

# Great opportunities for the upcoming CPCs in Mysore

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Mysore, the second largest city of Karnataka and popular tourist destination is also a land of agriculture. It is also called the 'City of Palaces'. Tourism is the major industry of the district. The district is having 21,977 ha of coconut distributed in seven taluks of the district. As a famous destination of national and international tourists coconut farmers can utilize the favourable condition for the marketing of value added products of coconut very effectively in future by the upcoming Coconut Producer Companies in the district.

By the intervention of Coconut Development Board 27 Coconut



producers Federations are registered in the district at present. More CPFs are being formed in the district.

The 12 CPFs in Hunsur taluk of the district have decided to form a Coconut Producer Company and has submitted application for getting the name. The proposed company is having 5806 coconut farmers with 9,38, 614 palms. As an initial step they are planning to collect share from each farmer @ Rs1000/-. The upcoming company is planning to undertake nursery activities in one acre of land. The federations have already started collecting the details of the dwarf mother palms for the same. As there is lot of demand for coir pith compost from the nurseries as potting mixture in pot trays for the production of seedlings, the proposed company is planning for the large scale production of the coir pith compost for which they will be collecting the raw materials from the members itself. Also 75 ha of LODP programme of CDB is implementing in three Federations under the proposed company. During the current year the office bearers of these twelve CPF will be trained under the leadership training programme of Coconut Development Board.

Under the leadership of Shri. Adirajaiah, President, Chamundeshwari CPF, Kadakola another company is also likely to be formed in the district. The Chamundeshwari CPF has been implementing 52.6 ha of LODP programme (2013-14 financial year) and also they have successfully conducted one batch of FOCT programme during the last financial year. Also they are planning for setting up of kiosks in three major tourist destinations of the district. The farmers of the nearby villages are motivated by this CPF and shortly more federations will be formed in the district. The steps taken for the



production of dwarf seedlings is already started (already planted around 600 seednuts) and identification of the dwarf mother palms is going on. The farmer collective is planning to conduct a workshop on the unique products from coconut with the support of 'Thengumane' to create awareness among the members of the federations. The members are planning to undergo training for manufacturing of Virgin Coconut oil with the support and guidance of the CFTRI from production till marketing.

The progressive and the energetic people of Mysore with the support and guidance of Coconut Development Board, is venturing into a new world under the upcoming companies in the district. Besides the world famous Dasara festival of Mysore will attract lot of tourists to their district. By properly utilizing all the favorable conditions within the district companies can reach all part of the world. As mentioned earlier, tourism as the major industry and with about 2.5 million visitors every year, the Coconut Producer Companies can supply their products easily across the world.

## Deepthi Nair, appointed Assistant Director, APCC



Smt. Deepthi Nair, Marketing Officer, Coconut Development is appointed as Assistant Director, APCC on deputation basis. She is the first person from India to be appointed as Assistant Director of APCC. The deputation is for three years. We take this opportunity to congratulate Smt. Deepthi Nair on her new assignment and wishing her a promising career ahead.