

# **COCONUT DEVELOPMENT BOARD - CITIZENS' CHARTER**

## **MANDATE**

Coconut Development Board is a statutory body established by the Government of India for the integrated development of coconut production and utilization in the country with focus on productivity increase and product diversification. The Board which came into existence on 12<sup>th</sup> January 1981, functions under the administrative control of the Ministry of Agriculture & Farmers Welfare, Government of India, with its Headquarters at Kochi in Kerala and 4 Regional Offices at Bangalore in Karnataka, Chennai in Tamil Nadu ,Guwahati in Assam and Patna in Bihar. There are five State Centers situated at Bhubaneswar in Odisha, Kolkata in West Bengal, Thane in Maharashtra, Vijayawada in Andhra Pradesh and Port Blair in the Union Territory of Andaman & Nicobar Islands. The Board has 11 Demonstration cum Seed Production (DSP) Farms in different locations of the country. A Market Development cum Information Centre has been established in Delhi. The Board has set up a Technology Development Centre at Vazhakulam near Aluva in Kerala and a Field Office in Thiruvananthapuram in Kerala.

## **VISION**

A fully developed and globally competitive coconut industry that contributes to food security, health and nutrition, remunerative price for the coconut farmer and enhanced export earnings for the country and to make India the global leader in value addition and processing in coconut sector.

## **MISSION**

- Rehabilitation of all senile and unproductive palms and promotion of commercial coconut seed gardens to meet the required quantities of good planting materials for the replanting program.
- Promoting value addition in coconut processing by focusing on high value coconut products and byproducts (both edible and non edible) with health and environmental friendly applications.
- Promoting coconut cultivation in non traditional belts by extending financial assistance to small and marginal farmers and thereby increasing production potential of coconut in the country.
- Demonstrating scientific productivity improvement practices in coconut gardens and intercropping for sustained income.

- Promoting the health attributes of coconut products through aggressive awareness campaigns and conduct of clinical trials through reputed research institutions.
- Conducting market promotional campaigns in the buying countries and niche markets by organizing exhibitions, trade fairs and buyer seller meets to improve market access to coconut products.
- Assuring remunerative prices for coconut and thereby doubling of farmers income mainly through Farmer Producer Organizations (FPOs).
- Promoting health friendly and demand oriented value added coconut products viz, virgin coconut oil, coconut oil, milk, milk powder, desicated coconut, neera, tender coconut water etc.
- Organizing skill development training programs and capacity building programs for the farmers/entrepreneurs for strengthening the coconut industry in the country.
- To explore markets for marketing of value added products in major cities by establishing coconut points, retailing networks etc.
- Integration of processing units to form product specific Consortium of Processors.
- Encourage e-marketing of products through authorized trading portals.

## **FUNCTIONS OF THE COCONUT DEVELOPMENT BOARD**

- Adopting measures for the development of coconut industry, inter alia
- Imparting technical advice to those engaged in coconut cultivation and industry.
- Providing financial and other assistance for the expansion of area under coconut
- Encouraging adoption of modern technologies for processing of coconut and its products
- Adopting measures to get incentive prices for coconut and its products
- Recommending measures for improving marketing of coconut and its products
- Recommending measures for regulating imports and exports of coconut and its products
- Fixing grades, specifications and standards for coconut and its products
- Financing suitable schemes to increase the production of coconut and to improve the quality and yield of coconut
- Assisting, encouraging, promoting and financing agricultural, technological, industrial or economic research on coconut and its products
- Collecting statistics on coconut and its products and publishing them
- Undertaking publicity activities and publishing books and periodicals on coconut and its products

## **THRUST AREAS**

- Increasing the production of quality planting material
- Creating future production potential by bringing more area under coconut
- Improving productivity of existing coconut holdings
- Integrated management of major pests and diseases
- Strengthening coconut industry by promoting product diversification and by-product utilization.

## **LIBRARY SERVICES**

1. Lending Services
2. Inter-Library Loan (ILL)
3. Reference Services
4. Current Awareness Service (CAS)
5. Reprographic Service

## **SCHEMES OF THE COCONUT DEVELOPMENT BOARD**

The major programmes that are being implemented by the Board are;

### **1. Production and Distribution of Quality Planting Materials**

- (i) Establishment of Demonstration cum-Seed Production Farms
- (ii) Establishment of Regional Coconut Nurseries
- (iii) Establishment of Nucleus Coconut Seed Garden
- (iv) Establishment of Small Coconut Nurseries

### **2. Expansion of Area under Coconut**

### **3. Integrated Farming for productivity improvement**

- (i) Laying out of Demonstration Plots
- (ii) Aid to Organic Manure Units

### **4. Technology Demonstration/Quality Testing Lab**

### **5. Marketing, market Intelligent services, Statistics and Strengthening of Export Promotion Council**

### **6. Information & Information Technology**

### **7. Infrastructure, Administration, Technical Support & Project Management**

### **8. Technology Mission on Coconut**

### **9. Rejuvenation and Replanting**

### **10. Coconut Palm Insurance Scheme**

### **11. Kera Suraksha Insurance Scheme**

## **1. Production and distribution of quality planting material**

**i. Establishment of Demonstration cum Seed Production (DSP) Farms** in different parts of the country for creating infrastructure facilities for production of quality planting materials besides demonstrating and educating the scientific coconut cultivation and processing to various stake holders in those regions. The Board has established 11 DSP Farms in the States of Kerala, Karnataka, Tamil Nadu, Andhra Pradesh, Maharashtra, Bihar, Assam, Chhattisgarh, Odisha, Tripura and West Bengal.

**ii. Establishment of Regional Coconut Nurseries:** Extending support to the participating States for strengthening the seedling production programme of the concerned States by establishing Regional Coconut Nurseries by way of extending financial assistance on 50:50 basis @ Rs.32/-per seedling.

**iii. Establishment of Nucleus Coconut Seed Garden:** The scheme is implemented on project basis to establish nucleus seed garden of selected cultivars in the private sector and Govt./Quasi Govt. to meet the future demand of quality coconut seedlings. Assistance is provided for establishing the seed gardens @ 25% of the total expenditure incurred limited to a maximum of Rs. 6 lakh over a period of 3 years, on a project basis in a maximum area of maximum 4 ha.

**iv. Establishment of Small Coconut Nurseries:** The scheme is implemented on project basis to encourage private sector and other agencies in seedlings production by providing financial assistance for establishing coconut nurseries. Financial assistance is 25% of the cost limited to Rs.2.00 lakh per unit of 0.4 ha (100% of the cost of seed nut and transport, maintenance of the nursery, other infrastructure facilities etc.). Minimum eligible subsidy is Rs.50,000/- over a period of two years for a unit to produce at least 6250 certified coconut seedlings annually. However, the area requirements and production capacity in respect of North and northeastern region is 12.5 cents for production of 3125 seedlings with an eligible financial assistance of Rs. 25000/-.

## **2. Expansion of Area under Coconut**

The objective of the programme is to extend adequate technical and financial support to the farmers to take up coconut cultivation on scientific lines in potential areas to attain a significant achievement in the future production potential. As per the revised guidelines of MIDH, differential financial assistance followed. In Normal area, subsidy will be Rs.6500/-, Rs.6750/- and Rs.7500/- per ha for Tall, Hybrid and Dwarf respectively over a period of 2 years. In Hilly and scheduled areas, subsidy will be Rs.13750/-, Rs.13750/- and Rs.15000/- per ha for Tall, Hybrid and Dwarf respectively over a period of 2 years.

### **3. Integrated Farming for Productivity Improvement**

The objective of the programme is to improve production and productivity of the coconut holdings through an integrated approach and thereby increasing the net income from unit holdings with the following component programmes.

**i. Laying out of Demonstration Plots:** Financial assistance of Rs.35,000/- per hectare in two annual installments is provided for adoption of integrated management practices in coconut gardens. The objective of the programme is to encourage the farmers to adopt the technology developed for the management of coconut gardens. The Demonstration Plots will also help motivate farmers in adoption of result oriented production technologies.

**ii. Assistance for Organic Manure Units:**

The objective of the programme is to promote the use of organic manure like vermicompost, coir pith compost etc in coconut holdings. Maximum assistance is Rs.60,000/- towards 100% of the cost for units of size 1200 cubic ft (dimension 60ft X 8ft X 2.5 ft or two units of 30 ft x 8ft x 2.5ft ) with production capacity of 50 tons per year in 4 cycles and of permanent structure and to be administered on pro-rata basis. Smaller units are also promoted and the minimum volume shall be 150 cubic feet (dimension 15ft X 5ft X 2 ft) with production capacity of 10 tons/ year in 4 cycles and financial assistance may be reduced accordingly.

Coir pith compost units with Concrete floor of size 5m x 3m (40 units) with a capacity to produce 80 tons/ year are also eligible for subsidy under this scheme. Financial assistance is also extended to smaller units with minimum size of 5m x 3m (5 units) with a capacity of 10 tons/ year.

Roof of convenient sizes also required for organic manure units.

### **4. Technology Demonstration**

The CDB Institute of Technology (CIT), Technology Development Centre and Quality Testing Laboratory located at Aluva, Ernakulam in Kerala is engaged in the development and demonstration of technologies for product diversification and by-product utilization of coconut. Training is being given to interested entrepreneurs and self help groups for acquiring technologies on post harvest coconut processing and process demonstration. A full-fledged NABL accredited Quality Testing Laboratory (QTL) is operating at the Institute for chemical and microbial analysis of coconut based products. The laboratory is equipped with advanced analytical instruments and modern facilities as per NABL requirements to carry out chemical/ microbiological tests of coconut based products. The CIT impart trainings on Coconut Convenience Foods like Coconut chips, Chocolate, Cookies, Lemonade (squash), Pickle, Coconut chips, Chocolate, Cookies, Lemonade, Pickle, Chutney Powder, Burfi, Coconut balls,

Coconut candy, Coconut Jelly, Coconut Vinegar from coconut water by slow process/ Nata de coco, Minimally Processed Tender Coconut, Neera Value added products, Training on Chemical analysis, Training on Microbiological analysis and Entrepreneurship Development Programme (Newly introduced). The venue for the trainings is at CDB Institute Of Technology (CIT), Coconut Development Board, Keenpuram, South Vazhakulam, Aluva-683 105 Kerala. Tel: 0484-2679680 (10 km from Aluva (Aluva - Perumbavoor private bus route)

## **5. Marketing, market Intelligent services, Statistics and Strengthening of Export Promotion Council**

The Board undertakes market promotion activities for the development of the coconut sector in the country and the industry as mandated by the Coconut Development Board Act. The major activities comprise of Market Promotion, Market Intelligence, Market Research, Market Development, formation of Coconut Producer Societies (CPSs), Federation of Coconut Producers' Societies (CPFs), Coconut Producer Companies, and performing the responsibilities of Export Promotion Council and other enabling policies. 25 % financial assistance to a maximum of Rs. 1.50 lakh is extended for setting up of sales outlets/ kiosks for value added coconut products. Collection, classification, compilation, analysis and interpretation of primary as well as secondary data pertaining to area and production of coconut, market price, weather, import and export of coconut products, etc. and dissemination of information to farmer community through print media, etc. are also being undertaken regularly as part of Statistics related to coconut.

The Department of Commerce, Ministry of Commerce and Industry, Government of India has notified Coconut Development Board as an Export Promotion Council (EPC) for all coconut products other than those made from coconut husk and fiber vide Public Notice No.169(RE-2008)/2004-2009 New Delhi dated the 1<sup>st</sup> April 2009. A sizeable quantity of coconut and coconut products are exported from the country with registration from various Export Promotion Councils. In pursuance of the above notification, coconut products such as tender coconuts, tender coconut water, packed tender coconut water, nata-de-coco, coconut water based vinegar, coconut water based soft drinks/beverages, raw coconuts, partially dehusked coconuts, desiccated coconut powder, skimmed milk powder, coconut milk/ cream, coconut oil, dry coconuts, ball copra, cut copra, coconut flakes, coconut chips, coconut gratings, coconut parings, coconut chutney powder, medicated coconut oil, coconut oil based hair/massage oils, virgin coconut oil, coconut based convenience foods, coconut shell, coconut shell powder, coconut shell charcoal, coconut shell based activated carbon, handicrafts made out of coconut shell and parts of coconut tree, which has now been notified as an Export Promotion Council. As RCMC

from the Export Promotion Council concerned is mandatory for exports, to enable exporters to avail the various benefits under the Foreign Trade Policy and duty neutralization schemes of the Department of Revenue, it is requested that exporters/ prospective exporters of coconut products (other than those made from coconut husk and fiber) get registered with the Coconut Development Board immediately. coconut wood furniture etc. fall within the jurisdiction of the Coconut Development Board.

## **6. Information and Information Technology**

The Board has several programmes under information technology and HRD with a view to disseminate information on various aspects of coconut cultivation and industry through various media, publication etc besides organizing training programmes to impart skills and knowledge to farmers, unemployed youths and rural women in various fields related to coconut including Neera tapping. For recognizing outstanding performance in coconut sector a scheme of National Awards also being implemented biannually. Production of publications, undertaking multimedia product promotional campaigns, participation in exhibitions and fairs, management of MIS in the organization etc; are the major activities undertaken under the scheme.

To create awareness about the activities of the Board and health aspects of coconuts and coconut products, Board participates in exhibitions, seminars etc.

## **7. Technology Mission on Coconut**

Coconut Development Board is implementing a Central Sector Scheme “Technology Mission on Coconut”(TMOC) since 2001-02 onwards. One of the main objectives of the scheme is to develop technology for value added products from coconut and promote coconut based processing units and also enhancing productivity by managing pest and diseases in coconut. Financial assistance is extended on a mission mode for the development and adoption of technologies for processing and product diversification under the following component programmes on project basis, after approval by the Project Approval Committee. Details of Technology Mission covering major components are given below:

- i. Development and adoption of technologies for processing and product diversification.**
  - a. Development of technologies:** Financial assistance @ 100% of the project cost limited to Rs.75 lakhs is extended for all the Govt. institutions and cooperative societies and 75% of the project cost limited to Rs.35 lakhs for NGO’s, Individual entrepreneurs and other research organizations for development of new technologies of value added coconut products. Technologies for value added products like Neera and Neera Products, Virgin Coconut Oil, Coconut chips, Spray dried coconut milk powder, blended coconut oil etc have been developed and extended to potential entrepreneurs under the scheme “Technology Mission on Coconut.

**b. Acquisition, training, demonstration of technologies:** Financial assistance @ 100% of the cost of the project limited to Rs.25 lakh/project to all the Govt. institutions and cooperative societies and 50% of the cost limited to Rs.10 lakh/project for the NGO's, Individual entrepreneurs and other organizations.

**c. Adoption of technologies:** Back-ended credit capital subsidy limited to 25% of the cost for NGO's, Individual entrepreneurs and other organizations for setting up of coconut processing units. For SC/ST Women farmers, 33.3% of project cost and for High Value Agriculture (HVA) in A&N islands & Lakshadweep, 50% of project cost.

**ii. Market Research and Promotion**

**a. Market Research :** Financial assistance is extended @ 100% of the project cost limited Rs.25.00 lakh to Govt. agencies and cooperative societies and 50% of project cost limited to Rs.12.50 lakh for individuals, NGOs and other private organisations for conducting market research.

**b. Market Promotion:** Financial support is extended for entrepreneurs @ 100% of project cost limited to Rs.25.00 lakh to Govt. agencies and cooperative societies and 50% of project cost limited to Rs.15.00 lakh NGOs and other private institutes and Rs.6.00 lakhs to federations of CPS (FPOs) for conducting market promotion of value added products under TMOC.

In addition to the above component programmes for promoting processing and value addition financial assistance is extended for enhancing production and productivity in coconut gardens by management of pest and diseases under the TMOC scheme as detailed below:

**iii. Development and adoption technologies for management of pest and diseases.**

**a. Development of technologies:** Financial assistance @ 100% of the project cost limited to Rs.50 lakhs is extended for all the Govt. institutions and cooperative societies and 50% of the project cost limited to Rs.25 lakhs for NGO's and other organizations for development of new technologies for pest and disease management.

**b. Demonstration of technologies:** Financial assistance @ 100% of the project cost limited to Rs.25 lakhs is extended for all the Govt. institutions and cooperative societies and 50% of the project cost limited to Rs.10 lakhs for individuals / group of farmers/NGO's etc for demonstration of new technologies for pest and disease management.

**c. Adoption of technologies:** Financial assistance @ 25% of the cost of technology adoption for management of pest and disease extended to group of farmers/NGO's /other organizations

## **8. Replanting and Rejuvenation of Coconut Gardens.**

The main objective of the scheme is to enhance the productivity and production of coconut by removal of disease advanced, unproductive, old and senile palms and rejuvenating the remaining palms.

The componentwise subsidy has been revised from 2014-15 as per MIDH norms and the details are as follows: (i) Cutting and removal of all old, senile, unproductive and disease advanced palms: A subsidy @ Rs. 1000 per palm, subject to a maximum of Rs. 32000/ ha is provided for cutting and removal of old, senile, unproductive and disease advanced palms. (ii) Rejuvenation of the existing coconut palms by Integrated Management: For adoption of Integrated management practices a subsidy of Rs. 17500/ha is provided in two installments of Rs. 8750/- each. (iii) Assistance for replanting: For replanting, a subsidy of Rs. 40/- per seedling subject to a maximum of Rs 4,000/ha is extended.

## **9. Coconut Palm Insurance Scheme (CPIS)**

The Coconut Palm Insurance Scheme intends to provide Insurance coverage to coconut crop. Under the scheme all healthy yielding palms in the age group from 4 years to 60 years are eligible to get insurance coverage against natural perils leading to death / loss of palm becoming unproductive. The scheme is being implemented in association with the Agriculture Insurance Company Limited (AIC) and the Departments of Agriculture/ Horticulture of the State Governments concerned. 50% of the premium is borne by the Board and balance is shared between the concerned State Govt. and Farmers @ 25% each. The premium for the category of palms belonging to the age group of 4-15 is Rs. 9/- per palm and that for 16-60 year age group is Rs. 14/- per palm. The insured amount for the corresponding categories is Rs. 900/- per palm and Rs. 1750/- per palm, respectively. The scheme is implemented in selected districts of all coconut growing states.

## **10. 'Kera Suraksha' Insurance Scheme for Coconut Tree Climbers (CTC)**

The 'Kera Suraksha' Insurance Scheme provides insurance coverage to the coconut tree climbers @ Rs. 2 lakh against 24 hours accident related risk including death. The annual premium of the policy is only Rs. 112.10 of which Rs. 84.10 is borne by the Board and Rs. 28.00 is contributed by the CTC. The scheme is implemented in all coconut growing States.

## **11. Other Activities**

### **a. Friends of Coconut tree**

With a serious view to tackle the problem of acute shortage of trained coconut palm climbers for harvesting and plant protection activities, the Board is conducting a massive programme,

“Friends of Coconut Tree” to train underemployed youth in developing special skills and confidence in coconut palm climbing and plant protection activities for the benefit of the coconut community as a whole. The expense for this programme is fully borne by the Government.

**b. Neera Technicians-Innovative ‘Green Collar Jobs’ In Coconut Sector**

Coconut Development Board has taken the initiative of developing a pool of skilled Neera technicians. This is achieved in two phases, the first phase concentrating on moulding traditional toddy tappers into Neera master technicians through a training conducted at the CDB Institute of Technology (CIT). This training is of duration of two weeks. These master technicians in turn train interested and eligible candidates at their respective company and federation levels as Neera Technicians. This training is of a period of 42 days, with total time duration of 240 hours which include 191 hours of practical sessions, 29 hours of technical sessions and 20 hours of managerial sessions. It is followed by a two weeks On the Job Training (OJT), where trained candidates demonstrate their skills as a Neera Technician. Candidates are paid for the amount of Neera they produce during OJT. This training is open for anyone from any profession belonging to the age group of 18-45 years.

**c. Farmer Producer Organisations (FPOs)**

Farmer Producer Organization is formed with the main objective of socio economic development of farmers through productivity improvement, cost reduction, efficient aggregation, processing for value addition, better by-product utilization and efficient marketing of the produce. It aims at providing a fair, steady and reasonable income to farmers by organizing the unorganized coconut sector through farmer collectives.

The Coconut Farmers Producer Organizations thus formed have a three tier structure consisting of Coconut Producers Society (CPS), Coconut Producers Federation (CPF) and Coconut Producers Company (CPC).

**Coconut Producers Society (CPS):** CPS is formed by associating 40-100 coconut growers in a contiguous area with range of 4000-6000 yielding palms. Farmers with a minimum of 10 palms are only eligible to be a part of this society. Once the society is formed, it is registered under charitable societies act and also with Coconut Development Board. All the societies have a common bye - law.

**Coconut Producers Federation (CPF):** CPF is formed by combining 8-10 CPS. A CPF would have around 1,00,000 palms under it. CPF is also registered as a charitable society and further registered with CDB.

**Coconut Producers Company (CPC):** 8-10 CPFs would join together to form a CPC. A CPC would consist of around 10,00,000 yielding palms.

## **RIGHT TO INFORMATION**

Coconut Development Board has implemented the Right to Information Act, 2005 and has put in place all necessary systems and procedures on the website of the department. The Board has appointed Shri Pramod P Kurian, Assistant Director as CPIO, Heads of all Units Offices as APIO and Shri. Melton Correya, Administrative Officer as Transparency Officer.

## **GRIEVANCES MECHANISM AND TIME FRAME FOR DISPOSAL**

Shri. K.S. Sebastian, Assistant Director (Marketing) functions as Grievance Officer of Coconut Development Board in order to ensure speedy redressal of grievances. The public can meet the Grievance Officer **on every Wednesdays between 10 am to 1 pm** with regards to their complaints and grievances. As far as the time frame to attend the grievances/complaints of the public is concerned, the reply shall be sent to the complainant **within two weeks time**. For guidance and help the Grievance Officer can be contacted over phone 0484- 2376265, 2377267.

In addition to the above, any information related to Coconut Development Board is available on our website **<http://www.coconutboard.nic.in>**

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