managers, maize researchers and technical persons from public and private seed companies in Nepal, Bangladesh, Pakistan and South Africa.

## Resource persons

The main resource person for this training is Dr. John MacRobert, a former Principal Seed System Specialist of CIMMYT, who worked from 2009-2014. Dr. MacRobert is currently a Managing Director of Mukushi Seeds (Pvt) Ltd in Zimbabwe and Director of Quality Seed Pty (Ltd) in South Africa. He is also an associate consultant with the Centre for Development Innovation, Wageningen UR, the Netherlands. He has over 35 years of experience on R&D, seed production and business management particularly in the context of developing countries. He has hands-on experiences on maize hybrids development (including biofortified products like QPM), seed production and marketing. While working with CIMMYT, John has published several peer reviewed journal articles, however, he is widely known for his famous book "Seed Business Management in Africa," published by CIMMYT in 2009. The book which is also available online, details all aspects of seed business development and management. He also published a practical guide on "Hybrid Seed Maize Production" in 2014 as a reference to seed companies and producers on how to produce hybrid maize seed. Apart from John, Dr. AbduRahman Beshir, Seed Systems Lead of NSAF and Maize Improvement and Seed System Specialist for the Agricultural Innovation Program (AIP) for Pakistan; Dr. Dyutiman Choudhary, Project Coordinator and Market Development Specialist for NSAF; Dr. Hari Kumar Shrestha, Seed System Officer from the NSAF project will also facilitate and share experiences during the workshop.

## International training workshop on hybrid maize seed production & marketing program outline

Session	Content
<b>Monday, 1 October</b>	
08:00 – 08:15	Welcome and introductions
08:15 – 08:30	Course expectations and objectives
08:30 – 09:00	Market requirements and product development for hybrids
08:30 – 09:15	Basic breeding concepts (heterotic groups, pedigree breeding, testing)
09:15 – 10:00	Hybrid seed production: hybrid types & key determinants of productivity
10:00 – 10:30	Refreshment break
10:30 – 11:15	Seed production (seed calculations, production goals, seed classes, risks)
11:15 – 12:00	Practical exercise on hybrid seed production planning (group work)
12:00 – 12:30	Seed production performance indicators and interpretation
12:30 – 13:00	Detasseling and pollen control in hybrid maize seed production
13:00 – 14:00	Lunch break
14:00 – 15:00	Distinguishing descriptor traits of maize
15:00 – 15:30	Refreshments
15:30 – 16:30	Maintenance of inbred parents
16:30 – 17:00	Reflection exercise

**Tuesday, 2 October**

08:30 – 09:00	Reflection exercise
09:00 – 10:00	Seed production methods and agronomy
10:00 – 10:30	Refreshment break
10:30 – 11:30	Seed grower selection, support, contracts and seed pricing
11:30 – 12:30	Economics of hybrid seed production and budget exercise
12:00 – 12:30	Discussion
13:00 – 14:00	Lunch break
14:00 – 15:00	Certification standards and inspection procedures
15:00 – 15:30	Refreshments
15:30 – 16:30	Seed physiology, storage and quality
16:30 – 17:00	Reflection exercise
19:00- 21:00	CIMMYT welcome reception

**Wednesday, 3 October**

08:30 – 09:00	Reflection exercise
09:00 – 10:00	Warehousing, seed processing and packaging
10:00 – 10:30	Refreshment break
10:30 – 11:30	Operations and inventory management
11:30 – 12:30	Maize hybrid marketing
12:30 – 13:00	Feedback discussion
13:00 – 14:00	Lunch break
14:00 – 15:00	Quality assurance systems
15:00 – 15:30	Refreshments
15:30 – 16:30	Course evaluation, certificates and closing

## For technical matters contact:

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