APPENDIX IV
COCONUT DEVELOPMENT BOARD

Directorate of Coconut Development

This period was followed by a Plan break of three consecutive financial years viz. 1966-67, 1967-68, 1968-69. The Directorate mainly undertook planning and co-ordination of central and state sector programmes on coconut development in the country. The Directorate functioned during full term of the Fourth and Fifth Plan periods and the first year of the Sixth Plan, which commenced in 1980-81. During these periods short and long term production and productivity improvement programmes were continued with major emphasis on hybrid planting material production and rejuvenation programme of the disease affected coconut holdings in view of the root (wilt) disease. For assisting in the planning process, an advisory committee viz. Indian Coconut Development Council was also constituted giving representation to varied interests related to the industry.

Development programmes of coconut received attention under the Five Year Plan programmes of the country. Different short term and long term production programmes were envisaged and implemented with major objective to increase production during this period. Laying out demonstration plots, expansion of irrigation facilities and plant protection were the short term measures implemented. Under the long term programmes, production and distribution of hybrid planting material in the major growing states of the country and subsidized supply of quality planting material were envisaged. Expansions of area under coconut and nursery programmes were also taken up as long term measures.

In the late 1970's, which coincided with the Fifth Five Year Plan of the country, productivity oriented programmes like package scheme, laying out demonstration plots, production and distribution of T x D and D x T hybrid combinations and maintenance of elite farms were introduced in addition to the surveys on cost of cultivation, coconut production and processing aspects. Plant protection measures were given adequate thrust by adopting comprehensive spraying and multiplication of parasites. The Directorate

**Coconut Development Board**

The Coconut Development Board is statutory body established by the GOI under an act of parliament in 1979. The Board came into existence on 12th January 1981 and its development programmes commenced in 1982-'83, the third year of the Sixth Five Year Plan. The Board functions under the administrative control of the Ministry of Agriculture, Government of India with its head-quarters at Kochi at Kerala State and Regional officers at Bangalore in Karnataka, Chennai in Tamil Nadu and Patna in Bihar. Therefore 5 state centres located at Agontala, Calcutta, Buvaneswar, Hyderabad and Port Blair, besides Demonstration-cum Seed Production farms at Neriyamangalam in Kerala, Vegivada in Andhra Pradesh, Mandya in Karnataka, Abhayapuri in Assam Singheswar in Bihar, Pitappally in Orissa, Kondagaon in Chattisgarh and Belbari in Tripura. The major functions of the Board include adopting measures for the development of coconut industry, recommending measures for improving the marketing of coconut and its products, imparting technical advice to any person who is engaged in the cultivation of coconut or processing and marketing of coconut and its products, providing financial or other assistance for the development of high yielding coconut hybrids, adoption of improved methods of cultivation of coconut, modern technology for processing of coconut and extension of area under coconut cultivation, adopting such measures for assisting coconut growers to get incentive prices, recommending measures for regulating import and export of coconut, collecting statistics relating to coconut industry and publishing the statistics, fixing grades, specifications and standards for coconut and its products, financing suitable schemes so as to increase the production of coconut and to improve its quality and yield, assisting, encouraging, promoting or financing agricultural technologies, industrial or economic research on coconut and its products, undertaking such publicity and publishing such periodicals, books or bulletins on the research and development of coconut and its products, setting up of regional offices and other agencies for the promotion and development of production and grading and marketing of coconut and its products (CDB, 2001).
The development programmes on coconut were given new dimension by the Board by identifying key areas where efforts were to be concentrated. Programmes were formulated with the objective of creating permanent production potential, stepping up productivity, developing appropriate technologies for product diversification and improved marketing of the crop. Expansion of area under coconut, production and distribution of quality planting material, technology development, surveys, extension and publicity activities were the major programmes implemented during the period.

A beginning was made on the development of technologies for product diversification and by-product utilization by the Board and various products developed. While the importance of scientific management practices in coconut was felt essential, establishment of demonstration cum seed production farms in different locations both traditional as well as non traditional belts was taken up as a major activity in the development programmes by the Board.

The root (wilt) disease problem in coconut in the state of Kerala, the prime producer of coconut, aggravated during this period. Eradication of root(wilt) disease advanced palms and replanting with quality seedlings was one of the major recommendations of the research to the farming community. This led the Board to evolve programmes for cutting and removal of disease affected palms by giving compensation to the farmers for cutting and removal and adoption of other improved management practices.

The Board expanded its extension network, through establishing field offices in various locations in the country as well as demonstration cum seed production farms in various states. Concerted efforts of the Board could bring about notable improvement in increasing the overall area, production and productivity level in the country. The Board was also instrumental in introducing the crop in non traditional areas in the North and North-Eastern states of the country.

The Information network of the Board was expanded with the initiation of a computerized coconut information centre at the head quarters with the main objective of exchanging up-to-date information on all aspects of coconut
industry among the major coconut growing countries in the world under the Integrated Coconut Information Service Programme initiated by the Asian Pacific Coconut Community. A webpage for the Board has been created in the Internet.

The CDB actively participated in transfer of technology through various mass media. The publications of the Board have played a role for the dissemination of information on all aspects of coconut cultivation and industry. The information transmitted through the Journals on the latest developments in production, protection, processing and marketing of coconut has created awareness among the farming community on scientific cultivation and processing. The Journals also carry monthly market reviews covering the arrivals, price behavior and demand trend for coconut and its product in all the important markets in the country. The publicity and extension activities undertaken by the Board especially in wiping out the misconception on coconut oil among the urban populace and creation of general awareness on coconut products are commendable achievements.

Publicity and extension activities form an integral part of the development programmes of the CDB. Such efforts are needed to educate the farmers, processors, traders and new entrepreneurs. Publications and various other mass media dissemination of information is being carried out by the Board. Documentary films are also produced and screened with a view to educate and inform the farmers, processors and potential entrepreneurs. Production of publications in different languages, production and screening of films, participation in exhibitions and fairs, conducting seminars and workshops, market promotion campaigns, imparting training to unemployed youths in palm climbing and plant protection, training and study tour of farmers to educate them in scientific coconut cultivation are the different extension oriented programmes of the Board.

Apart from the publicity and publication activities, a National Information Centre has been set up with the objective of collection, compilation and maintenance of up-to-date information on all aspects of coconut industry encompassing cultivation, processing, marketing, technology and research at
national and international level so that access to and exchange of valuable information is possible within and between the countries (Rethinam, 2001, Rethinam, 2001-a, Singh 2002).

Programmes and Financial Assistance of coconut Development Board

1. Production and Distribution of Planting Material
   - Establishment of DSP Farms of coconut.
   - Setting up of coconut nurseries attached to the DSP Farms.
   - Establishment of Regional Coconut Nurseries.
   - Aid to registered / private / approved coconut nurseries @ Rs.6 lakhs for a big unit and Rs.2 lakhs for a small unit.

2. Expansion of Area Under Coconut
   - New planting assistance @ Rs.8,000 per hectare.

3. Integrated Farming for Productivity Improvement
   - Removal of disease advanced palms @ Rs.250 per palm.
   - Laying out demonstration plots in farmers' garden @ Rs.35,000 per ha.
   - Aid to organic manure units @ Rs.20,000 per unit.

4. Technology Demonstration
   - Financial assistance for setting up of pilot plants for the integrated coconut processing @ 50% of the cost of building / plant / machinery or maximum Rs.5 lakhs.
   - Aid to technological research.
   - Financial assistance to coconut based industries @ 25% of the cost building / plant / machinery or Rs.2.50 lakhs whichever is less.
   - Financial assistance for the introduction of Agmark / ISO Standards in coconut processing units @ 25% of the cost of laboratory equipments or Rs.1 lakh whichever is less.
   - Grant-in-aid for the development and fabrication of machinery for coconut processing / cultivation / plant protection @ 25% of the cost or Rs.5 lakhs, whichever is less.
Techno-economic studies on product diversification and byproduct utilization.
Consultancy service on production, processing and marketing.

5. Market Promotion and Statistics
- Market information and intelligence service.
- Modernisation of coconut processing by introduction of improved copra dryer / other processing machineries / equipment @ 25% of the cost of dryer / equipment or maximum Rs.10,000, whichever is less.
- Surveys and evaluation studies.

6. Information and Information Technology
- Production of publications in different languages including grant-in-aid to State Governments / Universities for the production of publications.
- Production and screening of films including grant-in-aid to State Governments / Universities for the production of films.
- Participation in exhibitions and fairs.
- Conducting seminars and workshops.
- Awards to the best growers, master craftsman, industrialists, processors and exporters.
- Training youths in harvesting and plant protection.
- Training farmers in scientific cultivation and post harvest processing.
- Training in the manufacture of coconut based handicrafts.
- National award to the best research worker or workers in product / machinery / equipment development.
- Establishment of National Information Centre cum Electronic Data Processing Unit.

7. Human Resources Development
- Training to improve the technical skills of the managerial and supervisory personnel of the Coconut Development Board and the Dept. of Agriculture & Cooperation, Government of India.
- Training and visits to understand and appraise the technologies.

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