नारियल विकास बोर्ड
नियोजन एवं समायोजन अनुबंध
COCONUT DEVELOPMENT BOARD
Planning & Coordination Section

शिष्या/ Sub.: कोची में 12 जून 2018 को संपन्न समीक्षा बैठक की कार्यवाही के संबंध में
Proceedings of Review Meeting held on 12th June, 2018 at Kochi – reg.

अध्यक्ष, नारियल विकास बोर्ड की अध्यक्षता में 12 जून 2018 को संपन्न समीक्षा
बैठक की कार्यवाही सूचना एवं आवश्यक कार्यवाही के लिए लगाया की जाती है।

Kindly find enclosed herewith the proceedings of the Review Meeting held under the
chairmanship of the Chairman, CDB, on 12th June 2018 at CDB, HO, Kochi for information
and necessary action.

कृपया आप के अनुभाग से संबंधित मुख्य आप के लिए गई कार्यवाही नियोजन एवं समायोजन
अनुबंध को संकल्पना के लिए 9 जुलाई 2018 तक भेजे।

The action taken on the points pertaining to your Section may kindly be furnished to
P&C Section latest by 9th July 2018 for compilation.

उप निदेशक (बिकास)/ Deputy Director (Dev)

वितरण - सूचना एवं आवश्यक कार्यवाही हेतु/ Distribution for information & necessary action to
1. नाविको, मुख्यालय के सभी अनुभागाध्यक्ष All Section Heads at CDB, HO
   क. प्रशासन Administration
   ख. विकास Development
   ग.ई.पी. EDP
   घ. वित्त Finance
   झ. हिंदी Hindi
   च. पुस्तकालय Library
   छ. विपणन Marketing
   ।. नियोजन एवं समायोजन Planning & Coordination
   ।. प्रचार Publicity
   ।. सांख्यिकी Statistics
   ।. टीएमओसी TMoC

प्रतिलिपि सूचनार्थ/ Copy for information to

1. बोर्ड के सभी इकाइयों का सदस्य सचिव/ All Unit Offices of Board
2. अध्यक्ष, नाविको का निजी सचिव PS to Chairman, CDB
3. मुख्यालय का निजी सहायक PA to CCDO
4. सचिव का निजी सहायक PA to Secretary
Minutes of meeting held on 12.06.2018 at CDB, HO, Kochi under the Chairmanship of Chairman, CDB to review the implementation strategy of CDB Schemes for 2018-19

A meeting was held under the chairmanship of Dr. B.N.S. Murthy, Horticulture Commissioner cum Chairman, CDB to review the implementation strategy of CDB Schemes for the year 2018-19 at CDB, HO, Kochi on 12.06.2018 in which the following officers of the Board had attended.

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. SS Choyal, Deputy Director (Tech.)
7. Smt. Deepthi Nair S., Assistant Director (Marketing)
8. Smt. Resmi D.S, Assistant Director, DSP Farm, Neriamangalam
9. Shri. P. Sabareenathan, Finance Officer
10. Shri. VC Vasanthkumar, Statistical Officer
11. Smt. Mini Mathew, Publicity Officer
12. Smt. Jayashree A, Development Officer
13. Smt. Leenamol M A, Market Promotion Officer
14. Shri. Kumaravel S, Development Officer
15. Shri G. Ragothuman, Farm Manager i/c. DSP Farm, Dhali
16. Smt. Vincy Varghese, Technical Officer

Shri Saradindu Das, CCDO, welcomed all the officers and informed about approval of budget allocation of Rs.193 crore for the year 2018-19. CCDO presented a gist of achievement and Statewise financial targets under regular schemes for AAP 2018-19.

The proposal for implementation of AEP in the higher cost norms for North Eastern states was discussed and it was informed that the scheme concept is as per the norms of NABARD, NREGA and MIDH. It was decided that the components can be relooked into and explore possibilities for implementation in all States.

Shri E. Aravazhi, Deputy Director (Dev.), presented a summary of Annual Action Plan for DSP Farms 2018-19, and the following points were emerged out of the discussion:

1. Along with the harvesting of coconut, harvesting of seednuts should also be estimated.
2. The dependency to outside seednut sources may be tapered down and only farm produced seednuts to be utilised for nursery programmes in DSP Farms. A action plan may be drafted by all the Farm Managers taking into consideration of last five years average seedling production.
3. A committee may be constituted with a Nodal Officer from Head Quarters, to check the procurement of seednuts from outside sources and to monitor the nursery with periodic
visits. Photos of procured nuts should be placed in the file along with procurement documents.

4. Percentage share of current seedling contribution by CDB, State Governments, Private nurseries and other agencies for area expansion may be assessed and posted in Board’s website.

5. To make the scheme ‘Establishment of Nucleus Seed Garden’ more productive and encouraging, the modalities of the scheme may be reviewed for suitable amendments. Splitting of current installments of 50:25:25 to 50:20:20:10 and later on with LODP at yielding stage may also be thought of.

6. Special care and management may be taken for existing mother palms in DSP farms, in addition to timely application of fertilizers and other management practices. The same may regularly be followed up by the officers concerned at different levels including Head Office.

7. A technical or procedural hurdle faced by a farm may be solved efficiently and may be communicated to all other farms for guidance.

8. Procurement and sowing of seednuts in DSP farm shall be completed in schedule to ensure availability of quality certified seedlings before next monsoon.

9. The target for production of vermicompost in DSP farms during 2018-19 may be recasted considering the actual production of 2017-18 and potential for increment.

Shri. R. Jnanadevan, Deputy Director (Dev.), presented the schedule of activities proposed for 2018-19 for the schemes Integrated Farming, Area Expansion Programme and R&R and the following points emerged out of discussion.

1. Allocation under the scheme, Organic Manure Units may be reduced.

2. Under LoDP scheme, qualitative implementation should be focused as the first year target has been reduced. The scheme components and implementation procedure may be reviewed periodically for improving the quality of implementation. The possibilities of tapering inorganic fertilizers and inclusion of more organic manures, micronutrients, bio fertilizers, etc. The fertilizer recommendation may be linked to soil health cards.

3. Engagement of ‘Kera Bandhu’ - diploma/ science graduates - on seasonal contract to facilitate coordination & implementation at field level is also proposed during 2018-19.

4. During 2018-19, adoption of 10-15 ha area by the officers of Deputy Director/ Director level in each State is proposed to showcase the recommended package of practices with financial assistance for better visibility. Pre and post implementation status under different schemes of the Board may be studied for impact.

5. The reports of the Joint Inspection Team visits conducted by the Board during 2017-18 & 2018-19 may be compiled and necessary follow up may be taken for improvement.

6. It was informed that the supply of inorganic fertilizers especially Urea and MOP are aadhar linked based on the directions of Govt. of India. The Board is taking necessary action for supply of inputs adhering to that.
Smt. Deepthi Nair S, Assistant Director (Marketing), presented Annual Action Plan 2018-19 for Market Promotion, Statistics & EPC.

1. Under ‘Product Promotion’ necessary actions may be initiated for organizing a Cocon Fest in Goa during the year 2018-19.

2. A software programme for informing about the Farmer Producer Organization (FPO) transactions may be developed to facilitate proper guidance to the FPOs.

3. Selection of prosperous entrepreneurs for sponsoring for participation in forthcoming Cocotech may be done by considering certain criteria like production, export, expansion capacity, etc.

4. Under the Awards for Export Excellence, more categories with 5 rankings in each category with maximum cash award of Rs. 25,000/- can be considered to encourage more marketing activities.

5. The allocation for seminars & workshops for export & entrepreneur development may be increased.

Smt. Mini Mathew, Publicity Officer presented the plan of action under different components under the scheme ‘Information and Information Technology’. The following were decided.

1. The National award function can be held linking with celebration of Foundation Day of the Board instead of World Coconut Day.

2. Award for Employees of the Board may also be included as a category instead of ‘Best Exporter’, which is now to be taken up under ‘Market Promotion’.

3. The media plan shall be on ‘Pan India basis’.

4. The directions of the Hindi Parliamentary Committee shall be followed strictly in publicity activities.

5. The Board may derive a proforma to facilitate scrutiny of applications/ proposals for sponsorship of exhibitions. The details on organization profile, Audited Statement of Accounts, UCs, total budget with breakup, other sponsors, nature of participants, no. of participants, benefits for activities related to CDB etc. may be included in the proforma.

6. Actions may be expedited for engaging an Ambassador for the Board for publicity activities.

7. The KVKs may be utilized maximum in extension activities of the Board.

8. Each DSP Farm of the Board may adopt 10-15 ha in a village and implement Board’s schemes in a concerted manner.

9. The Board’s activities in the North Eastern States may be monitored regularly. The activity chart may be finalized and followed up as 10% of the Budget is allocated for North Eastern States.

10. Letter to Agriculture Ministers of North Eastern States may be sent informing the Board’s activities during 2018-19. A meeting of the North Eastern Agriculture Ministers may also be thought of with the Honorable Union Agriculture Minister.
11. Proposal for participation in International Exhibition during August 2018 may be deferred as very short time is left. May propose for another suitable one.

12. More articles may be invited for publications in Board’s Journals. Reprinting suitable articles from international journals with due permission may also be explored.

13. The Board may facilitate DD Kisan to shoot success stories in coconut community.

Shri. S S Choyal, Deputy Director (Dev.), presented the plan for TMoC. Following points emerged out of discussion.

1. Development of new machinery for short term storage of tender coconut water is to be publicized.

2. Development of 2-3 low cost value addition models (excluding land & building costs) to be encouraged for adoption at homestead scale. Pilot projects can be implemented for greater visibility.

3. Newspaper columns on ‘achievements under TMoC’ may be published. A suitable press release may be drafted for inclusion in the speeches of Honorable Prime Minister and Agriculture Minister.

4. A scheme for collection of coconut shells can be thought of to facilitate the demanding industries. FPOs may also be encouraged.

5. Action may be taken for ascertaining the value chain of Tender Coconut market for next 10 years.

6. A study on market surplus, especially in non-traditional coconut growing belts may be conducted.

7. Actions may be initiated for conducting the National Steering Committee for TMoC meeting at the earliest.

Other decisions

1. The official e-mail ids of the employees may also be included in the Board’s website.

2. All sections may follow up the pending audit paras.

3. The issue of resolution of SLMC of West Bengal to approve the beneficiary identified by PRIs only was discussed. It was decided that the Board may not insist for constitution of SLMC.

4. The issues related to Coconut Palm Insurance to be discussed on 14.06.2018 at Delhi with AIC and other stakeholders.

[Signature]

Chief Coconut Development Officer