

# Next Steps for taking Directly Seeded Rice (DSR) to Scale in the Eastern Gangetic Plains of India



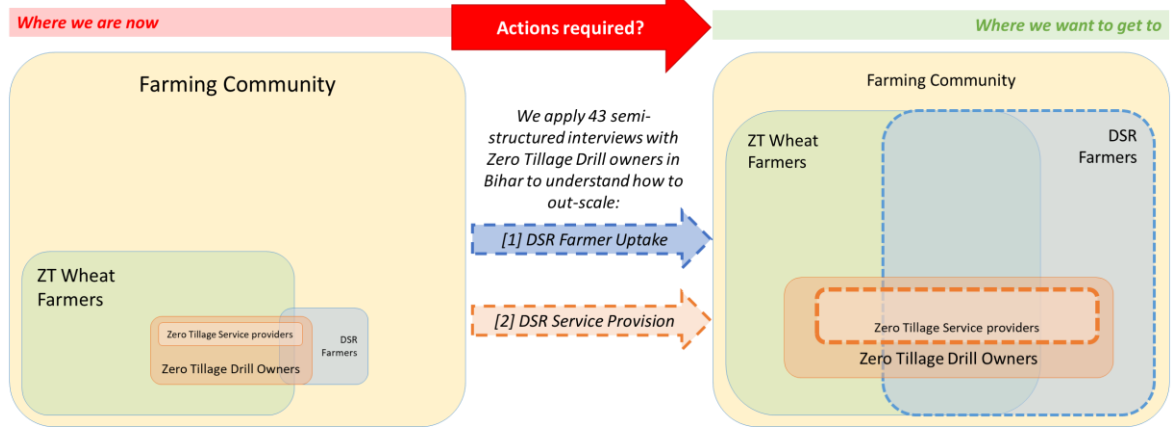
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The Scaling of DSR is constrained, particularly when compared to the rapidly expanding ZT wheat economy...

## Research Questions:

- [1] How do we expand farmer DSR uptake?
- [2] How do we expand DSR fee-for-use Service provision by ZT Drill owners?

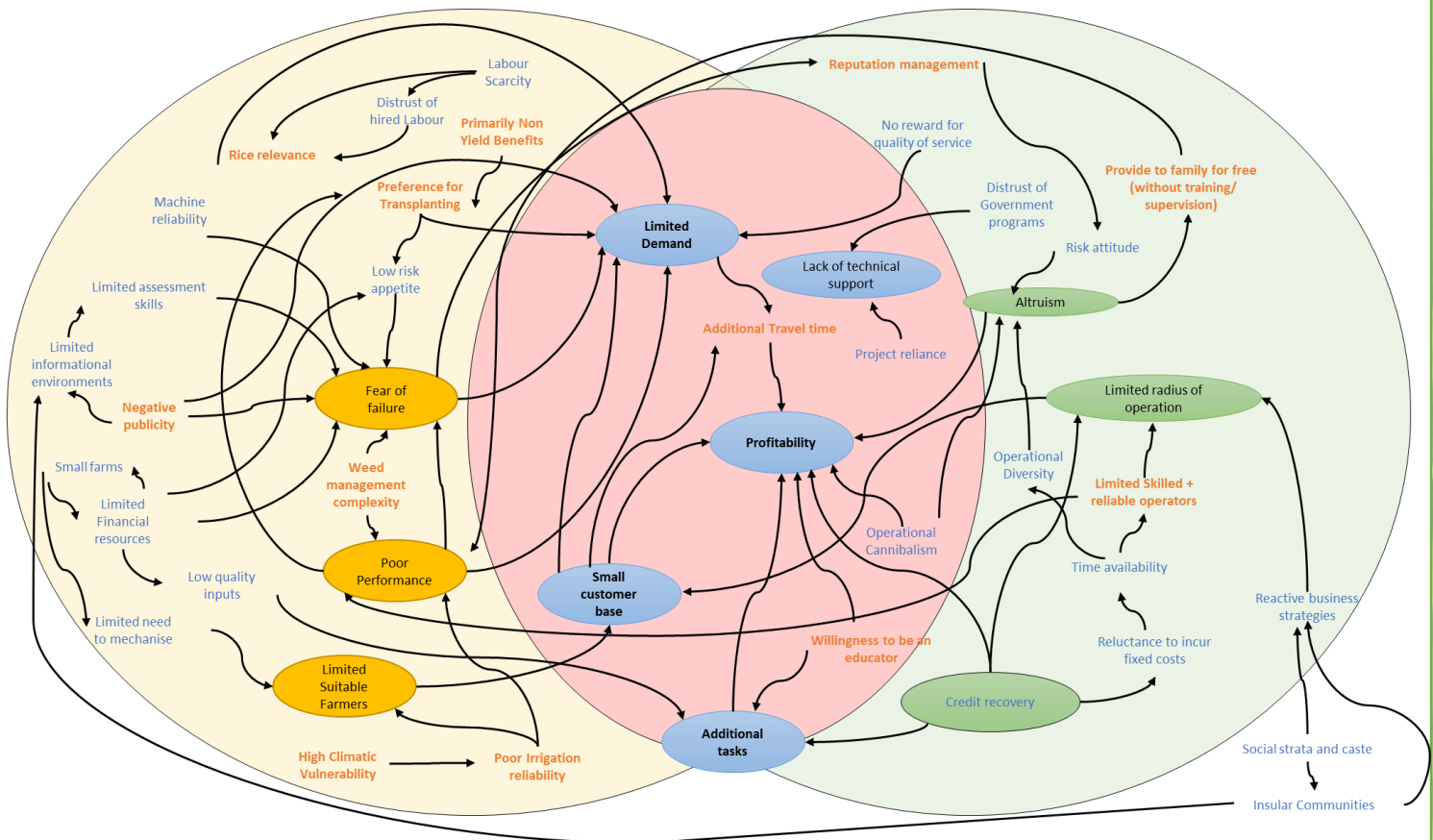


... So we explored the various **decision processes** undertaken by Zero Tillage Drill owners in three components...

## Demand- Side Constraints (DSR Technology)

## Supply-side Constraints (DSR Service Provision)

## Supply-side constraints (Service Provision)



With particular focus on the **Factors In Common with ZT Wheat** as opposed to the **Factors Stronger than or Different to ZT Wheat**

... to inform next steps for DSR Scaling.

- [1] 'Outsiders' need to directly support DSR promotion, as service providers are not culturally able to act as proponents; and
- [2] Selection of DSR Service providers should include screening for altruistic motivations; and
- [3] DSR scaling will need alternative promotional pathways and will not scale the same as ZT wheat, given identified extra complexities.

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