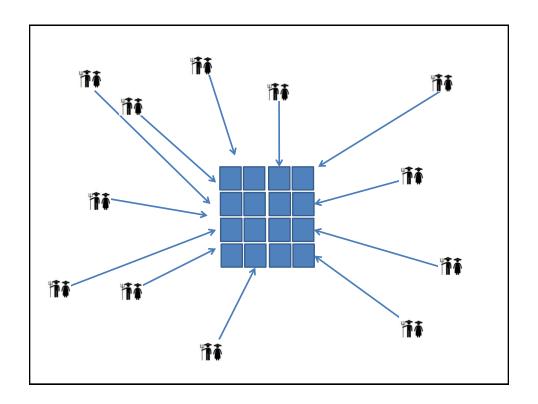
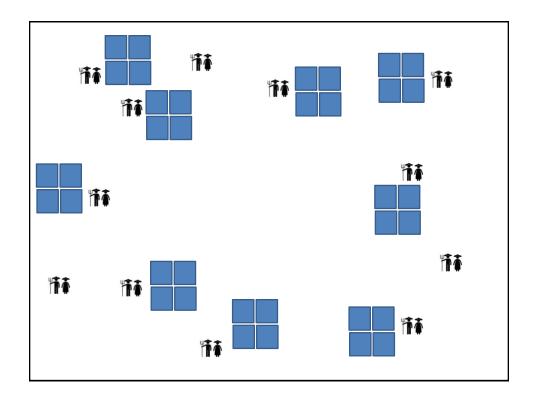


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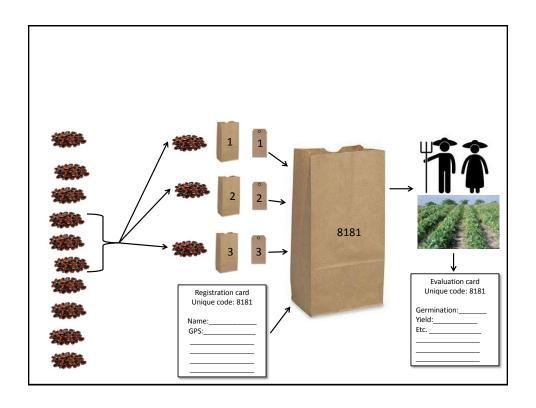
Citizen science

Everybody contributes with a "microtask"

It adds up to something bigger!







Registration card	
Registration Card Name of participating farmer: Number on Observation Card:	
Address: Village: District: Mobile telephone number:	
GPS coordinates Longitude: Latitude: Altitude:	
	_

Evaluation table

Characteristic	Best	Middle	Worst
Early vigor	2	7	3
Pest and disease resistance			
Yield			
Grain quality			
Overall			

Evaluation table

Characteristic	Best	Middle	Worst
Early vigor	2	7	3
Pest and disease resistance	7	2	3
Yield	1	3	2
Grain quality	2	1	3
Overall			

Evaluation table

Characteristic	Best	Middle	Worst
Early vigor	2	7	3
Pest and disease resistance	7	2	3
Yield	1	3	2
Grain quality	2	1	3
Overall	2	1	3

A > C > D

A > D > G

A>C>D>G

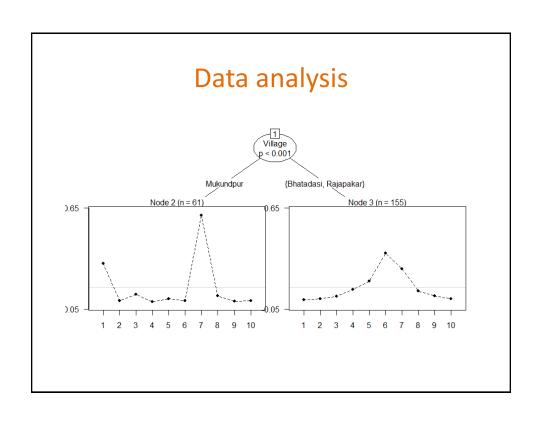


Final survey

At the end, so there is less time pressure

Collecting observation cards or interviewing

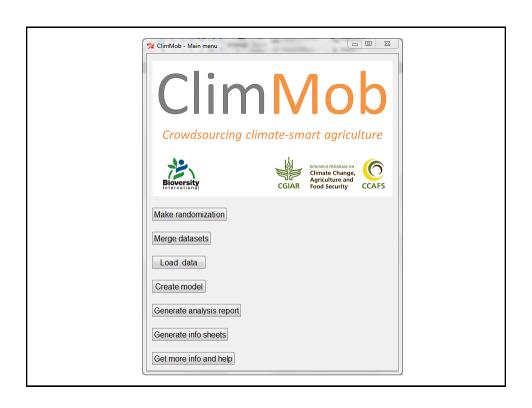
Some very basic questions that may influence preferences (market orientation, age, gender, soil characteristics, etc.)



Recommendation

Mukundpur: Variety 1 and 7

Bhatadasi and Rajapakar: Variety 6, 7 and 5.



What then?

Recommendations to farmers: which variety they should use – possibility to order 1 kg for free (=incentive)

Recommendation to seed producers: what seed they should produce

Recommendation to breeders: what are gaps and needs to improve seeds



General observations

Simplifying is not simple.

But it is possible.

Multichannel communication.

Inclusive means everybody.

Thank you!

ढन्यबाद्

एउटामात्र भाषा कहिल्यै पर्याप्त हुँदैन।