

Proceedings of the Senior Officers Meeting of Coconut Development Board held on 25th & 26th April 2013

A meeting of the Senior Officers of the Coconut Development Board was held on 25th & 26th April 2013 at Kochi to review the activities of the Board under taken in different states during the financial year 2012-13. The meeting was conducted under the Chairmanship of Shri T.K.Jose, IAS, Chairman Coconut Development Board. Shri Sugata Ghose, Chief Coconut Development Officer, Directors and Deputy Directors of the Board attended the meeting. The list of participants in the meeting is Annexed.

- 1.1 The meeting started at 10.30 AM with introductory remarks by Shri Sugata Ghose, Chief Coconut Development Officer. He informed that the Board has recorded a fund utilization of Rs 105.67 crores against the budget allocation of Rs 98.05 crores including the Replanting & Rejuvenation scheme. He highlighted the achievements of formation of 2294 CPS's and 121 CPF's in the 4 major coconut producing states thereby bringing 70 lakh coconut palms and 1.5 lakh coconut farmers under the farmer collectives. During the year, 6917 FOCT's were trained. He detailed about the vision of CDB to become the world leader in coconut production and productivity, during 12th plan. In order to become the world leader in coconut production and to attain globally competitiveness coconut industry, the area under coconut has to be increased to 2.10 million hectare with a productivity of 10,000 nuts per hectare. Production of 20 million coconut seedlings per year by popularizing dwarf/hybrids is a major thrust area. Coconut processing industries and the coconut producers companies need to be formed in all the coconut producing states. The formation of CPS and training to FOCT's shall be continued and efforts need to be streamlined for linking the collectives to processing and marketing of coconut products. Board has already announced the ambitious target of marketing coconut products in the major 63 JnNURM cities. CCDO requested the senior officers to take up new initiatives in all states by constantly interacting with the state government and to bring convergence of as many central and state sector schemes so that the coconut farmers will be benefited.
- 2 Shri.T.K.Jose, IAS, Chairman welcomed all to the meeting. He stated that even 1/5th of the coconut production potential in the country is not yet achieved and nobody can curtail our creativity to go beyond.
- 2.1 He invited all to have a re-look at the role and responsibilities of Regional Offices(RO) and State Centers(SC) of CDB. He explained that ROs and SCs should work in tandem with State Govts; especially Agri / Horti/ Food Processing/ Departments dealing with

coconut. ROs and SCs shall inform, inspire and motivate State Dept. officials in a two way process and try to develop close interaction / relation with critical officers. ROs and SCs shall understand the role of agricultural economy of State; position of coconut in it , potential of further value addition, various schemes of State Govts/ Centrally Sponsored Schemes, their budget estimates and possible avenues for working together. They should also have an idea about the existing coconut area under cultivation in the State, potential area and how to make potential into reality by using funds outside CDB budget. They shall try to attract potential entrepreneurs / processors in the State in coconut sector, familiarize and interact with trade / industry / commerce; identify potential NGOs / research / academic institutions. Above all they shall make the Govt. farmers and people feel the presence and relevance of State Centers and Regional Offices of CDB. He emphasized the importance of seeking support of Print / audio and visual media for reaching out coconut farmers and the effective use of electronic media, viz, internet, blog, twitter, face book etc. He mentioned that Futuristic Coconut Products which can revolutionize farmer's income viz; Neera, Tender Coconut, coconut chips coconut biscuits , Tender coconut ice cream and Coconut oil as bio-fuel.

- 2.3 Chairman highlighted that Board places lot of importance on Innovative Marketing Strategies (IMS) and explained the Vision of CDB on High quality planting material. He mentioned about the new avenues of Farmer Producer Organization (FPO) and invited all to help the CPS/CPF/CPC to formulate projects and to harness Union Budget allocation to FPOs through SFAC, since we have the advantage of already formed coconut FPOs. (For details all the i/c of the RO/SC may refer SFAC website).

In this context, he advised that MDIC shall function as an ambassador of CDB and hold discussions with head offices of all National Agencies regarding activities achievements of CDB, scope and possibilities of coconut sector and possible convergence of schemes.

(Action: DD, MDIC, Delhi)

- Since the coconut plantations in Tamil Nadu , Karnataka ,Andhra Pradesh are having more area and the farmers are already having farmer organizations, the RO/SC may facilitate the farmers to go for forming federations after necessary changes and modifications for CDB registration with out forming coconut producers societies, if need be.**(Action-R.O/S.C-TN,AP,Karnataka)**
- The activities of State Centre, Patna shall be directly look after by Director, Regional Office, Guwahati. The Assistant Director i/c, State centre, Patna will

continue to hold DDO power and look after the day to day activity of the Office.

(Action:- Regional Office, Guwahati)

3. Dr. A.K.Nandi, Secretary made a presentation on *Financial, administrative and audit support to meet the emerging new challenges in coconut sector*. He made the following suggestions: FoCT/CPS- Training advance once sanctioned shall have to be settled before release of next advance. More emphasis need to be given to ensure, genuineness of the participants as the machines are given free of cost and it was reported that in some cases not utilized at all. Safety belt is optional and cost to be borne by trainee FoCT. Machines may be stamped as “*distributed free*” by Coconut Development Board. For avoiding delay in supply of machines in states, copy of order for machine supply to be marked to unit offices for further follow up with supply agencies. As it is 3rd year of FoCT training, a review of how many FOCTs are still in field may be done.

- Convergence: Unit offices inform in detail regarding training proposals to HQ and the responses and terms and conditions offered by different agencies (NRLM and others if any) in various states and decision on how to handle the fund from other agencies will be intimated back.

(Action : Director/DD, RO, SO & PO & SO at HO)

4. Dr. K. Muralidharan, Director made a presentation on *How to attract investors to coconut processing sector*. The strength, weakness of the coconut industry, products available, export incentives were detailed. While discussing the quality standards, Director informed that Board has already set up a NABL accredited laboratory and CDB should be a Centre of Excellence where certification of coconut products should also come under its purview.
5. Dr. Remany Gopalakrishnan, Deputy Director (Dev) made a presentation on *Information and Information technology in implementation of schemes and beyond*. She highlighted that software support has been developed under implementation in R & R programme, AEP, Statistical survey, Capturing and reporting SMS data of FOCTs, search engine for Dwarf Mother Seed Garden, Monitoring Germination progress of Nursery in DSP Farms, Training Certificates and Subscription status of Journals. During display of operation of various software supported items and website, following decisions were taken:
- DSP Farm Pitappally: Moisture retention on nursery bed is a must. For this proper mulching should be adopted on nursery beds. At high temperatures, evaporation

loss will be more and to reduce this, irrigation of nursery beds may be done in early morning and evening hours. Pumping system and over head tanks are required at appropriate levels.

- Current year onwards, the software developed for AEP shall be used for other schemes such as LODP, OMU, Seed Garden etc with suitable modifications.
- The future thrust area will be developing software for online voucher entry by all unit offices and DSP farms, online booking of coconut seedlings.
- Those farms which crosses one crore annual revenue can be given a computer personnel for assistance.
- Those farms which reported highest recovery percentage of quality seedlings and highest hybridization recovery percentage of DSP farms except Mandya shall be rewarded to help improve the farm performance by additional man power support. (**Action:- Shri.B Chinnaraj, STO**)
- Those State Centers/ Regional Offices brings in a quantum of 5 fold increase of the allotted CDB fund by convergence with central and state agencies in implementing coconut related schemes shall be rewarded with good appreciation letters, good service entry, additional staff etc. (**Action:- Director/DD – RO/SC**)

6. In the absence of Shri.Ramanathan, EPC Consultant, Sri.K.S.Sebastian, AMO made a presentation on *How CDB unit offices can help an exporter of coconut and its products.* During the discussion, following decisions were made:

- Make a campaign with the help of State Departments to identify and list out various Coconut Product Manufactures especially Coconut oil. They should be motivated to form a State Level Consortium and a National Apex Body
- CNO consortium may be motivated to obtain the 5% incentive eligible under VKGUY, by representing to Ministers,MPs,MLAs etc
- Market Linked Focus Product/Focus Market Scheme: shall also be considered apart from the routine budgetary programmes.
- Target for Export of Coconut Oil (Minimum Qty) during 2013-14:

State	Qty (LakhTons)
Kerala	1.50
Karnataka	0.50
Tamilnadu	1.00
TOTAL	3.00

- Give wide publicity for encouraging and motivating people to export coconut oil when the price realization through export is more

- Coconut oil is placed in the Edible oil category, but denied the eligible incentives. So CDB having the mandate and authority to fight for coconut farmers shall intervene in framing policies
- Supply of dehusking machines to CPS-clusters can be thought off
- We have to take steps to get additional manpower for EPC. Deputation from cashew EPC can also be thought off.

(Action: DD Karnataka, Tamil Nadu , CDB, Marketing Team, Sr. Consultant EPC, MO, AMO, Head Office. Monitoring : Director, Head Office)

7. Smt. Mini Mathew, Publicity Officer made a presentation on *Publicity and public relation-tools used to fight the price fall and the war ahead in 2013-14*. She detailed about the activities initiated by the publicity section during the last financial year.
8. Shri. Sreekumar Poduval, Processing Engineer made a presentation on “*Neera, New products: Need for quality analysis of coconut products*”.
9. Smt. Deepthi Nair, Marketing Officer made a presentation on *Information is knowledge-Market Information Network of NE and possibilities of its replication in Eastern & Southern States*. She detailed the present market information network used by CDB and the essentiality for collecting such data from other coconut growing areas. It was decided that NE model for market network has now stabilized and may be replicated in other states, ROs and SCs may submit similar project proposals **(Action: ROs and SCs)**
10. Shri. V.G.Chandrasekharan, Statistical Officer made a presentation on *Coconut palm Insurance: New format*. He explained that Coconut palm Insurance Scheme(CPIS) is proposed to be merged with other Crop Insurance schemes during 12th plan under Integrated Scheme for Farmers Income Security(ISFIS).

Coconut Insurance under ISFIS:-.

- Proposed to cover all coconut growing states.
- Eligibility -Minimum 5 healthy yielding palms in age group 4-60 in contiguous area /plot.
- Sum insured & Annual Premium per coconut palm in the age group of 4-15yrs is Rs 900 & Rs.9.00 and in the age group of 16-60yrs is Rs.1725/- and Rs 14.00/- respectively.
- Tenure of the policy –maxm 3 years with a rebate of 12.5% and 2 year policy with a rebate of 7.5% on farmer’s share.
- Loss intimation Time -15 days. No Franchise & excess clauses.

- It was informed that though sum insured increased by 50%, premium has doubled and this needs to be taken up.

(Action : All ROs/SCs and SO at Head Office)

11. Shri. V.C.Vasanthakumar, Statistical Investigator made a presentation on *Survey for production estimate: Estimated production in South India and forecast for 13-14*. The statistical survey by the Board in different states was reviewed and following decisions were made:

- Survey in Karnataka shall be completed in 15 days ie; by 12th of May 2013. Data entry shall be done simultaneously so that it is completed by 15th May 2013
- The SOM placed on record its unhappiness over the delay in survey in Karnataka.
- Survey report shall be released by 31st May 2013.
- Framed citations may be given to PIs and coconut climbers involved in the survey
- Next year survey shall be extended to states like Maharashtra, Goa West Bengal and Assam even though samples size can be less
- Next year survey shall be completed in 90 days by December 2013 positively. Therefore necessary action in advance may be initiated.
- Statistical Officer may write an article on procedures of the survey, steps involved with flow chart and shall be put in Facebook.

(Action: SO, Head Office/Director & DD, RO, Bangalore)

12. Shri. B.Chinnaraj, Sr.Technical Officer made a presentation on *Production, demand and gap in coconut planting materials both seedlings and seed nuts*. He mentioned that the annual estimated demand for seedlings is 10 million and the present production is 3.5 million and there is a gap of 6.5 million seedlings. Bridging the gap is through collaboration with Regional Coconut Nurseries, Pvt. Nurseries/ Nucleus seed garden, DSP Farms, Identifying dwarf mother gardens and private sector going for hybridization.

12.1 It was informed that 15000 D x T seedlings are available at Vasanth Farms, photos of which may be taken. It was decided to identify minimum 100 seed gardens in Tamil Nadu and update the details in the website. The farmer collectives may be guided for starting nurseries by procuring dwarf nuts from the selected seed gardens.

(Action: DD, TamilNadu, DD, Bangalore, FM,Mandya, STO(Farm) Head Office)

13. Shri. K.S.Sebastian,Assistant Marketing Officer, made a presentation on *Farmer collectives-success in Kerala and expansion in other states..* Following decisions were taken:

- The target for CPS/CPF/PC in various states during 2013-14 is finalized as below:

State	CPS(Nos)	CPF(Nos)	PC (Nos)
Karnataka	-	200	10
Tamilnadu	-	200	10
AP	1000	50	3
Odisha	50	2	
Maharashtra	50	2	
Goa	50		
West Bengal	50	2	
A & N Islands	50		
Puducherry	20		
Lakshadweep	50		
Assam	50	2	
TOTAL	1370	458	23

- In view of the severe summer, farmer collectives may be motivated to press State Government for schemes of water management especially provision for irrigation systems
 - Synchronized harvest and dehusking in CPSs under a CPF shall be promoted.
 - CPS Training in Karnataka Tamil Nadu: proposals shall be given by 15th May 2013.
(Action: Director, Bangalore/Guwahati, DD's- Tamil Nadu, AndhraPradesh, Odisha, West Bengal, AMO-Head Office)
14. Shri. Sabareenathan, Finance Officer, made a presentation on *Review of 2012-13 financial position & Recent changes in Financial Rules*. He presented the expenditure under various schemes during 2012-13. He mentioned about Extra Income Tax Rebate of Rs.1.00 lakh in addition to the existing rebate of Rs.1.5 lakhs for interest on housing loan from 2013-14 onwards on home loan up to Rs. 25.00 lakhs. He also mentioned about announcement of new DA of 80% from 01.01.2013 onwards and about Revision of interest rates for HBA
15. Shri. Melton Correya, Asst. Administrative Officer, made a presentation on *New look at Establishment rules*. He presented Recruitment Rules: the Recruitment Regulations in the case of CDB, Methods of Recruitment, Probation and Confirmation, DPC Procedures, Types of promotion and APAR.
16. Shri. K.Subhash, Asst. Library & Information Officer, made a presentation on *Library Reform: New Books & Book Review*. He mentioned about upgradation of LIBSOFT SERVER , installation of the software CDB LIBSOFT WEB OPAC with the link www.cdb.libsoft.org. and about New Books. Also presented a review of the book, "The Professional" by Subroto Bagchi.

17. Smt. S. Beena, Assistant Director (Hindi) presented the status of *OLIC Implementation in Coconut Development Board*. She reported that no report of OLIC meeting received from DSP Farm, Abhayapuri. CCDO directed Regional Office, Guwahati to review the official language implementation in the region.
(Action: Director, RO, Guwahati & AD, Abhayapuri)
18. Shri.Vijayakumar Hallikeri, Deputy Director, R.O,Bangalore made a presentation on Carbon credit: Coconut carbon sequestration-Kyoto protocol-Carbon Market and Potential Income for Coconut CDM(Clean Development Mechanism)
19. Shri.L.Obed, Deputy Director, R.O,Guwahati presented about setting up 50 coconut kiosk in North Eastern region-problems & suggested solutions (Impact of convenient food & handicraft training –food safety licence-NERAMAC-NEDFI-IED-APEDA-NABARD-LEAD BANKS-AFTFED-Dept.of Handloom & Handicraft etc) . It was decided to impart training to NE people in convenience foods using Board’s assistance.
(Action: DD, RO, Guwahati)
20. Shri.G.R.Singh, Deputy Director, MDIC,New Delhi made a presentation on *Efforts made for development of Market & collection of market information in Northern India*. CCDO directed the MDIC to assess whether any increase in consumption of coconut products or any proper distribution network come up for tender nut sales in non-traditional areas due to the extension activities of the Board.
(Action: DD, MDIC, Delhi)
21. Dr.T.I.Mathewkutty, Director, R.O,Bangalore presented the *New Initiatives for Western India*. He explained about the initiatives needed in four western states of Karnataka, Goa, Gujarat and Maharashtra in various sectors viz., Production Sector, Processing Sector, Consumption Sector and Marketing Sector. The improvements required in production sector can be grouped into two viz. Improving the productivity of existing gardens and Expanding area under coconut. He suggested that the scheme AEP may be limited to irrigated areas. He mentioned that there is scope for one lakh ha of coconut in the Western states in the next 10 years. He also mentioned about Convergence of Central – State – Local body Projects.
22. Shri.Rajeev P George, Director RO,Guwahati presented the *New Initiatives for East & North East India*. He mentioned that Innovation leverages a combination of Top-Down and Bottom-Up innovation strategy to create new innovations. Top Down Innovations- Tender Coconut Parlors, FOCT,CPS, CPF, Producers Company & Strengthening of Coconut Nurseries for coconut seedlings in the DSP farms. Down up Innovation-

Distribution of coconut seedlings minimum 5 numbers to marginal farmers under on going AEP programme, Formation of farmers groups in major coconut growing districts for acquiring coconut seedlings / inputs in time under ongoing LODP programme of the Board, Sourcing of other compactable intercrops through NHM and North East Council, Popularizing organic manure units in the farmers field under CDB programme.

23. Shri. Hemachandra, Deputy Director, RO, Chennai presented the *New Initiatives for South East India*. He mentioned about the new initiatives taken by R.O, Chennai in collaborating with MBA colleges for undertaking the marketing surveys.
24. Dr. Remany Gopalakrishnan, Deputy Director (Dev) presented the *Scheme Implementation Status -2012-13 and & Budget Allocation 2013-2014* in respect of R.Os-Bangalore, Chennai and Guwahati and SCs-Thane, Kolkata, Pitappally and Hyderabad. During discussion, following modifications were suggested in the Budget allocation of various states by the Officers concerned:

S. No	Scheme	State	Modifications suggested	Modification made in the Budget Allocation within the approved scheme wise allocation
1	AEP	Assam	300 ha	150 ha
		Nagaland	100 ha	40 ha
		Odisha	200 ha	160 ha retained
		Goa	25 ha	20 ha
		A & N Islands	35 ha	35 ha
2.	RCN	Meghalaya	1 lakh seedling	0.50 lakh seedling allocated with corresponding reduction to Kerala
3	Pvt. Nursery	Assam, Tripura, Nagaland, Arunachal Pradesh	Rs.0.50 lakh each allocated in Assam, Tripura, Nagaland, Arun. Pradesh not needed	Rs.0.50 lakh allocated only to Mizoram
4	Seed garden	Assam, Nagaland, Arunachal Pradesh	New Seed Gardens in Assam & Nagaland	Two New Seed Gardens in Assam , one in Nagaland and one maintenance in Arunachal Pradesh
5	OMU	Odisha	Need more	After utilization of allotted funds, additional requirement will be considered.

25. Shri.Rajeev Bhushan Prasad, Deputy Director SC, Thane presented the *New Initiatives for Maharashtra*. Chairman enquired about the status of survey on identification of mother palms in Maharastra. The status of the same was not presented. It was decided to initiate market surveys on various coconut products in Thane & Vasi.

(Action: DD, Maharashtra)

25. Shri.R.K.Das, Deputy Director SC,Kolkata presented the *New Initiatives for West Bengal*.
26. Shri.K.Debnath, Deputy Director i/c, SC, Odisha presented the *New Initiatives for Odisha*. Chairman directed to meet the state level officers of the Horticultural Department and apprise about the availability of coconut seedlings in the farm.
(Action: DD, Odisha)
27. Shri.K.R.Kuttikrishnan, Deputy Director, SC, Hyderabad presented the *New Initiatives for Andhra Pradesh*.

28. General decisions:

- Form outlets of Tender Coconut Water across Tamil Nadu
- More private nurseries to come up in Tamil Nadu as palms are ageing and seedlings will be needed for replacement. If CPF/CPS are willing to take up Pvt. Nurseries, irrespective of allotted budget, more seed nut as well as funding will be arranged by collaborating with State Deptts.
- FoCT target for 2013-14 in various States are finalized as below:

State	FOCT (Nos)
Kerala	5000
Karnataka	1500+ <i>NRLM</i>
Tamilnadu	1500+ <i>NRLM</i>
Andhra Pradesh	500+ <i>NRLM</i>
Odisha	200+ <i>NRLM</i>
Maharashtra	300
West Bengal	100
Bihar	40
Goa	200
Gujatath	100
A & N Islands	200
Puducherry	60
Lakshadweep	100
Chattisgarh	100
Assam & other NE states	200
TOTAL	10,100

- LODP Direct Implementation: Inputs to be distributed immediately after completing and survey.
- In all states where CPS/CPF is formed, LODP has to be implemented through this platform. ie., in Kerala, Karnataka Tamilnadu and Andhra Pradesh but not in Maharashtra, Odisha, West Bengal and Assam.

- Implementation of the 2nd year programme can be continued through existing clusters, however, they should be motivated to get converted to CPS
- While negotiating with State Govt agencies for input supply, try to get 10-15 % discount.
- Further decisions on implementation of the *Community based operations including equipments* will be conveyed.

(Action: All Directors & DD's of RO & SC: DD, Head Office)

The meeting concluded by 9.00 pm with vote of thanks to and from the chair.

Approved by CCDO

Sd/-

Deputy Director

**Senior Officers Meeting of Coconut Development Board held on 25th & 26th April
2013 at Kochi**

List of Participants

Sl.. No.	Name & Designation
1	Shri. Sugata Ghose, CCDO
2	Dr. A. K . Nandi, Secretary
3	Dr. K. Muralidharan, Director
4	Dr.T.I.Mathew Kutty, Director, R.O.Bangalore
5	Shri. Rajeev P. George, Director, RO, Guwahati
6	Shri. K.R. Kuttikrishnan, Deputy Director, State Centre, Hyderabad
7	Dr, Remany Gopalakrishnan, Deputy Director HQ
8	Shri. Gajram Singh, Deputy Director, State Centre, Mumbai
9	Shri. Hemachandra, Deputy Director, RO Chennai
10	Shri. Khokan Debnath, , Deputy Director State Centre, Odisha
11	Shri.R.K.Das, Deputy Director, State Centre, Kolkata
12	Shri. L Obed, Deputy Director , RO Guwahati
13	Shri. Rajeev Bhushan Prasad, Deputy Director, State Centre, Thane
14	Shri.Vijayakumar Hallikeri Dy.Director, RO, Bangalore
15	Shri R. Madhu, Audit Officer
16	Shri. Sreekumar Poduval Processing Engineer
17	Smt. Deepthi Nair S., Marketing Officer
18	Shri.Sabareenathan, Finance Officer
19	Shri. V.G. Chandrasekharan, Statistical Officer
20	Smt. Mini Mathew, Publicity Officer
21	Shri. K. S. Sebastian, Assistant Marketing Officer

- 22 Shri. Melton Correya
Administrative Officer
- 23 Shri. K.K.Subhash,
Asst. Library and info. Officer
- 24 Shri. V.C.Vasanth Kumar
Statistical Investigator
- 25 Smt.Beena,
Sub Editor Hindi,
- 26 Smt.Sona John
Sub Editor English
- 27 Smt. Joycy Chacko
Jr. Accounts Officer
- 28 Shri. B. Chinnaraj
Sr.Technical Officer-Farms
- 29 Shri. Siddarameswaraswamy
Sr.Technical Officer, ROB
- 30 Smt. A.Jayashree
Sr.Technical Officer -TMOOC
- 31 Smt. Leena Mol
Technical Officer
- 32 Shri. R.Jayanath
Technical Officer
- 33 Shri. C.Sasikumar
Technical Officer
- 34 Smt. Resmi
Technical Officer
- 35 Ms. Mridula
Technical Officer
- 36 Ku.Deepthi.R
Technical Officer
- 37 Shri. Hareesh
Technical Officer
- 38 Shri. R Vijayan
Field Officer
- 39 Shri,Sajan T Varghese
Field Officer
- 40 Shri. George Peter
Field Officer
- 41 Kum.Preetha Kumari
Statistical Assistant
- 42 Smt. Renu P Viswam
Computer