

Karappuram Coconut Producers Company, for the upliftment of coconut sector

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Promoter, Karappuram Coconut Producer Company Ltd., Alappuzha

Collectivization of producers, especially small and marginal farmers, into Producer Companies (PC) has emerged as one of the most effective pathways to address the many challenges of agriculture. Producer Companies promoted by the farmers will be run by the farmers for the benefits of the farmers. These companies are expected to improve the returns to farmers through collective inputs purchase, collective marketing, processing, increasing productivity through better inputs, increasing knowledge of farmers and ensuring quality.

The vision of PCs are to build a prosperous and sustainable agriculture sector by promoting and supporting member-owned companies that enable farmers to enhance productivity through efficient, cost-effective and sustainable resource use and realize higher returns for their produce, through collective action supported by the government, and fruitful collaboration with academia, research agencies, civil society and the private sector.

Coconut Development Board of India has initiated the formation of Coconut Producer Companies (CPC) by associating 8-10 coconut Producer Federations in a contiguous area with a consolidated minimum of 8-10 lakh palms. The objective of the Producer Company is the socio



Planting of coconut seedling

economic upliftment of the farmers through productivity improvement, cost reduction, efficient collective marketing and processing and product diversification. A farmer equity contribution is also proposed to be mobilized. A matching equity contribution will be sought from the state government as a one time assistance for making the CPC effective.

Karappuram Coconut Farmers Producer Company Ltd. is a project of coconut farmers of Alappuzha District. This is the 1st Coconut Producer Company from Alapuzha district and the 4th Producer Company registered under Coconut Development Board in Kerala. The head

quarters of the company is at Kanjikuzhy, Alppuzha, which is the main market place for agricultural produces. Eight Federations from Kanjikuzhi area have formed the Producer Company

Karappuram coir and coir-products, Karappuram toddy, Karappuram betel leaves, Karappuram brinjal and Karappuram bird's eye chilly are very famous. Kanjikuzhi Payar, thaickal spinach and Cherthala cucumber are also specialties of Karappuram. The first village office which was started for transferring Karappuram vegetables to Travancore palace was at Mararikkulam in Alappuzha district.

Coastal regions of Karappuram used to be in supreme position in coconut production during earlier days. In ancient times people came from different places for collecting Karappuram coconut and Karappuram seed nuts because of their special features. Later all the tall indigenous local cultivars were known as West Coast Tall (WCT) and origin of which roots to aforesaid Kadappuram Coconut. Other than Kanji kuzhi block, Pattanakkadu, Thyikattussery and Aryad block panchayats along with Cherthala Municipality will come under the service and activities of Karappuram Coconut Producer Company Ltd.

Karappuram Coconut Producer Company Limited aims to support farmers by extending assistance for planting, production, marketing and export of coconut and its products. Members will be encouraged for adoption of new coconut processing methods and establishment of industrial units for value addition; thus to ensure remunerative price for their produce.

Alappuzha is famous for coconut based industry in Kerala. The economy of the district is predominantly based on agriculture and marine products. Though the district is industrially backward, some traditional industries based on coir and coir products, marine products, handlooms, different types of handicrafts and toddy tapping have been active from the very early times. The district is known as the traditional home of coir industry in Kerala.

Karappuram coconut producer company Ltd is the first of its kind venture in the district of Alappuzha for the upliftment of coconut sector in the district. The vision of Karappuram coconut producer company Ltd is to encourage the coconut industry and to bring confidence among coconut farmers by following scientific management practices on a group basis.

Karappuram do have the prospects to develop many value added products from coconut other than copra and coconut oil. Already two coconut cluster units

formed under central government scheme is functioning here. These units are having common facility centers for the collection of coconut and for processing it into copra, coconut oil, virgin oil, and coconut chips. Coconut Development Board is extending training in making coconut convenience foods which can be utilized by the members for venturing in to value addition.

The immediate objectives of the company are: rejuvenation of the existing coconut gardens and replanting with high yielding hybrid and dwarf varieties, undertaking scientific management practices for realizing maximum income from coconut holdings, making value added products from coconut and identifying markets for the same, extending training to youth in mechanical palm climbing, in making coconut processing and marketing, initially producing coconut oil, virgin coconut oil, vinegar from coconut water and coconut chutney powder and production and processing of neera for better income to coconut farmers.

All the Federations are functioning as a team under the leadership of Adv. Priyesh Kumar, Kanjikuzhi Block Panchayat President and Chairman, Joint Samithy of CPF and Shri. T. S. Viswan, Director, Joint Samithy of CPF.

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Trained youth in mechanical palm clambing