

# Coconut Development Mission Approach Generates Positive Impact

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Coconut Development Board is implementing a nationwide project on Integrated Development of Coconut which includes a wide range of programmes for increasing production, productivity, product diversification and market promotion of coconut for the upliftment of coconut farming community. Among these programmes, Technology Mission on Coconut plays a major role. The Mission was initiated to address the problems faced by the coconut growers like severe incidence of pest and diseases, fluctuations in price of coconut, to provide maximum output in relation to the investment and to ensure sustainability to millions of people who depend on coconut cultivation and allied activities.

The project on Integrated Development of Coconut Industry in India largely addresses the problems relating to quality planting materials, management of root wilt disease, dissemination of technologies through demonstrations, mass media exhibitions and collation and dissemination of data on market information. Attempt is also made in a strategic manner for market promotion and coconut value addition. The price of coconut largely depended on the price of copra and coconut oil. Thus the Government of India is treating coconut as an oil seed of tree origin and has been fixing minimum support price for milling and ball copra since 1986. In the emerging scenario of competition it was felt that strategic approach is needed in a mission mode for the

development, demonstration and adoption of technologies, not only for productivity improvement but also for processing, product diversification, value addition and promotion of coconut and coconut based products. It is in this context that the Government of India launched the Technology Mission on Coconut for making the coconut cultivation and industry globally competitive and to ensure reasonable returns to the stakeholders in a sustainable manner. The scheme is implemented since 2001-02.

The Technology Mission on Coconut aims to establish a convergence and synergy among ongoing programmes to bring about vertical and horizontal integration so as to ensure adequate, appropriate, timely and concurrent attention to all the links in production,



*Tender coconut parlour assisted under TMOC*

processing, product diversification and marketing in the consumption chain. The mission also tries to maximize economic, ecological and social benefit from the existing investment and infrastructure and disseminating technologies using participatory approach through demonstration and promotion, thereby trying to address the gaps in a mission mode.

The Technology Mission broadly focuses on the areas like research & development, infrastructure development, integrated management, capacity building, participatory planning and implementation, quality, quantity and productivity improvement, ecologically sustainable schemes, sustained natural resource management, post harvest processing, product diversification, value addition and promotion of agri-business in coconut.

The Technology Mission has a structure of four mission components namely, management of insect pests and disease affected coconut gardens, processing and product diversification, market research and promotion and technical support, external evaluation and emergent requirements.

For the projects involving development of technologies and demonstration of proven technologies, institutions such as ICAR, CSIR, ICMR, SAU's, other Universities, NGO's or any other organizations having the capacity to do research can avail the assistance under the Mission. For availing assistance for adoption of technologies, farmers, cooperatives, group of farmers, entrepreneurs etc. are eligible. For assistance under market research and promotions, Government agencies, NGO's Cooperative Societies, individuals, entrepreneurs or any capable institutions or organizations can apply.

Under market research studies major thrust areas are reviewing the present situation of coconut development in particular areas or states for the development of primary / secondary data of various aspects on coconut, identifying the constraints and suggesting their remedial measures, developing short term and long term strategies for systematic



*A desiccated coconut unit assisted under TMOC*

development of coconut, assessment of consumer preference, assessment of value added products and price trend analysis etc. and awareness campaigns on health aspects of coconut.

Under market promotion, assistance is extended for brand publicity through electronic media including website, print media, establishing parlours, kiosks, ware houses, undertaking activities like buyer-seller meet, exchange of delegations, participation in exhibitions, fairs, melas, printing of leaflets, pamphlets, brochures, posters, etc.

Under technical support- external evaluation and emergent requirement, Government Agencies, NGO's, Societies, Individuals or any institutions or organizations can avail assistance for specifically identified aspects including projects not covered under any of the above components as decided by the Project Approval Committee(PAC) or Chairman of the committee.

### **Pattern of Assistance**

#### **I. Management of insect pest and disease affected coconut gardens**

For projects under this category, financial assistance is extended @ 100% of the project cost upto a maximum of Rs.50 lakhs for Government, Public Institutions and 50% of the project cost not exceeding 25 lakhs for NGO's and other Private Organizations. Similarly for

technology demonstration through public or Government institutions, assistance is extended @ of 100% of the cost not exceeding 25 lakhs and 50% of the cost not exceeding 10 lakhs to NGO's and individuals. In the case of adoption of technology, the assistance extended is 25% of the project cost.

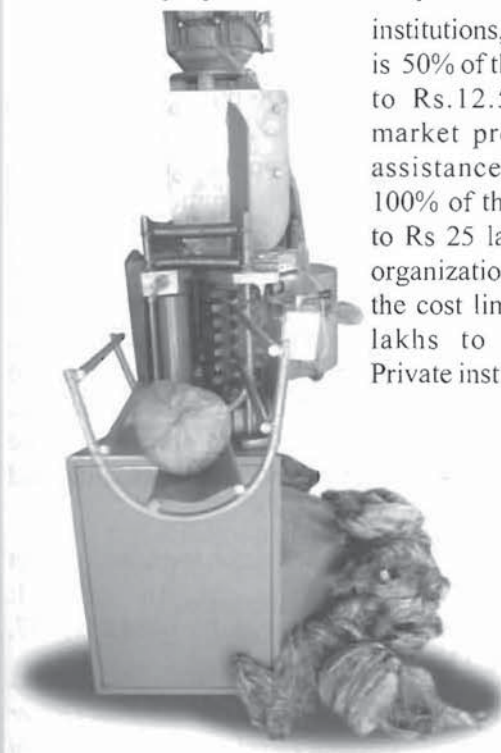
## II. Processing and product diversification.

The pattern of assistance provided under this component for research projects is 100% of the cost limited to Rs.75 lakhs for Govt./ Public Institutes and 50% of the project cost limited to Rs.35 lakhs for other institutions and organizations. The assistance extended for adoption of technology by the industry is by the way of credit linked back-ended capital subsidy limited to 25% of the cost not exceeding Rs.50 lakhs. The promoter should avail a minimum 40% of the project cost as term loan for availing the assistance. Support is also provided for technology acquisition, demonstration and training limited to 50% of the cost for private entrepreneurs/ organizations and 100% to public institutions.

## III. Market Research and Promotion

The pattern of assistance extended for market research projects of government or public sector institutions is 100% of the cost limited to Rs.25 lakhs and for similar projects from Co-operatives and other

institutions, the assistance is 50% of the cost limited to Rs.12.5 lakhs. For market promotion, the assistance extended is 100% of the cost limited to Rs 25 lakhs to public organizations and 50% of the cost limited to Rs.10 lakhs to NGO's and Private institutions.



*Coconut dehusking machine*

## IV. Technical support, external evaluation and emergent requirements

Technical support for scrutinizing the project proposals, hiring experts from various fields as per the requirements, concurrent external evaluation and mid term corrections where ever necessary are being carried out by engaging experts/committees under this component programme. Besides, provision is made for secretarial assistance and personnel to monitor the implementation of the programme. The extent of assistance will be as decided by the PAC and Chairman PAC based on the needs, priorities and provisions.

### Impact

Technology Mission on coconut was sanctioned in 2001-02. So far, 398 projects are sanctioned with a total financial assistance of Rs.88.04 crores to various State Governments, Research Institutions, Co-operative Societies and entrepreneurs to address the issues of productivity improvement through management of pests and diseases, product diversification & by-product utilization and market research & market promotion.

Technologies are developed for virgin coconut oil, defatted coconut powder, spray dried milk powder and packing of tender coconut water through institutions like CFTRI & DFRL, Mysore and are transferred to the entrepreneurs. Coconut water and milk based beverages like lassi, pinacolada and vinegar, chips, jelly, coconut bites, automobile lubricant from coconut oil, blended oil, coconut wood based particle boards, joineries, hardboard and compost from tender coconut husk, tender coconut punch cum cutting device, dehusking machine, tractor mounted climbing device etc. have also been developed through various agencies. Studies have been undertaken for use of coconut oil as two stroke automobile engine oil and refinement of packaging for various coconut products.

Sex pheromone lures and trapping system for management of the coconut black headed caterpillar, large scale production of bio agents against leaf eating caterpillar, package for integrated management of budrot etc. have

been developed in collaboration with Agricultural Universities, Project Directorate of Biological Control and CPCRI.

Under adoption of technologies for product diversification and value addition 164 coconut processing units with infrastructure facilities worth Rs.152 crores for processing about 1215 million nuts per year have been established by providing financial assistance of Rs.27 crores. Nine tender coconut preserving and packing units having a capacity to process 36 million nuts per year, 12 shell powder units having a capacity to produce 150 metric tones per day, 13 activated carbon units with a capacity to produce 98 tones per day and earning foreign exchange of about Rs.200 crores and 26 virgin coconut oil production units with a capacity to process about 1,30,000 nuts per day have been established. Improved copra dryers (1758 nos.), with a capacity to process 50 million nuts per year are also popularized for primary processing. All these have helped in enhancing market potential for coconut products both in domestic and international markets.

Technology demonstration cum training center is also established by the Government of Karnataka with the Board's assistance at Mandya. The main objectives are to demonstrate and organize training programmes on various coconut based products and convenience foods and educate the entrepreneurs, individuals and Self Help Groups on quality management practices.

Board has established a full fledged Quality Testing Laboratory (QTL) at Technology Demonstration cum training center, Aluva, Kerala 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 and microbiological tests of coconut based products. The QTL has obtained NABL (National Board for accreditation of testing and calibration laboratories) accreditation. QTL is equipped to undertake analysis of food products, oils, beverages, squashes, jam,



*Tender coconut mobile push cart*

pickles, organic manure, water etc. for chemical and microbiological parameters including heavy metals, pesticide residues, minerals etc. The lab is under the process of being recognized as a notified lab by the Bureau of Indian Standards.

The implementation of TMOC programs has helped to solve production constraints to a great extent besides developing many technologies for product diversification and by-product utilization and their commercial adoption. Efforts made with focused attention on awareness creation and market promotion has increased the demand and consumption of coconut and value added coconut products especially virgin coconut oil, desiccated coconut, coconut spray dried milk powder, coconut water based vinegar, coconut chips, packed tender coconut water etc. Thus the future holds for more rapid progress for the coconut industry with the tremendous opportunities and assistances provided under TMOC.

[For further information, application forms and project profiles visit the website of the Board: [www.coconutboard.gov.in](http://www.coconutboard.gov.in) or contact, Ph: 0484 2375237, 2377266 (Ext. 135)].

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