ICAR – Central Tuber Crops Research Institute
Sreekariyam, Thiruvananthapuram – 695017, Kerala

Expression of Interest for Enrolment in the

मिशन कंदश्री: उन्नत बीज एवं रोपण योजना

(Mission Kandashree: Unnat Beej Evam Ropan Yojana (MK-UBERY)
Quality Planting Material Production System for Tuber Crops

ICAR-Central Tuber Crops Research Institute (ICAR-CTCRI), Thiruvananthapuram invites applications for enrolment in the मिशन कंदश्री: उन्नत बीज एवं रोपण योजना (Mission Kandashree: Unnat Beej Evam Ropan Yojana, MK-UBERY) - Quality Planting Material Production System for Tuber Crops, for the 2027-28 enrolment cycle. Farmers, entrepreneurs, start-ups, farmer producer organisations (FPOs), Krishi Vigyan Kendras (KVKs), NGOs and government agencies may apply. Selected applicants who sign a Memorandum of Agreement (MoA) with ICAR-CTCRI become "licensees".

Last date: Applications open 11 November 2026 and close 30 November 2026.

About the programme

- MK-UBERY builds a network of trained, recognised producers who supply genetically true-to-type, healthy and traceable planting material of tropical tuber crops, following ICAR-CTCRI production protocols and quality standards. The programme is run by the ICAR-CTCRI Agri-Business Incubator (ABI).
- Crops covered: cassava, sweet potato, greater yam, lesser yam, African white yam and elephant foot yam. Purple yam varieties DA-340 and Sree Neelima are not available under MK-UBERY.
- **Please note:** This EOI is an invitation to apply, not an offer. Applying does not guarantee selection or a licence. Binding obligations arise only when the MoA is signed.

Who can apply

- Applicants must have assured access to suitable land for at least the first production season, supported by documentary proof (ownership, registered or written lease, or written consent of the landowner). They must name the person responsible for production and quality control, and describe facilities for irrigation, grading, packing and storage.
- Applicants should give a brief profile and any experience in producing or supplying planting material (crops, varieties, area and quantities in recent seasons), and any relevant training or technical support available to them.

- Licensees must use only starter material supplied or authenticated by ICAR-CTCRI, and must declare a production plan (site, crop, variety, area, planting date, expected quantity) at the start of each season.

Licence fees (one-time, per crop category)

Applicants enrol in the Scheme; on selection, signing of the MoA and payment of the licence fee, they become licensees. The fee for each crop category is:

S. No.	Crop or category	Proposed varieties*	Licence fee** (₹)
1	Yam varieties, excluding purple yam DA-340 and Sree Neelima	Greater yam – Sree Keerthi, Sree Roopa, Sree Shilpa, Sree Karthika, Sree Swathy, Bhu Swar, Sree Nidhi, Sree Hima, Orissa Elite Lesser yam – Sree Latha, Sree Kala White yam – Sree Subhra, Sree Priya, Sree Haritha, Sree Dhanya, Sree Swetha, Sree Dhrona	2.00 lakh
2	Biofortified sweet potato (orange- and purple-fleshed varieties)	Bhu Sona, Bhu Krishna, Bhu Arunima	3.00 lakh
3	White-fleshed sweet potato varieties	Sree Arun, Kisan, Sree Bhadra, Kanjanghad local†	1.00 lakh
4	Cassava varieties	Sree Kaveri, Sree Manna, Sree Annam, Sree Reksha, Sree Athulya, Sree Apoorva, H-165, H-226	1.00 lakh
5	Elephant foot yam varieties	Sree Padma, Sree Athira, Gajendra†	2.00 lakh

* The variety list is indicative and subject to availability of authenticated planting material. Other ICAR-CTCRI varieties may be added and notified on the Institute website.

** Fees are exclusive of GST (currently 18%).

Variety descriptions: http://ctcri.org/varieties.php

† Farmers' varieties or varieties not bred by ICAR-CTCRI. For these, the fee covers services (starter material, protocols, training, inspection) and use of the MK-UBERY designation only; it gives no ownership rights in the variety.

***ICAR-CTCRI gives no guarantee of yields, prices or profits; production is at the licensee's own commercial risk.

Payment terms

- The fee is paid once for the full licence period and covers all approved varieties in that crop category.
- Pay the full fee by electronic transfer to the account given in the selection letter, before signing the MoA. Starter material is released only after payment.
- The fee is non-refundable, except where ICAR-CTCRI cannot supply or authenticate starter material for a licensed category within 12 months of payment.
- The fee may be waived or reduced for ICAR KVKs, Central or State Government agencies, and FPOs of tribal or marginal farmers, as per ICAR guidelines.

What licensees receive

- Starter planting material in the quantity fixed by the Institute Seed Committee (ISC) for the approved production plan; its cost is included in the licence fee. Additional quantities are supplied on payment, subject to availability.

- Two-day training on MK-UBERY for up to two representatives of each licensee, plus access to ICAR-CTCRI production and quality-assurance protocols.

Key licence conditions (summary)

- **Scope:** Non-exclusive, non-transferable licence to produce and supply approved varieties within India from approved production sites. Export needs separate written approval.
- **Sale price:** Not more than actual cost of production plus a 20% margin (taxes and transport extra). Cost records must be kept.
- **Quality:** Plots, stores and records are open to inspection. Only lots that pass inspection may carry the MK-UBERY label. Lot-wise records are required.
- **Statutory licences:** A valid seed dealer's licence/registration from the State is required before any sale. Plant quarantine and biodiversity laws must be followed.
- **Ownership:** All rights in ICAR-CTCRI varieties, protocols and the ICAR/MK-UBERY names stay with ICAR.
- **Period:** Five years from the date in the MoA, renewable for two more years on satisfactory performance.
- **Note:** Full terms (liability, suspension, termination, dispute resolution) are set out in the MoA, which prevails over this notice.

How to apply

- Send the completed application form with a signed covering letter (on letterhead, where available) to the Director, ICAR-CTCRI, Sreekariyam, Thiruvananthapuram – 695017, Kerala, by post or by email to director.ctcri@icar.org.in, between 11 and 30 November 2026.
- Enclose: applicant profile and experience; seasonal production plan; proof of land access; signed declaration; and, where applicable, registration certificate of the organisation, authorisation of signatory, PAN, GSTIN, and seed dealer's licence/registration (or proof of application).
- Every applicant will be informed in writing. For selected applicants, licensing is completed within 15 days of selection. An applicant may seek review by the Director within 30 days of the decision.
- Licensees bear their own production, packing, certification and compliance costs. Enrolment carries no purchase commitment from ICAR-CTCRI.
- Personal data in applications is used only to process applications, administer licences and maintain traceability, as per the Digital Personal Data Protection Act, 2023.
- **Enquiries:** Officer-in-Charge, ICAR-CTCRI ABI — Sivakumar.PS@icar.org.in, Mobile +91-8129832633

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Application for Enrolment in

मिशन कंदश्री: उन्नत बीज एवं रोपण योजना

(Mission Kandashree: Unnat Beej Evam Ropan Yojana (MK-UBERY)
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1. Applicant's name	:	_____
2. Organisation or unit name, if applicable	:	_____ _____
3. Postal address	:	_____ _____ Phone _____ Email _____
4. Experience in planting-material production (years)	:	_____
5. Total landholding (acres)	:	_____
Land available for multiplication (acres)	:	Total: _____ Give breakdown: (i) Own land: ……. ac; (ii) Leased in: …….. ac (iii) Other assured access: …….. ac
6. Facilities for production, grading, packing and storage (List)	:	_____ _____
7. Proof of land access enclosed (ownership / lease / landowner consent)	:	_____
8. Seed dealer licence or registration No. and State (or date of application)	:	_____
9. PAN / GSTIN, where applicable	:	_____

10. Crop categories requested for licensing (tick the relevant rows and list preferred varieties)

S. No.	Crop or category	Proposed varieties	Preference for licensing (please tick✔)	Preferred varieties
1	Yam varieties, excluding purple yam DA-340 and Sree Neelima	Greater yam – Sree Keerthi, Sree Roopa, Sree Shilpa, Sree Karthika, Sree Swathy, Bhu Swar, Sree Nidhi, Sree Hima, Orissa Elite† Lesser yam – Sree Latha, Sree Kala White yam – Sree Subhra, Sree Priya, Sree Haritha, Sree Dhanya, Sree Swetha, Sree Dhrona		
2	Biofortified sweet potato (orange- and purple-fleshed varieties)	Bhu Sona, Bhu Krishna, Bhu Arunima		
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5	Elephant foot yam varieties	Sree Padma, Sree Athira, Gajendra†		

11. Seasonal production plan

Applicant or organisation _____ Production season _____

Production site	Crop	Variety	Area (acres)	Expected planting date	Expected quantity and unit

Total proposed area (acres) _____

DECLARATION

- I/We certify that the information and documents supplied with this application are true, complete and accurate. I/We understand that any false or misleading information, or concealment of a material fact, may lead to rejection of the application or termination of the licence without refund.
- I/We have read the EOI, understand that it is not an offer and that selection carries no purchase commitment from ICAR-CTCRI, and, if selected, agree to comply with the programme requirements and to execute the MoA.
- I/We consent to the collection and use of the personal data in this application for the purposes stated in the EOI.
- Current debarment from any government seed or planting-material programme, if any (give details or write “None”) _____

- Pending proceedings for any offence relating to seed or planting material, if any (give details or write “None”) _____
- Relationship with, or financial interest of, any ICAR-CTCRI employee, if any (give details or write “None”) _____

Applicant or authorised signatory _____ Date _____

Designation and seal, where applicable _____

FOR OFFICE USE ONLY

Date received _____	Serial number _____
ISC evaluation score (out of 100) and reasons recorded	
Recommendation of Chairman, Institute Seed Committee (ISC)	
Signature, Chairman, ISC	
Approved/Not approved	
Signature, Director, ICAR-CTCRI	