To

The Director/ Dy. Director/ Asst. Director
Coconut Development Board
Kerala Bhavan, SRVHS Road, Kochi - 682 011, India

Sub.: Proceedings of Senior Officers Meeting held on 03rd & 04th May.2018 at Kochi - reg.

Kindly find enclosed herewith the proceedings of the Senior Officers' Meeting held on 03rd & 04th May.2018 at CDB, HO, Kochi for information and necessary action.

Yours faithfully,

(Saradindu Das)
Chief Coconut Development Officer

Copy to
1. PS to Chairman, CDB
2. PA to CCDO/ Secretary, CDB
3. All Section Heads in CDB, HO, Kochi
Proceedings of the Senior Officers Meeting held on 3rd and 4th May 2018 at Coconut Development Board, Head Quarters, Kochi

A meeting of the Senior Officers of the Board was held on 03rd and 04th May 2018 at Board’s Head Quarters in Kochi, Kerala to review the implementation status of Board’s schemes and other activities during 2017-18, to draft annual action plan for the year 2018-19 and to discuss other policy issues. The meeting was chaired by Dr. BNS Murthy, Horticulture Commissioner cum Chairman, CDB on 04th May 2018 and by Shri. Saradindu Das, Chief Coconut Development Officer, CDB on 03rd May 2018. The list of officers attended the meeting is at Annexure I.

2. The CCDO welcomed the officers and appreciated the joint and concerted efforts of all officers and staff of the Board for ever highest achievement of Rs.190.08 cr. during 2017-18. Informing about the tentative allocation of Rs.193 cr. with a break up of Rs. 33 cr. under SCSP and Rs.17 cr. under TSP, the CCDO urged all the officers to make necessary steps to achieve the target in full including the Subplan targets as well as the mandatory 10% allocation for Northeastern States.

3. The Chairman urged the officers to focus more on quality of activities being undertaken by the Board by proper planning and periodical monitoring. All steps may be taken to position the inputs being supplied under LoDP at the village level before the onset of monsoon. Higher level of transparency may be ensured in procurement and supply of inputs and other office purchases by following the procedures & guidelines laid down by the Government.

4. Quoting about the suggestions invited from the Board members for improving the coconut productivity in the country, as per a decision of the Board meeting held on 27.01.2018, the Chairman, similarly requested all the employees of the Board irrespective of the designation or works allotted, to express their suggestions for the betterment of coconut community. For valuable and novel suggestions, the employee may be rewarded with some incentives.

5. Shri. E. Aravazhi, Deputy Director presented the overall achievement under CDB Schemes during 2017-18 and proposed tentative targets for 2018-19.

6. On 03rd May 2018, all Farm In Charges had made power point presentations on the activities undertaken in their respective DSP Farm during 2017-18 and proposals for
2018-19 for maintenance of coconut plantation, intercrops, coconut nursery, infrastructure development, etc. The proposals were discussed in detail.

7. On 04th May 2018, the senior officers of the Unit Offices other than DSP Farms made presentations on the activities of the Board in their States of jurisdiction during the previous and current financial year. The Statewise and schemewise targets drafted by the Programme Sections in HO were discussed in light of the earlier achievements, plans proposed by State Governments, discussions held during the Regional Review Meetings, other impediments in implementation, new areas to be focused, guidelines by the Ministry, etc. The issues on FPOs in coconut sector, market promotion & extension activities, TMoC, statistical data on various aspects of coconut, etc. were also discussed in the meeting.

8. After deliberations, the following decisions were taken which are to be regularly followed up.

A. DSP Farms:
   a. The targets on various performance indicators were tentatively fixed for the farms as per Annexure II. The Farm In Charges were requested to take immediate actions on the activities related to commercial nursery, fertilizer application, plant protection and other non budget related activities.
   b. The nursery seedling production target may be fixed considering the local demands and demand from schemes. The Farm in charges may discuss with the concerned Director/ Deputy Directors in this regard. The anticipated quantity of seedlings that would be made available in the farm (monthwise from May to October 2018) may be intimated.
   c. Additional care may be given to mother palms so that quantity and quality of nuts are improved.
   d. All codal formalities may be followed in procurement of inputs and other items. The Administration and Finance Sections may circulate the updated guidelines to all the senior officers.
   e. The sale of 10% of seednuts produced at DSP Farms, Mandya and Vegiwada directly to the interested farmers may be thought off.
   f. The DSP Farm, Vegiwada can be developed as a model farm.
g. A team from CPCRI may be requested to visit DSP Farm, Mandya for recommendations on improving hybridization programme in the farm.

h. Infrastructure in DSP Farm, Mandya may be developed for training, extension of PBL, etc. in phased manner. Novel ideas in farm management may be explored and undertaken in DSP Farm, Mandya.

i. Production of suitable intercrops in DSP Farm, Mandya may be taken up from 2018-19 onwards.

j. The Assistant Director, CDB, DSP Farm, Abhayapuri may propose for replacement of the tractor along with necessary certificate from RTO.

k. A trial with limited no. of palms on application with double dose of fertilizer in case of DSP Farm, Pitapally and no fertilizer in case of DSP Farm, Madhepura may be carried out to generate some data to facilitate taking decisions on adoption of further management practices.

l. Engagement of existing MTS for day/night watch & ward may be explored instead of outsourcing to security services.

m. The best performing DSP Farm may be awarded every year on recommendation of an Independent Committee.

n. The extension of lease period of land of DSP Farm, Neriamangalam may be taken up at appropriate levels immediately.

o. The construction works at DSP Farm, Dhali may be pursued regularly with the CPWD.

B. Expansion of area under coconut:

a. The Northeastern States may be focused for area expansion mainly with a major proportion of local Talls like Assam Tall, Kamrupa, etc. In this connection, necessary proposals may be moved to the Ministry seeking approval for reviving the Board's scheme 'Establishment of Coconut Orchards'.

b. The issue of discrepancies in differential subsidies under AEP for Arunachal Pradesh and Nagaland may be taken up with the Ministry.

c. The convergence of AEP with State run similar schemes in Karnataka may be taken as guidance for adoption in other States like Odisha with suitable guidelines/modalities of implementation.
C. Laying out of Demonstration Plots:
   a. All the officers may ensure that calendar of operation for LoDP – Maintenance (Direct Implementation) may be finalized so that the fertilizer application is done on the onset of monsoon.
   b. The manural schedule recommended after soil testing may be adopted, as far as possible, if Soil Health Cards are available with the selected beneficiaries. Instead of macronutrients, supply of micronutrients, organic manures including neem cake may be discussed with the beneficiaries at the time of drafting the plan. Under LoDP, the implementation areas of State and directly by CDB may be clearly identified separately to facilitate proper implementation and also for avoiding duplication.
   c. Model plots of 25-50 ha area under LoDP – Direct implementation may be developed in major coconut growing States and with 5-10 ha in the States of West Bengal and Odisha.
   d. Society level workshops in LoDP areas may be conducted in farmer fields and the concerned officers may ensure that the knowledge dissemination is undertaken to the maximum extent possible.
   e. Under LoDP- DI implementation, impact documentation shall also be focused with maintenance of demonstration register, photos, videos, opinions of beneficiaries, etc. pre and post programme.

D. Technology Mission on Coconut:
   a. In the Parasite Breeding Laboratory at Mandya, few youngsters may be engaged as trainees who can after sometime establish their lab in various parts of Karnataka with assistance of the Board under TMoC making avenue for self employment. The Board may facilitate tie up with Bank for financial assistance. This will support the activities of various organizations and coconut farmers in management of the Black Headed Caterpillar in the State.

E. Extension activities:
   a. Field days may be conducted at CPS/ Cluster level.
   b. Publicity Section may make provisions for conducting national level training for Officers.
c. To gear up Board’s activities in North-Eastern States, resource person from prominent coconut growing states may be sent there in extension activities.

F. FPOs in coconut Sector & market promotion:

a. The FPOs facilitated by CDB are area based. The activities of FPOs in coconut may be studied and the roles in coconut development in the country may be improved by planning and guidance.

b. The federationwise/companywise activities taken up by the FPO’s in coconut sector shall be compiled and regularly posted in Board’s website.

c. The success story of manufacturing of VCO and other products by FPO’s may be recorded and documented properly. The same may be sent to the Ministry for information.

d. For the sustenance of FPO’s in coconut sector, facilitating them for online trading, godown facilities in APMCs/other regulated market places, adoption for more successful functional models, etc. was suggested.

e. For popularization of coconut value added products manufactured by FPO’s they may be informed about the tendering process followed in major Govt. canteens like the prosperous FPO’s may be advised to participate in the tendering process of IRCTC which is expected during August this year.

f. The Reception and other suitable areas in the HO may be developed for attractive showcasing exhibits on various coconut products.

G. Administration & Finance:

a. Double column cashbook shall be maintained by all the Offices. The Finance Section may organize training for DDOs and dealing Assistants in maintaining office financial registers and other procedures.

b. The DDOs may ensure that the monthly bills & vouchers shall reach Head Office before 10th of every succeeding month.

c. Centralization of finance and accounts of the Board may be explored and implemented in a phased manner.

d. The pension contribution of NPS shall be transferred to Head Office latest by 20th of every month, i.e., prior to completion of the calendar month.
e. Finance Section may share the copy of Monthly Expenditure Statements received from the Unit Offices to all concerned sections in HO for updation/ tallying.

f. The routing of files, delegation of powers to Unit Offices, submission & approval of work diary etc. may be discussed in detail and a suitable note may be put up for deliberation by the Board.

g. Action to be taken up for filling up of vacancies for various posts in the Board, adoption of e-Kuber, GeM, etc.

H. Others:

a. A meeting with the Principal Secretary (Agri.), Govt. of West Bengal may be arranged for discussion on implementation procedure of CDB schemes in the State in light of the resolution passed by the SLMC to extend benefits to the persons identified by PRIs.

b. Necessary action may be taken up for visit of external Joint Inspection Team as provided under MIDH.

c. The best practices adopted in countries like Brazil which leads in global coconut production may be studied and explored for replication in Indian condition for improving productivity.

d. Incremental growth in coconut production and industry may be analyzed for any correlation with price of coconut.

e. The States under the jurisdiction of Board’s Unit Offices may be reviewed and reorientation may be considered based on geographical and administrative lines.

f. Shri Kumaravel S, Development Officer may be entrusted to look after Board’s activities in the UT Lakshadweep.

g. Formation of a Whatsapp group of officers of Board was also suggested for proper exchange of knowledge and information.

9. The meeting ended with a vote of thanks proposed by Shri. E Aravazhi, Deputy Director (Dev.), Coconut Development Board.

[Signature]

Chief Coconut Development Officer
Annexure-I. List of Officers attended the Senior Officers Meeting held at Coconut Development Board, Kochi on 03rd & 04th May 2018

From Head Office

1. Dr. BNS Murthy, Horticulture Commissioner cum Chairman, CDB - In Chair
2. Shri. Saradindu Das, Chief Coconut Development Officer
3. Shri. R Madhu, Secretary
4. Shri. E Aravazhi, Deputy Director (Dev)
5. Shri. R Jnanadevan, Deputy Director (Dev)
6. Shri. S S Choyal, Deputy Director (Tech)
7. Smt. Deepthi Nair S., Assistant Director (Marketing)
8. Shri. K S Sebastian, Asst. Director (Mkg)
9. Smt. S Beena, Asst. Director (OL)
10. Shri. P Sabareenathan, Finance Officer
11. Shri. V C Vasanthkumar, Statistical Officer
12. Shri. Melton Correya, Administrative Officer
13. Smt. Mini Mathew, Publicity Officer
14. Shri K.K. Subhash, Assistant Library and Information Officer
15. Smt. Jayashree A, Development Officer
16. Smt. Leenamol M A, Market Promotion Officer
17. Shri. Kumaravel S, Development Officer
18. Smt. Vincy Varghese, Technical Officer
19. Smt. Preetha D, LDC
20. Ms. Shanithamol Z, Technical Officer (C)
21. Ms. Shwetha, Technical Officer (C)

From Regional Offices/State Centres/DSP Farms/ other Unit Offices

1. Shri. L Obed, Director, Regional Office, Guwahati
2. Shri Hemachandra, Director, Regional Office, Bangalore
3. Shri. Rajeev Bhushan Prasad, Director, Regional Office, Chennai
4. Shri. Khokan Debnath, Deputy Director, State Centre West Bengal, Kolkata
5. Smt. T. Bala Sudhahari, Deputy Director (Dev.), Regional Office, Chennai
6. Dr. Rajat Kumar Pal, Deputy Director, State Centre, Odisha
7. Shri A. Jayapandi, Deputy Director (Mktg.), Regional Office, Chennai
8. Shri. Sreekumar Poduval, Processing Engineer, CIT, Vazhakulam, Kerala
9. Shri. Pramod P Kurian, Assistant Director, DSP Farm, Palghar
10. Smt. Resmi D.S, Assistant Director, DSP Farm, Neriamangalam
11. Shri Ved Pal Singh, Assistant Director, DSP Farm, Kondagaon
12. Shri Mukund Kumar Singh, Assistant Director, DSP Farm, Vegiwada
13. Shri. B Chinnaraj, Assistant Director, DSP Farm, Mandya
14. Shri Ishwar Chandra, Assistant Director i/c, DSP Farm, Pitapalli
15. Shri Bilichdan Bara, Assistant Director i/c, DSP Farm, Abhayapuri
16. Shri S.S. Selvakumar, Farm Manager i/c, DSP Farm, Hichachara
17. Shri G. Ragothuman, Farm Manager i/c, DSP Farm, Dhali
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<th>S. No</th>
<th>Particulars</th>
<th>Year of estb.</th>
<th>No. of yielding palms</th>
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<th>Yearly estimated productivity (t)</th>
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<td>2020</td>
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</table>

| Mode | Productivity target (t) | No. of seedlings to be sown | Time of sowing (Month) | wooded area (ha) | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|------|-------------------------|-----------------------------|------------------------|------------------|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|
| Man  | 80                      | 1                           | Aug-Jan-Mar           | 1.50             | 0.32| 1.00| 1.00| 1.25| 1.00| 0.36| 0.90| 0.36| 0.39| 0.39| 0.36| 0.20| 0.21| 0.15| 0.15| 0.39| 0.36| 0.39| 0.36| 0.20| 0.15| 0.15| 0.15| 0.15|
| Med  | 90                      | 2                           | Aug-Jan-Mar           | 1.50             | 0.32| 1.00| 1.00| 1.25| 1.00| 0.36| 0.90| 0.36| 0.39| 0.39| 0.36| 0.20| 0.21| 0.15| 0.15| 0.39| 0.36| 0.39| 0.36| 0.20| 0.15| 0.15| 0.15| 0.15|
| Abh  | 45                      | 3                           | Aug-Jan-Mar           | 1.50             | 0.32| 1.00| 1.00| 1.25| 1.00| 0.36| 0.90| 0.36| 0.39| 0.39| 0.36| 0.20| 0.21| 0.15| 0.15| 0.39| 0.36| 0.39| 0.36| 0.20| 0.15| 0.15| 0.15| 0.15|
| Kon  | 90                      | 4                           | Aug-Jan-Mar           | 1.50             | 0.32| 1.00| 1.00| 1.25| 1.00| 0.36| 0.90| 0.36| 0.39| 0.39| 0.36| 0.20| 0.21| 0.15| 0.15| 0.39| 0.36| 0.39| 0.36| 0.20| 0.15| 0.15| 0.15| 0.15|
| Veg  | 45                      | 5                           | Aug-Jan-Mar           | 1.50             | 0.32| 1.00| 1.00| 1.25| 1.00| 0.36| 0.90| 0.36| 0.39| 0.39| 0.36| 0.20| 0.21| 0.15| 0.15| 0.39| 0.36| 0.39| 0.36| 0.20| 0.15| 0.15| 0.15| 0.15|
| Nera | 90                      | 6                           | Aug-Jan-Mar           | 1.50             | 0.32| 1.00| 1.00| 1.25| 1.00| 0.36| 0.90| 0.36| 0.39| 0.39| 0.36| 0.20| 0.21| 0.15| 0.15| 0.39| 0.36| 0.39| 0.36| 0.20| 0.15| 0.15| 0.15| 0.15|
| Pilg | 45                      | 7                           | Aug-Jan-Mar           | 1.50             | 0.32| 1.00| 1.00| 1.25| 1.00| 0.36| 0.90| 0.36| 0.39| 0.39| 0.36| 0.20| 0.21| 0.15| 0.15| 0.39| 0.36| 0.39| 0.36| 0.20| 0.15| 0.15| 0.15| 0.15|
| Dhla | 45                      | 8                           | Aug-Jan-Mar           | 1.50             | 0.32| 1.00| 1.00| 1.25| 1.00| 0.36| 0.90| 0.36| 0.39| 0.39| 0.36| 0.20| 0.21| 0.15| 0.15| 0.39| 0.36| 0.39| 0.36| 0.20| 0.15| 0.15| 0.15| 0.15|
| Hil  | 45                      | 9                           | Aug-Jan-Mar           | 1.50             | 0.32| 1.00| 1.00| 1.25| 1.00| 0.36| 0.90| 0.36| 0.39| 0.39| 0.36| 0.20| 0.21| 0.15| 0.15| 0.39| 0.36| 0.39| 0.36| 0.20| 0.15| 0.15| 0.15| 0.15|

**Note:** Financial figures are given in Rs. Lakh.