

Proceedings of the first meeting of the Project Approval Committee (PAC) on Technology Mission on Coconut held in the chamber of the Horticulture Commissioner, Government of India, Krishi Bhavan New Delhi on 28<sup>th</sup> March 2002.

The first meeting of the Project Approval Committee(PAC) was held on 28-3-02 at 2.30 p.m. in the chamber of Horticulture Commissioner, Krishi Bhavan, New Delhi under the chairmanship of Dr.H.P.Singh, chairman of the Project Approval Committee(PAC). The Chairman while welcoming the members of the Committee briefed the objectives of Technology Mission on Coconut and explained the Members about the modalities in implementation of the schemes under Technology Mission. He also clarified the points raised by the Members regarding eligibility of Institutions.

The Member Secretary presented project proposals received for discussion and consideration of the PAC. The projects received from different organisations as on date were discussed in detail and the decisions were taken as per the following agenda.

Agenda No.1 : Approval of the Projects under Technology Mission on Coconut

Scheme component 1 : Development and adoption of technologies for management of insect pests and disease affected coconut gardens.

Project-1. Developing a mycoacaricide for suppressing the coconut mite-Phase -II Bio efficacy, bio safety, registration of "MYCOHIT" submitted by PDBC, Bangalore at cost of Rs.13.31 lakhs was approved.

Project-2. Network programme for transfer of technology submitted by CPCRI at a total cost of Rs.162.42 lakhs was not approved. The PAC has suggested to obtain revised project indicating the specific technologies proposed to be demonstrated as per the approved scheme components of Technology Mission on Coconut.

Project 3 : The proposal submitted by Government of Karnataka for adoption of technologies in management of mite was considered by the PAC and approved for the sanction Rs.2.38 crores as against the proposal of Rs. 166 crores.

**Scheme component II :- Development and adoption technologies for processing and product diversification (3)**

✓ **Project No.1** 'Coconut oil as alternate automobile lubricant' submitted by Cochin University of Science and technologies at a total cost of Rs.9.92 lakhs was approved.

✓ **Project No. 2:-** 'Production of dietary fibre from coconut residue submitted by CFTRI, Mysore at a total cost of Rs. 7 lakhs was approved.

✗ **Project No.3** The project submitted by Small Farmers' Agribusiness Consortium on financial support for Coconut Timber Processing Units at the cost of Rs. 414.55 lakhs has not been approved. The PAC suggested to obtain revised project indicating the specific technologies to be demonstrated at one or two centres preferably owned by the Coconut Development Board and implemented through SFAC. The PAC has also agreed in principle to support wood processing units in adoption of technologies through private sector with financial support as eligible in the scheme.

**Scheme Component III :- Market Research and Promotion (6)**

✓ **Project .1** Market research study on 'Demand, cost and supply of non traditional coconut products and consumer buying behaviour' submitted by Gandhigram Rural Institute, Deemed University, Tamil Nadu at a total cost of Rs.5.128 lakhs was approved.

✗ **Project .2** The Proposal for 'Purchase of goods vehicle submitted by Kerala Malanadu Karshaka produce marketing Co-operative Society Ltd. at a cost of Rs.4.53 lakhs was not approved. The PAC has suggested that the Society may resubmit the proposal including other activities of market promotion for different coconut products.

✓ **Project 3:-** The PAC accorded Ex-post facto sanction to the proposal of Coconut Development Board regarding participation in AHAAR 2002, New Delhi with total cost of Rs.10.20 lakhs.

**Project . 4 .** PAC authorised the Chairman, PAC to accord sanction to the proposal directly being undertaken by Coconut Development Board.

✓ **Participation in Sharjah Expo-2002** was proposed by Board was agreed in principle.

**Project .5. :-** The PAC has accorded approval for taking up promotional activities by the Coconut Development Board at a cost of Rs. 33.90 lakhs plus 5% service tax for giving TV commercial on tender coconut water through Doordarshan and also for giving advertisements on value added products at the cost of Rs. 10.00 lakhs in major newspapers.

**Project 6:** The proposal submitted by M/s Miracle Food Processors International Ltd. for promotion of fresh diluted Elaneer concentrate at the cost of Rs. 9.95 lakhs with 50 % financial assistance limited to Rs. 4.975 lakhs was approved for undertaking promotional activities. The PAC has in principle approved subject to other formalities.

#### **Scheme Component IV. Technical support, external evaluation and emergent requirement (1)**

{The PAC approved the proposal under technical service at the cost of Rs.23.00 lakhs}

#### **Agenda Point No.2: Procedures & Modalities**

1. The PAC has indepth discussion on the procedures / modalities to be followed for successful implementation of the projects under the Technology Mission on Coconut.
2. The Committee suggested the Institutions/ Govt. organisations/Individuals who are seeking assistance under the project under TMOC shall submit their projects (10 copies) as per the Mission guidelines and in the prescribed format to the Chief Coconut Development Officer/Member Secretary, TMOC, Coconut Development Board, Kochi-682 011.

#### **Agenda Point No.3: Any other points**

In addition, the following decisions also were taken.

- 1) PAC authorised Chairman, PAC to sanction funds under Technical support, external evaluation and emergent requirement and also for the programmes implemented directly by Coconut Development Board as per the need.



2) The PAC also authorised Chairman, PAC to sanction the project proposals which are of urgency and put up to next meeting for information and ratification.

3) Other proposal received by Board were also examined.

i) Studies on intercropping in coconut garden with minor fruits' submitted by KAU was not agreed as it is not in the frame work of Technology Mission on Coconut

ii) 'Enrichment of coconut basins for steady supply of nutrients' submitted by KAU

This proposal was not agreed.

iii) 'Recycling of crop residues in coconut garden' submitted by KAU

The proposal was not agreed.

iv) 'Development and Adoption of Technologies for Processing and Product Diversification'. The proposal require to be reformulated as per the guidelines of Technology Mission

v) 'Demonstration on management of insect pests and diseases' (Kerala Agri. Deptt) - Proposal require to be modified to suit to the guidelines of Technology Mission.

vi) Development of Coconut based farming system- Adoption of technologies (Kerala Agri. Deptt) - Farming system is beyond the scope of Technology Mission. Thus project was not agreed.

vii) Market Research and Promotion (Kerala Agri. Deptt) - The project should be modified and submitted in the frame work of Technology Mission.

viii) Enhancing Farm Household Income of Coconut Farmers through Technology Transfer and Adoption in selected Village Panchayats of different states. (Peekay Foundation) - The Project was not agreed.

The list of participants is annexed.

The meeting concluded at 5.30 PM.

Member Secretary(PAC)

# Annexure 1

List of participants in the PAC meeting held at Krishi bhawan, New Delhi on 28.3.2002.

1.	Dr. H.P. Singh	Horticulture Commissioner & Chairman, CDB	Chairman, PAC
2.	Shri. R.N. Shastri	Secretary, Horticulture, Govt. of Karnataka	Member, PAC
3.	Shri. J.S. Rawat	Dy. I.A. M/o MFPI, New Delhi	Member, PAC
4.	Shri. A.N. Srivatsa	Project Coordinator, DFRL, Mysore	Member, PAC
5.	Shri. L.S. Reddy	Dy. Dir, CDB, Cochin	Spl. Invitee
6.	Dr. R.K. Singh	CCDO, CDB, Cochin	Member Secretary, PAC

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**Proceedings of the Second meeting of the Project Approval Committee (PAC) on Technology Mission on Coconut held at Hotel Grand Ashok, Bangalore on 15<sup>th</sup> June 2002.**

The second meeting of the Project Approval Committee(PAC) of Technology Mission on Coconut was held on 15<sup>th</sup> June 2002 at Hotel Grand Ashok, Bangalore under the chairmanship of Dr.H.P.Singh, Chairman, PAC. The list of the members participated in the meeting is annexed.

Chairman, while welcoming the members of the Committee briefly explained the objectives and goals of Technology Mission on Coconut and said about modalities for implementation of the scheme. He stressed the need for result oriented programmes from the participating institutions/ organizations/individuals to achieve the goals of the mission and requested all the honourable members to examine the project from that perspective. He also appraised the members the impact of the programme it has created within the short span of its implementation. With permission of the chair, L. S. Reddy, Dy.Director, Coconut Development Board gave a brief presentation on the details of the Technology Mission on Coconut, thereafter agenda was taken up.

**Agenda No.1 : Confirmation of the Proceedings of the 1<sup>st</sup> PAC Meeting.**

The proceedings of the 1<sup>st</sup> PAC meeting were confirmed.

**Agenda No.2: Action & Status of implementation of the Approved Projects:**

The progress made so far on the implementation of the projects sanctioned during the year 2001-02 noted by the members. It was observed that an amount of Rs.266.607 lakhs was released to different institutions for implementation of 6 approved projects. The market research and market promotional activities under taken by the Coconut Development Board through participation of entrepreneurs in AAHAR-2002 has created wider market avenues for the sale of various value added coconut products.

Agenda No.3 : Consideration of new project proposals

The Coconut Development Board during the period received 46 new projects under the technology mission. Of which, 30 are under the scheme component - Development and adoption of technologies for management of insect pests and disease affected coconut gardens, 11 under the scheme component - Development and adoption technologies for processing and product diversification and 5 under the scheme component- market research and market promotion. On careful examination of the projects taking into consideration the focus areas and as per the guidelines of technology mission, only 10 projects were found suitable for consideration and were placed before the PAC for further approval. The PAC has critically examined the projects and the decisions taken against each project are as given below.

**Scheme component I : Development and adoption of technologies for management of insect pests and disease affected coconut gardens.**

**Project-1. Comprehensive Coconut Care Programme submitted by ORAKS. KAU., Kayankulam at a total cost of Rs. 703.214 lakhs. //**

On critical examination of the project, it is found that the majority of the objectives indicated in the project such as i) growing of suitable crop mixes, regulation of plant density and shade in coconut garden, ii) study on the ill effects of stagnation of water and suggest suitable drainage techniques, iii) study on root rejuvenation using specific media containing different organic sources, plant growth regulators, iv) standardization of techniques to improve the efficacy of irrigation, v) application of various water conservation techniques in coconut garden to improve the ground water recharge, vi) on farm research and training for effective technology transfer for the benefit of farmers, Agricultural labourers, besides participating field level officers are away from the objectives highlighted in the mission project and thus doesn't meet the mandate of the technology mission. Hence, the project was not accepted.



Project 2: Survey & Identification of root wilt diseases of coconut of resistant genotypes in coconut through selection and hybridisation submitted by ORARS, KAU, Kayankulam at a total cost of Rs.29.20 lakhs.

After discussion it was opined the Project is relevant to address the problem but appear to have duplication of work. However, the Chairman of the PAC has asked Director of Agriculture, Kerala to call for a joint meeting of scientists of CPCRI, KAU as well as officials of State Agriculture Department and CDB for a detailed discussions on the project to find out the duplication if any in the proposed project and the possibility of implementation of the project on large scale in consortium approach involving all the concerned partners. Thus, the project is returned for modification for incorporation of above suggestions to attain long lasting benefits.

Project 3: Survey & Identification of Microbial Antagonistic Agents against Coconut Eriophyid Mite submitted by KAU, Vellanikkara at a total cost of Rs.11.00 lakhs.

The committee opined that similar type of works are envisaged in the NATP project of ICAR which has been sanctioned to SAUs including KAU. Hence, to avoid duplication of works, the committee did not considered the project.

Project 4: Large scale production of antiserum for identification of disease free elite parental palms of coconut and certification of quality seedlings - submitted by CPCRI, Regional Station, Kayankulam. Total Project Cost is Rs.10.00 Lakhs.

The committee felt the importance of large <sup>scale</sup> production of antiserum for identification of root wilt free palms for further multiplication of disease free seedlings. Hence, the project was approved.

Project 5: Adoption of technologies for management of coconut rootwilt disease in Kerala .. Submitted by Kerala State Agril., Department. Project cost Rs. 159.95 crores for five years.

The project proposal was discussed in detail and the members are of the opinion that most of the sub components indicated in the programme such as i) cut and removal of disease advance palms and replanting, ii) integrated nutrient management through application of organic manures and fertilizers and by growing of



water management and drainage are covered under various ongoing schemes of Department of Agriculture & cooperation. The drip irrigation scheme, macro/micro management programmes of DAC; area expansion, production & distribution of quality planting materials & integrated farming programmes of Coconut Development Board covers most of objectives indicated in the project, hence, it is suggested that the project be modified and converged with the existing programmes of DAC, Govt. of India. The Chairman of the committee expressed that under the existing integrated farming programme of CDB, proposal be made for laying out of demonstration plots upto an area of 1000 Ha if feasible, in the current year, for which sufficient funds can be provided under the ongoing scheme. Chairman also suggested for identifying the critical gap. Hence, the project was deferred with above suggestions.

**Scheme component II :- Development and adoption technologies for processing and product diversification.**

**Project No.1 : Development of Technology for diversified products from tender as well as matured coconuts .. submitted by CFTRI., Mysore .. Total Project cost is Rs.16.12 lakhs.**

The project was examined in detail by the PAC Members. It is found that a number of programmes for development of products have been funded and completed by many R & D institutes. Hence, the committee felt that CFTRI may be requested to re-examine the proposal and resubmit keeping in view the work, being done to avoid duplication, giving more emphasis on the development of new products / technology.

**Project No. 2:- Integrated Processing of Tender Nut Water, Coconut Chips, Nata-de-coco and Vinegar.. Submitted by M/s. Jain Agro Food Products, Bangalore.. Total cost of the project is Rs.131.40 lakhs.**

The proposal was carefully examined and approved in principle. The committee felt the need for supporting such product diversification in coconut. However, a clarification may be sought regarding formalities of bank with respect to appraisal, viability and extent of loan sanction. Site evaluation report may also be obtained before release of amount.

**Scheme Component III :- Market Research and Promotion**

**Project .1** Coconut Oil Markets: Economics analysis to facilitate domestic consumption in Kerala - submitted by KAU., Vellanikkara .. Project cost is Rs.16.00 lakhs.

The committee opined that similar type of works are envisaged in other ongoing projects. Hence, to avoid duplication of works, the committee did not consider the project.

**Project .2** Market promotion of coconut products through participation in international food fair in Sharjah (UAE), Moscow (Russia) and Patna and Bhubaneshwar in India - submitted by Coconut Development Board - Project cost is Rs.25.00 lakhs.

Keeping the importance for market promotion of diversified coconut products, the committee approved the proposal.

**Project 3:-** Risk Management Instruments and capacity building in Market Intelligence for Copra Micro Enterprises in India - submitted by Indian Institute of Plantation Management, Bangalore .. Total Project Cost is Rs.5.623 lakhs.

On careful examination of the proposal the committee felt the need for identification of risks in copra market and hence, the Project was approved.

**Agenda Point No.4: Any other matters with the permission of the Chair**

The proposal of Shri.Srivatsa, Scientist, DFRL., Mysore to establish quality control laboratory at Bangalore with a initial cost of Rs.50.00 lakhs to meet the most of the quality testing requirements of the coconut products was approved in principle. The project details may be worked out and submitted, to undertake the work immediately.

The meeting concluded with the note that more awareness be created to get suitable proposal to address the problem.

**Member Secretary (PAC)**



**LIST OF PARTICIPANTS IN THE 2<sup>ND</sup> PAC MEETING HELD AT HOTEL  
GRAND ASHOK, BANGALORE ON 15-6-2002**

**A. List of PAC Members**

- |   |                          |
|---|--------------------------|
| 1) Dr.H.P.Singh<br>Horticulture Commissioner &<br>Chairman, Coconut Development Board                                   | Chairman, PAC            |
| 2) Shri R.N.Shastri, IAS.,<br>Secretary (Horticulture)<br>Government of Karnataka                                       | Member, PAC              |
| 3) Shri .K.N.Jyothilal, IAS<br>Director of Agriculture<br>Government of Kerala<br>(Representative of Secretary (Agri.)) | Member, PAC              |
| 4) Shri R.A.Khanolkar<br>Deputy A.M.A.,<br>Dept., of Mkg., & Inspection<br>(Representative of Joint Advisor)            | Member, PAC              |
| 5) Dr. K.L.Chadha<br>National Professor<br>NAAS., Pusa  | Expert Member            |
| 6) Shri. A.N.Srivatsa<br>Scientist<br>DFRL., Mysore   | Expert Member            |
| 7) Shri.L.Shiva rama Reddy<br>Deputy Director,<br>Coconut Development Board, Kochi                                      | Member secretary(acting) |

**B. Other participants:**

1. Shri. Thomas Mathew, Director  
Coconut Development Board, Regional Office  
Bangalore.
2. Shri. Sugata Gosh, Director  
Coconut Development Board, Regional Office  
Bangalore.
3. Shri. Gangadhar, Additional Director of Agri.  
Dept of Agri., Govt. of Kerala, Trivandrum
4. Shri.K.R.Kutti Krishnan, Dy.Director  
Coconut Development Board, Regional Office,Bangalore



5. Smt. Remany Gopalakrishnan, Dy. Director  
Coconut Development Board, Kochi
6. Shri. Vijaykumar Hallikeri, Dy. Director  
Coconut Development Board, Kochi
7. Shri. Sreekumar Poduval, Jr. Processing Engineer  
Coconut Development Board, Kochi
8. Shri. T.B. Nandakumar, Publicity Officer  
Coconut Development Board, Kochi
9. Shri. K.V. Jayaprakash, Admn. Officer  
Coconut Development Board, Kochi
10. Shri. Muralidharan Achari, Finance Officer  
Coconut Development Board, Kochi
11. Shri. Sabarinath, Jr. Accounts Officer  
Coconut Development Board, Kochi
12. Shri. V.G. Chandrasekharan, Statistical Officer  
Coconut Development Board, Kochi

*For information and necessary action*

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**Proceedings of the Third Meeting of the Project Approval Committee (PAC)  
on Technology Mission on Coconut held at  
Regional Office-Cum-Technology Centre, Coconut Development Board, Bangalore  
on 25-10-2002.**

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The third meeting of the Project Approval Committee (PAC) on Technology Mission on Coconut was held on 25-10-02 at Regional Office-Cum-Technology Centre, Coconut Development Board, Bangalore under the chairmanship of Dr.H.P.Singh, Horticulture Commissioner & Chairman of Coconut Development Board. The Chairman while welcoming the members of the Committee briefed about the Mission objective, structure, programmes and guidelines of Technology Mission on Coconut and informed that initiatives taken under the programme have made good impact in terms of increased demand for coconut products especially packed tender coconut water, vinegar etc. He also informed about the successful participation in Sharjah Food Fair which had wide coverage in media and has created awareness about Indian coconut products.

**Agenda No.1 :** Confirmation of the Proceedings of Second Project Approval Committee Meeting.

The Proceedings of Second Project Approval Committee Meeting was confirmed.

**Agenda No.2 :** Status of implementation of the Approved Projects

Approved projects were reviewed. It was decided that participating agencies shall report regularly the progress. The Chairman directed the Board secretariat for early action on establishment of Quality Testing Lab at CDB., Regional Office, Bangalore. The Chairman also directed for applying for ISO 9002 certificate for the Board on the same line as has been got done for National Horticulture Board.

The committee also observed a time gap between the approval and actual implementation and reiterated for reducing the time gap by effective monitoring and by keeping the checklist. The committee further reiterated that delay should be avoided once the projects is approved by the PAC.

The committee also appreciated the efforts made by the Coconut Development Board in creating market awareness for the Indian coconut products in the International market particularly UAE through participation in the International food fair held at Sharjah between

### AGENDA NO.3 . APPROVAL OF THE NEW PROJECTS

The Coconut Development Board received 11 new project proposals for consideration under the Technology Mission, of which six projects are under the Scheme Component- Development and Adoption of Technologies for the management of the insect pests and diseases, three projects under Development & Adoption of Technologies for Processing & Product Diversification and two projects under Market Research & Promotion.

The PAC critically examined the project proposals and the decisions taken against each project are as under.

**Scheme component 1 : Development and adoption of technologies for management of insect pests and disease affected coconut gardens.**

**Project-1.** Production Technology of pesticide slow release product utilizing coir pith submitted by CPCRI., Kasaragod for an amount of Rs.23.129 lakhs .

The Committee is of the opinion that the project suits more under the regular research system of ICAR and it does not meet the requirements as per the Mission Objectives. Hence, the Project is not suitable for financing under the Technology Mission on Coconut. X

**Project-2.** Increasing Productivity & Income from Coconut through recommended technologies and diversified products in the root wilt affected areas- A farmer participatory demonstration and training programme submitted by CPCRI., Regional Station, Kayankulam at a total cost of Rs 9.647 lakhs.

The committee, in principle approved the project. However the committee suggested to include the components like Capacity Building of the Farmers, imparting training to Self Help Groups for Adoption of Technologies and to take up demonstration of technologies in the root wilt affected areas. The committee also advised to have 50% of share for the inputs cost from the participatory farmers. The project could be made separately for specified Panchayat having integration with other programmes. The project shall be modified accordingly and resubmitted



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**Project 3 :** Holistic approach for management of coconut based and biocides to mitigate pest and diseases of coconut and to develop sustainable agro eco-technology submitted by RRL, Department of Aromatic & Medicinal Plants, Bhubaneswar, for a total amount of Rs.28.185 lakhs. ✓ (L)

The committee approved the project.

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**Project 4 :** Developing indigenous cost effective pheromone formulations of Coconut Rhinoceros Beetle and Red Palm Weevil at a total cost of Rs.38.446 lakhs submitted by TNAU, Coimbatore. ✓

The committee suggested that the project should be reformulated keeping in view the technologies already developed by CPCRI and other research institutes. Accordingly TNAU may be asked to modify the project.

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**Project 5:** Production of root wilt \ tolerant coconut seedlings for the root wilt disease prevailing tracks submitted by CPCRI, Kayangulam at a cost of Rs.49.87 lakhs.

\* The committee suggested to modify the project as it is intended mainly for large scale production of coconut seedlings from the identified root wilt resistant palms. The CPCRI, shall provide technical support for identification of root wilt resistant palms. The production of seedlings from the seed nuts collected from the root wilt resistant palms shall be taken up by the private nurseries. Such nurseries shall be assisted financially upto Rs.2.00 lakhs or 25% of the cost under the existing schemes of CDB.

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**Project 6:** Project for containing root wilt disease in the border districts of Trivandrum and Trissur submitted by department Agriculture, Govt. of Kerala, at a total cost of Rs.103.52 crores. (C)

The committee after careful examination, approved the project in principle, subject to suggested modification. The project shall be implemented in a compact area by adopting all the recommended practices which includes the identification and removal of root wilt affected palms and replanted with disease tolerant seedlings and management of palms by providing irrigation, fertilizer, diseases and pest management as component of wilt management limiting to a

maximum of Rs.1.00 crore for each project or compact area. Accordingly the project may be recasted and submitted.

**Scheme component II :- Development and adoption technologies for processing and product diversification**

Project No.1:- Kerasyan value added coconut based products submitted by sevashram Ernakulam Kerala, at a total cost of Rs.58.50 lakhs. (✓)

Keeping the importance of the value added products, the committee approved the proposal. (✓)

Project No. 2:- Establishment of a coconut processing unit submitted by M/S Green Indus group, Thrissure at a total cost of Rs.34.50 lakhs. (✓)

The project was approved in Principle subject to the submission of bankable project. (✓)

Project No.3 Development of technologies for processing of sweet toddy and coconut honey submitted by CFTRI, Mysore at a total cost of Rs. 26.36 lakhs.

After careful examination of the project, the committee observed that a similar project was sanctioned by the Government of Karnataka to CFTRI and hence the CFTRI may clarify how this project is different from the existing project, which was already sanctioned by the Government of Karnataka.

**Scheme Component III :- Market Research and Promotion**

Project .1 Project for construction of godowns for copra storage at Tiptur market and development of infrastructure facilities at APMC., Maddur and Arsikere market submitted by Karnataka State Agriculture Marketing Board, Govt. of Karnataka at a total cost of Rs.176 lakhs

The committee opined that the Directorate of Marketing & Inspection, Government of India is already financing for such projects. Hence the project may be referred to Directorate of Marketing & Inspection and if necessary through NABARD for refinancing. —

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Project .2 Setting up of Copra driers as demonstration units submitted by KERAFED at a total cost of Rs.20 lakhs.

The project was approved in principle with the following modifications. ✓ (L)

The demonstrations shall be in the partnership mode. Assistance for plant, machinery and other expenditures only shall be met under Technology Mission, whereas the cost of land and building shall be borne by the KERAFED. KERAFED should demonstrate and train the farmers/beneficiaries. Modified project with MOU should be submitted.

Agenda Point No.4: Any other points with the permission of the Chair

In addition, the following decisions also were taken.

1) The committee authorised the , PAC., Chairman to approve and sanction the proposals directly implemented by CDB., under technology mission within the frame work of programmes which shall be subsequently informed to the committee.

2) The proposal received from DSP Farm, Mandya for modernisation of the existing parasite breeding laboratory with the collaboration of the PDBC., for an amount of Rs.14.40 lakhs was approved. ✓

3) Bankers should be informed about the refinance available from NABARD. Dr. Sharma, Principal technical Advisor agreed to send the instructions.

The list of participants is annexed.

AKLH  
(Dr. R.K. SINGH)  
Chief Coconut Development Officer &  
Member Secretary (PAC)



# ANNEXURE-1

**List of participants in the III-PAC meeting held in the conference hall of CDB.,  
Regional Office-Cum-Technology Centre, Bangalore on 25-10-2002**

1.	Dr. H.P. Singh	Horticulture Commissioner & Chairman, CDB	Chairman, PAC
2.	Shri. R.N. Shastri	Secretary, Horticulture, Govt. of Karnataka	Member, PAC
3.	Joint Advisor, Directorate of Mkg. & Inspection	Rep. by Dr. Sajini Kumar Asst., Agrl. Mkg. Advisor Bangalore	Member, PAC
4.	Mr. M.R. Sharma	Principal Technical Advisor NABARD, Bombay	Member, PAC
5.	Dr. K.E. Ghadha	National Professor NAE., Pusa	Expert Member, PAC
6.	Shri. A.N. Srivatsa	Project Coordinator, DFRL, Mysore	Expert Member, PAC
7.	Dr. R.K. Singh	CCDO, CDB, Cochin	Member Secretary, PAC
OTHER PARTICIPANTS			
1.	Shri M. Thomas Mathew	Director, CDB., Regl. Office, Bangalore	
2.	Shri S. Ghosh	Director, CDB., Regl. Office, Chennai	
3.	Shri V.K. Sankaran	Secretary CDB., Kochi	
4.	Shri. L.S. Reddy	Dy. Director (Dev) CDB, Cochin	
5.	Shri K.R. Kuttikrishnan	Dy. Director (Dev) CDB., RO., Bangalore	
6.	Shri Vijayakumar- Hallikeri	Dy. Director (Dev) CDB., Kochi	
7.	Shri Sabarinath	Jr. Accounts Officer CDB., Kochi	

**Proceedings of the Fourth Meeting of the Project Approval Committee (PAC)  
on Technology Mission on Coconut held in the Chamber of Horticulture  
Commissioner, Krishi Bhavan, New Delhi on 16.1.2003**

The fourth meeting of the Project Approval Committee (PAC) on Technology Mission on Coconut was held on 16.1.03 at 11 am in Room No.238, Krishi Bhavan, New Delhi under the chairmanship of Dr. H.P. Singh, Horticulture Commissioner & Chairman of the PAC. List of members present is annexed. The Chairman while welcoming the members of the Committee briefed about the Mission objective, structure, programmes and guidelines of Technology Mission on Coconut and informed that initiatives taken under the programme have started showing good impact. The market promotion activities have resulted in increased demand for coconut products especially packed tender coconut water, vinegar etc. Thereafter agenda items were taken up.

**Agenda No.1 : Confirmation of the Proceedings of Third Project Approval Committee Meeting.**

- The Proceedings of Third Project Approval Committee Meeting was confirmed.

**Agenda No.2 : Status of implementation of the Approved Projects**

While reviewing the progress, the committee expressed their satisfaction over the achievement. It was noted that the projects of CPCRI are required to be taken up immediately. Also it was decided to invite the Principle Investigator/Entrepreneur to present their progress report in the next meeting to be held during march end or first week of April 2003. The Chairman directed the Board for early action on establishment of Quality Testing Lab at CDB., Regional Office, Bangalore. The committee suggested that Sri. Srivastav, Retd. Scientist, DFRL, Mysore may be engaged as consultant on contract basis for setting up of the laboratory at Bangalore and thereafter his services may be utilised for running the Lab. The committee also suggested to release funds immediately in case of sanctioned projects after necessary formalities i.e. MOU, Inspection Report, etc.

### AGENDA NO.3. APPROVAL OF THE NEW PROJECTS

The project proposals were examined and comments of the Project Approval Committee is as under:-

#### **Scheme component I: Development and adoption of technologies for management of insect pests and disease affected coconut gardens.**

**Project:1** Management of disease and disorder of coconut caused due to low temperature (cold injury) in non-traditional coconut growing areas, assessment of loss and exploring possibilities of control by various methods submitted by Department of Botany (Agri.Botany), University of Allahabad, UP at a total of Rs.29.7952 lakhs.

The Committee after careful examination of the Project proposal, the objectives envisaged in the project noted that such study is undertaken under AICRP on palm at Jagadalpur, M.P. including the hybrids. AICRP will take initiative to provide report. This project would be duplication of work, thus not approved.

**Project:2** Management of insect pest and disease affecting coconut gardens submitted by Tamil Nadu Agriculture University, Coimbatore at a total cost of Rs.37.50 lakhs.

The objectives of the Project are already under implementation in the programmes of adhoc schemes in TNAU, AICRP(P) Projects and NATP. The project is a duplication of the work, thus not approved.

**Project:3** Project for development of resistant varieties of coconut against biotic stress submitted by Tamil Nadu Agriculture University, Coimbatore at a total cost of Rs.10.75 lakhs.

The Committee after the examination observed that the release of new varieties resistant to biotic stress is a work to be done under regular scientific work and do not fit into the Technology Mission to address the issue in Mission mode. Hence the Project is not approved.

**Project:4** Sustainable management of proven technology on control of insect pest and diseases in coconut and establishment of "Demonstration cum seed production technology" received from Kerala Agriculture University, Vellanikkara at a total cost of Rs.140.90 lakhs for a period of five years (Separate comments enclosed vide annexure I)



Approved in principle. However the Committee suggested that the objectives may be restricted to the demonstration and production technology. The Project may be recasted based on the comments of the joint team consisting of CPCRI Scientists and KAU Scientists, under the chairmanship of Project Co-ordinator.

**Project:5** Project proposal for Development, Implementation, Traiping and popularization of IPM of coconut black headed caterpillar (*opisina arenosella*) received from University of Agriculture Sciences, Bangalore at a total cost of Rs.29.67 lakhs for a period of three years.

The project is approved in principle. However to pursue the objective No.2, with regard to mass multiplication of biocontrol agents, the functioning of the Parasite breeding station established by the department of Horticulture in Karnataka State will have to be examined for the infrastructure and technical capability. A report to that effect may be submitted by Dr. Hammed Khan in consultation with the UAS Scientists and the Department of Horticulture officials for discussion in the next PAC meeting to be held at Chennai on 8<sup>th</sup> February 2003.

**Sub Component: II Development and adoption of technologies for processing and product diversification**

**Project :1** Technology for processing coconut products (fresh coconut scrapings) submitted by Tamil Nadu Agriculture University, Coimbatore at a total cost of Rs.18.90 lakhs.

Since the technology is already available, the project is not approved. -

**Project:2** Development of a continuous type mechanical coconut dehusker submitted by Tamil Nadu Agriculture university at a total cost of Rs.14.087 lakhs.

The Committee after the examination suggested that the TNAU may improve upon the dehusker developed by the private entrepreneur and submit the revised project for consideration. \*

**Project:3** Development of Technology for diversified product from tender coconut: Coconut Lassi received from CFTRI, Mysore. at total cost of Rs.9.10 lakhs for a period of two years.

Deferred //

Project:4 Food safety Technology for coconut to promote market potential and HACCP perspective received from Indian Institute of Plantation Management, Bangalore at a total cost of Rs.8.86 lakhs for a period of 12 months.

The committee observed that such information is needed. Revised Project may be submitted for preparation of manual based on the information already available. Seminar and awareness campaign shall be done once manual is prepared.

Project:5 Project proposal for establishment of an Integrated coconut processing complex by Kallamkunnu Service Co-operative Bank Limited, Thrissur, Kerala at a total cost of Rs. 160.00 lakhs for a period of 3 years.

The project is Approved.

Project:6 Training and demonstration of technologies on coconut processing units, received from Neyyattinkara Parampargatha Ennayattu Thozhilai Sahakarana Snagham, Thiruvananthapuram District of Kerala State at a total cost of Rs. 16.45 lakhs

After careful examination of the project, the committee suggested that the products covered under the proposal for conduct of training cum demonstration may be limited to convenient foods only as the products like milk oil, vinegar, shell charcoal, etc. are already covered under the specific technology transfer programme of the Board. The project may be revised accordingly so as to cover only coconut based convenient foods limited to a total cost of Rs.5.00 lakhs.

Project :7 Establishment of demonstration cum training centre for coconut products in Vayalar submitted by Pee Kay Tree Crops Foundation limited.

The Committee after the careful examination of the project, asked for more information about the societies. Also the committee suggested to obtain the three years A/C of the societies and also copy of bi-law etc. -

Project : 8 Project for establishment of demonstration cum training centre for coconut products at Thiruvambady submitted by Manimala Foundation, Thiruvambady, Kozhikode at a total cost of Rs 15.65 lakhs.

The Foundation may be asked to furnish the registration number, copy of the approved

the equipments should be limited to minimum capacity for demonstration purpose. Also the committee suggested to club the activities with Thiruvambady society to help the farming community for a better impact.

**Project:9** Project for coconut warehouse facility in Karnataka submitted by

Shri. Adichunchanagiri Mahasamstana Mutt, Mandya, Karnataka at a total cost of Rs.56.43 lakhs.

Approved the project proposal in principle. However the project should aims at demonstration of Integrated Coconut Processing Centre and accordingly the project may be recasted.

**Scheme Component III :- Market Research and Promotion**

**Project:1** Demonstration and adoption of technologies on coconut Participatory Planning and action through self -Help Associations of Coconut farmers in Dindigul District of Tamil Nadu. received from Gandigram Rural Institute, Gandhigram, Tamil Nadu at a total cost of Rs.42.55 lakhs for a period of two years.

Approved.

**Project:2** Parlours and kiosks for best of coconut products submitted by Co-Co concepts, Hyderabad at a total cost of Rs.23.90 lakhs.

Not approved. However the committee suggested to obtain the details of products.

**Project:3** Project proposal for carrying out market promotion activities for coconut products submitted by Secretary, Kerala Malanad Karshaka Producer Co-operative Marketing Society Ltd., Thiruvambady at a total cost of Rs.21.15 lakhs

Approved. However the committee suggested that the advertisement through TV will be omitted from the project. Also the purchase of vehicle, computer and maintenance of website will be limited 50% of the cost only will be considered.

**Project:4** Project for market Promotion Activities for tender Coconut Water packed in pouches/cans submitted by Managing Director, Merriba Exports Pvt. Ltd, Palarivattom, Kochi at a total cost of Rs.31.55 lakhs.

Not agreed at this stage as the product is yet to be launched



**Project:5** Project for Market Promotion of Coconut Products submitted by Shri.Tomy T.Chettloor, Managing Partner, Chettloor Agro Products, Muvattupuzha at a total cost of Rs.25.50 lakhs.

The Committee observed that the production capacity of the unit is very low and hence such a huge amount for market promotion is not justifiable.

**Project:6** Project for Mobile Freezed — snowball Tender Coconut Parlour submitted by Anamika Educational Research and Charitable Trust, Mannuthy, Thrissur at a total cost of Rs.30.75 lakhs

The committee after careful examination of the project observed that the project does not appears to be viable.

**Project:7** Market Promotion activities in the International Markets for packed Frozen Shredded/cut coconuts submitted by M/s. Favour-itta, International, Ernakulam at a total cost of Rs.25.00 lakhs.

Not approved. However, the committee desires to obtain the details of shelf life and quality standards of the product from the Company. //

**Project:8** Project proposal for Market Promotion activities for coconut products submitted by Managing Director, KERAFED, Thiruvananthapuram.

The committee after careful consideration approved the project limiting to two activities of market promotion viz. Advertisement in Television and Kiosks not exceeding 50% of the cost. -

**Project: 9** Market Promotion of Non-Traditional Coconut Products Produced by Women's Societies submitted by Peekay Tree Crops Development Foundation, Kadavanthara, Kochi -20 at a total cost of Rs.18.00 lakhs

The committee suggested that the project shall be submitted directly by the Women Group as bankable project in the prescribed Performa. The viability of the women group shall also be ascertained.

**Project: 10** Study of Marketing of coconut and coconut based products a case study of Andaman Nicobar Islands submitted by Nethaji Subash Regional Institute of Cooperative Management, West Bengal at a total cost of Rs.2.65 lakhs

Not approved.

**Project: 11** Farmers awareness programme on coconut cultivation and marketing with financial support from Coconut Development Board submitted by Nethaji Subash Regional Institute of Cooperative Management, West Bengal at a total cost of Rs.15.5135 lakhs.

Not approved.

**Project: 12** Imbibing and acquiring technologies available outside the country for manufacturing value added products of coconut and setting up such producing units in Kerala submitted by the Department of Agriculture, Kerala at a total cost of Rs.25.00 lakhs

After consideration of the project, the Committee wanted to know the details of technologies proposed to be brought and its viability etc.

**Project: 13** Awareness campaign of beneficial health aspects of coconut products submitted by the Department of Agriculture, Kerala at a total cost of Rs.25.00 lakhs.

The Committee observed that such programmes/campaign already covered by the Board in their ongoing programmes. As such Board will do awareness campaign in association with the Dept. of Agriculture, Govt. of Kerala.

**AGENDA NO:4** Any other matter with the permission of the Chairman

Following modified projects are also considered which was already approved in the previous PAC meeting

1. Project for containing root (wilt) diseases in border districts of Thiruvananthapuram and Thrissur submitted by the Department of Agriculture, Govt. of Kerala for Rs.4413.132 lakhs.

The committee after careful examination of the project, agreed to sanction 25 % of the project cost of Rs 37.697 Crores excluding the share of 643.335 lakhs of the state government for the fertilizer component as already the fertilizer is subsidized by the

Govt. of India. So a total amount of Rs.9.424 crores sanctioned for implementing the project for 5 years of which Rs.1.884 crores will be released in equal annual instalment depending upon the progress made in each year. The department should involve CPCRI scientists for identification of highly diseased palms and identified palms should be certified and indexed and only such palms should be cut and removed. Initially to begin with, an amount of Rs. 0.942 crores will be released which is 50 % of the current year provision of Rs.1.884 crores. The Department should sign an MOU with CDB before release of funds for implementation of the project.

2. Project for carrying out market promotion activities for coconut submitted by M/S Green Indus group Thrissur for a total amount of Rs.19.80lakhs.

In the previous PAC meeting, project was approved in principle subject to bankable project for establishment of coconut processing unit.

Now the entrepreneur has submitted a revised project for consideration for market promotion activities only for an amount of Rs.19.80 lakhs as the company has already availed financial assistance from the CDB under ongoing scheme and as such the processing unit already established.

The committee after the careful examination of the project did not approve the project taking into consideration of the low production capacity. The aggressive advertisement through mass media does not seem to be justifiable.

3. Participation of CDB in AHAAR 2003 at New Delhi

The proposal of the CDB for participation in AHAAR 2003 at New Delhi for market promotion activities for an amount of Rs.15.00 lakhs was considered by the committee and approved for participation.

4. Modernization of the existing parasite breeding laboratory at DSP Farm, Mandya in collaboration with PDBC, Bangalore.

An amount of Rs.14.4 lakhs was sanctioned for modernization of parasite breeding laboratory in the previous PAC meeting. The committee also sanctioned an additional amount of Rs.1.615 lakhs for furnishing the laboratory based on the proposal



received from DSP Farm, Mandya. The committee advised the Board to release the funds immediately.

The meeting concluded at 3.30 pm and decided to convene the next PAC meeting at Chennai on 8<sup>th</sup> February 2003 at 9.30 AM.

*1/11/03*  
(Dr. R.K. SINGH)  
Chief Coconut Development Officer &  
Member Secretary (PAC)

**ANNEXURE-1**

**List of participants in the IV-PAC meeting held in the Chamber of Horticulture  
Commissioner, Krishi Bhavan, New Delhi on 16.1.2003**

1.	Dr. H.P. Singh	Horticulture Commissioner & Chairman, CDB	Chairman, PAC
2.	Shri Muniyappa, I.A.S	Secretary, Horticulture, Govt. of Karnataka	Member, PAC
3.	Shri. Paramjit Singh D.C(Hort)	Representative of Horticulture Commissioner	Member, PAC
4.	B.S. Dhanakhar	ADG(Plantation Crops) ICAR	Member, PAC
5.	Dr. K.L. Chadha	National Professor NAE., Pusa	Expert Member, PAC
6.	Shri. A.N. Srivatsa	Retired Scientist, DFRL, Mysore	Expert Member, PAC
7.	Dr. Hameed Khan	Project Co-ordinator(palms) CPCRI	Special invitee
8.	Shri. A.K. Gupta	Addl. Managing Director, National Horticulture Board	Special invitee
9.	Shri Vijayakumar- Hallikeri	Dy. Director (Dev) CDB., Kochi	
10.	Smt. Remany Gopalakrishnan	Dy. Director (Dev) CDB., Kochi	

**Proceedings of the Fifth Project Approval Committee Meeting of Technology Mission on Coconut held at Chennai on 08.02.2003**

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The Fifth meeting of the Project Approval Committee (PAC) on Technology Mission on Coconut was held on 8.02.2003 at 10.00 AM at Coconut development Board, Regional Office, Chennai under the chairmanship of Dr. H.P. Singh, Horticulture Commissioner, the Chairman of the PAC. List of members present is annexed. The Chairman while welcoming the members of the Committee briefed about the impact of initiatives taken by the Board for the implementation of Technology Mission Projects, especially, the market promotion activities, which has resulted in increasing demand for coconut products. Dr. P. Rethinam, Executive Director, APCC, considering his vast experience was invited to the meeting. After brief discussion, agenda items were taken up.

**Agenda No.1 : Confirmation of the Proceedings of Fourth Project Approval Committee Meeting.**

The Proceedings of Fourth Project Approval Committee Meeting was confirmed.

**Agenda No.2 : Status of implementation of the Approved Projects**

While reviewing the progress, the committee expressed its satisfaction over the progress of projects and achievements. The committee decided to conduct a review meeting on 3<sup>rd</sup> April, 2003 at Bangalore where in all the Principal Investigators should present the status



### AGENDA NO.3. APPROVAL OF THE NEW PROJECTS

The project proposals were considered by the committee and its comments are as under:-

Sub Component No. 1 : Development and adoption of technologies for management of insects and disease affected coconut gardens.

Project - 1. Comparative Evaluation of DNA fingerprints in field resistant and root wilt infected coconut palms: A biotechnological approach towards developing root wilt resistance indicators for disease management submitted by Rajiv Gandhi Centre for Biotechnology, Thiruvananthapuram and Onattukara Regional Agricultural Research Station, KAU, Kayamkulam at a total cost of Rs.17,10,500/-.

The Committee after careful examination of the Project observed that the project is a basic research, which will not come under the purview of technology mission, as it does not meet the immediate requirements. Hence it was decided that the Investigators may pose this project to either to DBT or ICAR.

Project -2. Increasing productivity and income from coconut through recommended technologies and diversified products in the root (wilt) affected area -- A farmer participatory demonstration and training programme submitted by Central Plantation Crops Research Institute, Kayamkulam at a total cost of Rs.9.869 lakhs. ✓

The project was approved. The committee suggested formation of a monitoring team headed by Dr. Hameed Khan, Project Co-ordinator (Palms), CPCRI, with representatives from Coconut Development Board, State Agriculture Department, farmer's representative and the Principal Investigator of the project to monitor the implementation of the project at various stages. Participatory Rural Appraisal (PRA) and evaluation technique should be carried out for collecting the basic details of the participating farmers in the programme. The committee is of the view that demonstration projects should be replicated to other States also. Accordingly, requested the Project Co-ordinator to work out the details for specific location.

**Sub Component No. II: Development and adoption technologies for processing and product diversification.**

**Project -1.** Establishing one demonstration cum training center in coconut based processing technologies at Ernakulam submitted by Ethnic Food Processing Womens Industrial Co-operative Society Ltd., Kochi at a total cost of Rs.15.00 lakhs.

The committee after careful examination observed, that the Board has already developed infrastructure facilities for imparting such training programmes at Technology Development Centre, Vazhakulam, Kochi. The Ethnic Food Processing Society may be asked to avail the facilities available in the Board by paying nominal fees. The technical support of the Board for imparting training shall be strengthened by including experienced entrepreneurs from reputed Societies/ groups who are producing and marketing coconut based products.

**Project -2:** Establishment of Desiccated coconut manufacturing unit at Kodungallur submitted by M/s. Amrutha Coconut Products, Madavana, Kodungallor at a total cost of Rs. 35 lakhs.

The project was approved. The financing bank may contact NABARD for refinancing if required.

**Project -3:** Establishment of an Integrated Coconut Processing Unit submitted by M/s. Karalam Service Co-operative Bank Ltd, Thanissery, Thrissur at cost of Rs.150 lakhs.

The project was approved. The financing bank may contact NABARD for refinancing if required.

**Sub Component No. III : Market Research and Promotion:**

**Project -1.** "Demand pattern of Coconut oil for non-edible use in households and Industries. A comparative study of South Indian States" submitted by Principal Rajagiri School of Management, Kakkanad, Cochin.

The committee after careful examination of the project observed that there is a limited scope for such study. Similar studies/information are already available. Also a comprehensive study is already undertaken by the Department of Marketing and Inspection, Govt. of India covering all aspects of coconut related products. Hence the project is not approved.

Project -2 & 3 : "Strategies for Sustainable Development of Coconut Industry – Marketing and Promotion of Desiccated Coconut Powder" & "Coconut Oil in the emerging scenario" submitted by M/s. Foretell Capital Trust Private Limited, Bangalore at a total cost of Rs.2.70 lakhs & Rs 2.20lakhs respectively.

The project is approved subject to the condition that the credibility of the trust shall be ascertained through Secretary Horticulture, Karnataka before release of funds.

The following modified projects are also considered which was already placed in the previous PAC meeting.

Project -1. Sustainable management of proven technology on control of insect pest and diseases in coconut and establishment of "Demonstration cum seed production technology" received from Kerala Agriculture University, Vellanikkara, at a total cost of Rs.140.90 lakhs for a period of five years.

The project was approved in principle in the fourth PAC meeting with suggested modifications viz. the objective of the project may be restricted to demonstration and production technology and the project may be recasted based on the comments of the joint team consisting of CPCRI scientists and KAU scientists under the chairmanship of Project Co-ordinator (Palms). Accordingly, the KAU has resubmitted the project at a total cost of Rs 40 lakhs for a period of three years.

The committee approved the project with a note that financial assistance shall be limited to Rs 25 lakhs for three years and suggested that the officers of Coconut Development Board should also be involved in all demonstration/training programmes proposed to be conducted under the project. The progress of implementation of the project should be reviewed quarterly and the progress report on the implementation of the project should be submitted to the Board regularly. Subsequent releases shall be made only after satisfactory progress.



Project -2: Survey and Identification of root wilt disease free palms and evaluation of resistant genotypes in coconut through selection and hybridization submitted by the Kerala Agriculture University, Regional Research Station, Kayamkulam at a total cost of Rs.29.20 lakhs for a period of 5 years.

The committee after careful examination of the project, observed that the CPCRI, Kayamkulam has already carried out a lot of work in the areas as envisaged in the project in some southern districts. Hence the committee suggested Dr. Hameed Khan, Project Co-ordinator (Palms) to review the work done on this by CPCRI and submit the report. The project will be implemented in those Districts/areas which are not covered by CPCRI and authorized the Chairman to approve the project after examination and modification.

Project -3: Development of technology for diversified product from tender coconut: Coconut Lassi received from CFTRI, Mysore at a total cost of Rs.9.10 lakhs for a period of two years.

The committee felt that since there is not much market potential for the Lassi product, the project is not approved. However the CFTRI may submit a proposal for the utilization of kernel from tender coconut.

Project -4: Training and demonstration of technologies for coconut processing units received from Neyalinkara, Paramparagatha Ennayattu Thozhilali Sahakara Sangham, Thiruvananthapuram district of Kerala at a total cost of Rs. 16.45 lakhs.

The committee approved the project. The committee suggested to release the fund in a phased manner based on the progress of work. Stringent monitoring should be done by the Board for effective implementation of the project.

Project No.5 Establishment of Demonstration-Cum-Training Centre for coconut products in Vayalar submitted by Pee Kay Tree Crops Foundation, Kochi at a total cost of 15.50 lakhs

The committee after careful examination of the project opined that the facilities already developed by the Board at Technology Development Centre, Vazhakkulam shall be utilized by

Vayalar Community Development Centre for imparting such training Programmes by paying nominal training fee.

**Project No.6:** Market Promotion Activities for Tender Coconut Water packed in pouches/cans submitted by the Managing Director, Merriba Exports Pvt. Ltd., Palarivattom, Kochi at a total cost of Rs.31.55 lakhs.

The committee after careful examination of the project suggested that the funds for official launching of the product may be provided for time being if proposal is received. The proposal for the market promotion will be considered at a later stage depending upon the production capacity, the committee also suggested to Shri. Srivatsa, Retired Scientist of DFRL and expert member of PAC to visit the unit and submit the report.

**Agenda No.4** Any other matter with the permission of the Chairman

1. **Project No.1:** Demonstration and adoption of technologies on coconut-participatory Planning and action through self-help associations of coconut farmers in Dindugal District of Tamil Nadu.

The project is already sanctioned in the last PAC meeting at a total cost of Rs.42.55 lakhs under market promotion activities. However the funding the project is to be booked under the different components of the mission as the project is a comprehensive programme. Hence the matter is brought to the notice of the PAC for approval.

The committee after careful examination of note agreed to sanction the total project cost of Rs. 42.55 lakhs of which Rs.20.55 lakhs under the sub component - Market Promotion activities and Rs.22.00 lakhs as 25% of cost of adoption of technologies for productivity improvement and for product diversification under sub-components - Adoption of Technologies for insect pest Management and Product Diversification

2 Project No.2 Market Promotion activities for Coconut Products by KERAFED

The Project was approved in the fourth PAC meeting limited to 50% of the cost of product for two components of Market Promotion activities at a total cost Rs.14.00 lakhs. Since Kerafed is Co-operative Society, which is eligible for 100% of assistance as per the guidelines of Mission. Hence this is brought to the notice of PAC for approval

PAC after the careful examination approved the Project with the conditions that the Kerafed should get approval of their advertisement material from the CDB before broadcasting through the Television. The amount will be reimbursed based on the actual expenditure.

3. Participation in International Food, Drink and Hospitality Exhibition 2003 at Excel, London at a total cost of 9.64 lakhs.

The Committee approved the Project in view of the importance of such Market Promotion activities of Coconut products in the international market. The CDB will participate only if sufficient entrepreneurs agreed to take part in the Exhibition.

4. The Committee noted that most of the entrepreneurs, who had availed the Technology for establishment of processing units have not commissioned the unit or launched their products and suggested to cancel the Licence to those units who have not started the industry even after three years of availing the Technology under the technology transfer programme

5. The Committee suggested to conduct an evaluation of the vinegar production units, Copra Dryers and other coconut based Industries established by availing technology and financial assistance from the Board under the ongoing programmes and to furnish a



report. Shri Srivatsa, Retired Scientist of DFRI and Expert Member of PAC will visit those Units in association with Shri Shantilal, Deputy Director(Mkg) (Retd), Dte of Cashew nut & Cocoa on consultancy basis for two months. The consultants shall be paid Rs. 15,000/- per month besides, TA, DA paid during their visit.

- 6 The Committee sanctioned Rs 45,000/- to Sakthi Coconut Products, Pollachi, T.N. being the 50% charge of the Board under the Market Promotion in connection with the launching of their product - packed tender coconut water, the technology availed from the Board, at Chennai on 7.02.2003 under the Chairmanship of Shri R. Jeevanantham, Honorable Minister of Agriculture, Tamil Nadu.

The Committee decided to convene a Bankers' Meet at Bangalore preferably on 22<sup>nd</sup> February 2003 or on 8<sup>th</sup> March 2003 in order to create awareness about Technology Mission programmes and to invite suggestions for overcoming the constraints experienced in the implementation of Bankable projects. Secretary Horticulture should confirm the date. During the meeting, industry should also be invited.

The Meeting concluded with vote of thanks to the Chair at 1 30 PM

*17.2.03*

(Dr. R. K. SINGH)  
Chief Coconut Development Officer &  
Member Secretary, PAC

**Proceedings of the Sixth meeting of the Project Approval Committee (PAC) on Technology Mission on Coconut held in Coconut Development Board, HQ, Kochi on 26.6.2003**

The Sixth meeting of the Project Approval Committee (PAC) on Technology Mission on Coconut was held on 26.6.2003 at 2.00 P.M. at Coconut Development Board, Head Quarters, Kochi under the chairmanship of Dr. H.P. Singh, Horticulture Commissioner & Chairman of the PAC. List of members present is annexed. The action taken on the decisions of the first review meeting held at Bangalore under the Chairmanship of Dr. P. Rethinam, Executive Director, APCC was reviewed and detailed discussion was held before taking up the agenda.

**Agenda No.1 :**

**a) Confirmation of Proceedings of Fifth Project Approval Committee Meeting**

The proceedings of the fifth project approval committee was confirmed

**b) Confirmation of the Proceedings of First Review Meeting**

The proceedings of the first review committee was confirmed

**Agenda No.2: Ratification of approved projects (3 Nos.)**

The following projects approved by the Chairman, PAC during the March, 2003, were examined by the Committee and the action taken by the Chairman, PAC was ratified, for the implementation of the project.

1. Project for mass production of biological agent, demonstration and adoption of technology for management- TNAU at a total cost of Rs.25.74 lakhs.
2. Project for enhancement of production and productivity of coconut by laying out demonstration plots – Department of Horticulture, Govt. of Karnataka at a total cost of Rs.200.00 lakhs.
3. Pilot project for establishing demonstration cum training centre for coconut products – Department of Horticulture, Govt. of Karnataka at a total cost of Rs.150.00 lakhs.

### Agenda No.3 : Status of implementation of the Approved Projects

While reviewing the progress, the committee suggested that in order to monitor the implementation of the approved projects on timescale, Project Evaluation Review Technique (PERT) chart should invariably be part of the project showing the correct schedule for utilisation of funds, completion of activities, risk if any, etc. This will help in getting targeted output. The committee also suggested to mention a clause in the MOU, if the work is not progressing as per the time schedule, without reason, implementing organisation will be liable to refund the amount.

The committee entrusted Dr. Hameed Khan, Project Co-ordinator (Palms) to review the project sanctioned to CPCRI "Large scale synthesis of antiserum for identification of disease free elite parental palms of coconut and certification of quality seedlings" and ascertain the possibility of reducing the cost of testing the sample and to extend the technology to private agencies for large scale synthesis of antiserum and furnish the report within a week.

While reviewing the status of implementation of the project "containing rootwilt disease in border districts" sanctioned to Department of Agriculture, Govt. of Kerala, the committee suggested to form a team headed by Dr. Hameed Khan, Project Co-ordinator (palms) with representatives from State Agriculture Department and Coconut Development Board to visit the project areas and to furnish a report.

While discussing the revalidation of unspent balance remaining with the State Government under approved projects, the committee decided that any amount released during the last financial year (last two quarters) should in general be revalidated. Specific revalidation should be taken, invariably, with justification for other unspent balances.

The committee suggested to Secretary, Horticulture, Govt. of Karnataka to call for a combined meeting of the scientists from UAS, Bangalore and TNAU, who are



implementing similar projects, "Mass production of biological agent, demonstration and adoption for management of the pest leaf eating caterpillar *Opisina Arenosella* and review their work so that unification can be made, and a report to the effect be submitted within a month. The committee also clarified that 10% of institutional charges approved under the project can also be released along with each instalment proportionally.

The committee in general decided that, for sanction of financial assistance under any project for adoption of technology under product diversification, as back ended capital subsidy, a minimum of 40% of the total project cost should be availed as loan.

The committee approved in principle, to sanction 50 per cent of cost of project under market promotion and decided that as far as possible, amount should be given against the completed work. All releases will be made on reimbursement basis only.

The committee opined that, one of the Technical Officers of the Board should go and visit the Training cum Demonstration centre for coconut based convenient foods constructed by the Neyyatinkara Co operative society sanctioned under the project and furnish the report of their activities.

The committee while reviewing the project, "Kerasyam-Value added coconut based products" sanctioned to Sevashram suggested that a team of officers should visit the unit and release the balance amount.

The committee suggested to write a letter to M/s.Miracle Food Products, Perithalmanna, Malappuram to refund the balance fund sanctioned under the project "Market promotion of coconut water concentrate" if the agency is not submitting factual report on installation of Kiosks and vending machine in all 32 locations as approved in the original project.

The committee did not approve the proposal to enhance the total project cost from Rs. <sup>20.60</sup>~~20.60~~ lakhs to Rs.173.154 lakhs, in the revised project, "Setting up of Copra driers as

demonstration unit" submitted by KERALED. The committee suggested KERALED should continue to go ahead with the original project with the project cost of Rs. 25.00 lakhs and sign the MOU accordingly for release of fund. Keeping in view of the progress of the project release of additional funds may be considered.

The PAC had approved the project submitted by M/s. Foretell Capital Trust (P) Ltd, Bangalore in principle in its Fifth meeting at Chennai on 8.2.2003. However it was decided to request the Secretary(Horticulture), Govt. of Karnataka to furnish a report on the credibility of the Trust before release of fund. The Director of Horticulture, Govt. of Karnataka has accordingly furnished the report. Based on the report the PAC approved the project and agreed to sanction 50% of the project cost to M/s. Foretell Capital Trust (P) Ltd. as per the guidelines. The funds will be released on reimbursement basis keeping in view of the progress of work. The Committee also suggested to obtain the confirmation from the Trust to meet the balance 50% of the project cost from their own resources.

#### Agenda No.4: Approval of the New Projects

The project proposals were examined and comments of the Project Approval Committee is as under:-

#### **Scheme Component I: *Development and adoption of technologies for management of insect pests and disease affected coconut gardens.***

**Project:1** *Saline water irrigation and nutrient management for yield maximization in coconut crops in the coastal sandy soil areas of Ramanathapuram Districts submitted by Coastal Saline Research Centre, Tamil Nadu Agricultural University, Ramanathapuram at a total cost of Rs. 18.50 lakhs.*

The committee after careful examination of the project observed that, the CPCRI has already conducted studies on such aspect and more over it does not come under the purview of technology mission. Hence the committee did not approve the project.

Project:2 *Studies on the exploitation of indigenous EPN and Bio control agents for the management of major pests in coconut based farming system-Central Plantation Crop Research Institute, Kasaragod at a total cost of Rs. 25.00 lakhs.*

The committee after careful examination of the project opined that NATP has already supported such studies and they can come out with some results. Hence the committee suggested that demonstration of viable results of such studies may be considered at a later stage.

Project:3 *Ecology and bio - management of coconut perianth mite (Aceria guerreronis keifer) with entomophagous pathogens in the Cauvery Delta, Tamil Nadu- Submitted by the Department of Entomology and Dean Faculty of Agriculture, Annamalai University at a total cost of Rs.37.40 lakhs.*

The committee observed that most of the objective of the project was covered under the NATP project of ICAR which was sanctioned to SAU's. Hence to avoid duplication of work the committee did not consider the proposal fit to be funded under Technology Mission.

Project:4 *Investigations on sustainable Management of Coconut Mite, Aceria guerreronis Keifer submitted by University of Agriculture Science, Dharwad at a total cost of Rs.36,86,262.*

The committee after careful examination of the project observed that most of the objectives of the project was covered under the PDBC project and is a duplication of work. Hence the project as such was not approved. Address the UAS, Bangalore to submit a revised project covering the aspects of the fungus (*Hirsutella thompsonii*) beyond the work done by PDBC.



**Project:5** *Demonstration and evaluation of the Integrated Pest Management package for coconut eriophyid mite in Coimbatore district, Tamil Nadu at a total cost of Rs. 36.984 lakhs*

The committee after careful examination of the project suggested that still the new package of technology for management of eriophyid mite proposed by TNAU has not been proved effective. This will be examined by Dr.Hameed Khan in the light of the recommendations of national screening committee before going for large scale demonstration. If the steering committee agrees the package of new technology developed by TNAU, large demonstration may be considered at a later stage with the involvement of Department of Agriculture, Tamil Nadu.

**Project No.6** *Biological Pest Control in Coconut - Department of Horticulture, Lalbagh, Bangalore at a total cost of Rs.40.00 lakhs*

The committee after careful examination of the project agreed to the proposal in principle with minimum expenditure for multiplication and release of different stage specific parasitoids in a severely pest affected areas as a large scale demonstration. The proposal for construction of new building was not approved. The project will be revised and resubmitted accordingly by the Dept of Horticulture, Karnataka. The committee authorised the chairman, PAC to sanction the actual expenditure needed for multiplication of parasite based on the revised project.

**Project No.7** *Technology dissemination for increase in productivity and improvement of quality of life through multispecies cropping system in coconut submitted by Bidhan Chandra Krishi Viswa Vidyalyaya, Nadia, West Bengal at a total cost of Rs.33.94 lakhs.*

The project for promoting adoption of multi species cropping system in coconut garden was not agreed as it is not in the frame work of technology mission on coconut. This may be considered under the ongoing programmes of the Board, for which Chief Coconut Development Officer may discuss with state and provide needed funds.

Project No.8 *Chemical synthesis, mass production of low cost pheromone (Ferrugineol), demonstration and adoption of technology for Redpalm weevil management- Tamil Nadu Agricultural University, Coimbatore at a total cost of Rs. 14.26 lakhs*

The committee after careful examination of the project suggested that as the technology for large scale synthesis of pheromone cannot be transferred to TNAU by CPCRI as per the agreement executed between CPCRI and Coconut Research Institute, Sri Lanka. The TNAU can purchase pheromone strips from CPCRI for large scale demonstration in the severely affected areas. The project may be revised accordingly in consultation with CPCRI and Department for large scale demonstration.

Project No.9 *Project proposal for pest surveillance in Coconut- Department of Horticulture, Govt. of Karnataka, Bangalore at a total cost of Rs.50.00 lakhs.*

The committee approved the project in principle, in view of the pest surveillance especially to monitor the pest like eriophyid mite and black headed caterpillar. The programme may be started initially in some important pest affected districts. The committee authorised Dr. H.Hameed Khan to examine the project and furnish a feasibility report. Based on the report, project shall be sanctioned by Chairman. //

Project No.10 *Coconut based Intensive Cropping System-Inter Cropping/Mixed Cropping Systems - Department of Horticulture, Lalbagh, Bangalore at a total cost of Rs.100.00 lakhs.*

The committee opined that demonstration of coconut based farming system is beyond the scope of technology mission. Hence the project was not agreed. The project may be considered under the on going programmes of the Board.

**Sub Component: II    *Development and adoption of technologies for processing and product diversification***

**Project :1**    *Feasibility cum Project Report for establishment of a unit at Kanjampuram, Kanyakumari district, Tamil Nadu- M/s. Kaanaan Coconut products, Kanjampuram, Kanyakumari District, Tamil Nadu at a total cost of Rs. 33.00 lakhs*

The committee approved the project in principle as it is a bankable project. The committee suggested that a team consisting of an officer from the Board, bank and State Govt. should visit the unit before release of funds.

**Project:2**    *Project proposal for creating awareness regarding advanced Technology in cultivation and processing through Human Resources Development- Department of Horticulture, Govt. of Karnataka at a total cost of Rs. 50.00 lakhs*

The committee suggested that in view of the importance of Human Resources Development, the project is to be taken up. However the objectives envisaged in the project does not come under the purview of technology mission. The project may be considered under the existing programmes of the Board.

**Project:3**    *Establishment of a Demonstration cum training Centre for Coconut based convenient food products at Mazhakunnu Village, Kannur District - Malabar Rubber & Agricultural Processing Co operative Society Limited at a total cost of Rs. 10.95 lakhs*

The committee principally approved the project. However the committee suggested that the whole project should be revised. Self help women groups among the members of the co-operative society is to be formed and linked to the bank. Training on coconut based convenient foods shall be extended to viable group linked with bank. Financial assistance at the rate of Rs.10,000/- per group shall be extended for as seed money to trained entrepreneurs who have raised their capital on equal share basis. Training could be supported in full once its need is justified. The project shall be revised and resubmitted accordingly.

Project:4 Feasibility cum project report for setting up of a coconut processing unit at a Arattupuzha village, Thrissur district, Kerala state - Sree Lakshmi Coconut complex, Arattupuzha, Thrissur District-at a total cost of Rs. 47.00 lakhs.

The project is approved as it is a bankable project. 25% of the project cost excluding the working capital sanctioned to the agency. Release of funds should be made after verifying the documents showing the ownership of land and conducting a team visit for verification.

Project:5 Preserved Tender Coconut water - M/s. Chaithanya Food Products Private Ltd. Vaiperiyam, Kankole Po, Payyanur, Kannur at a total cost of Rs. 64.00 lakhs.

The committee after careful examination approved the project limiting the total project cost as Rs.30.00 lakhs. The 25% of the project cost was limited to Rs.7.50 lakhs was sanctioned to the M/s. chaithanya food products. The committee also suggested to conduct a combined inspection of the unit before release of the first instalment of back ended capital subsidy to the loan account of the unit.

Project:6 Adsorbent Carbons Limited- M/s. V.V. D. Crops & Chems Ltd. C-92, Sipcot Industrial Complex Tuticorin-at a total cost of Rs. Rs. 1,59,93,075/-

The committee after careful examination of the project authorized Shri. Srivatsa, Director (Retd), Expert Member of PAC to visit the unit and furnish a detailed report. The project may be considered afterwards based on the report.



### **Scheme Component III :- Market Research and Promotion**

**Project:1.** *Project proposal for Market promotion activities for coconut products- Miracle Food Processors International Ltd, Perithalmanna at a total cost of Rs. 6.84 lakhs*

The committee suggested that the project can be considered only after completion of the project already sanctioned to the agency. The first project should be monitored closely to obtain the completion report.

**Project:2** *Project proposal for Market promotion activities for coconut products- Neyyattinkara Taluk Paramparagatha Ennayattu Thozhilali Sahakarana Sangham Ltd at a total cost of Rs. 8.00 lakhs*

The committee suggested that the project can be considered only after completion of the project already sanctioned to the agency. The first project should be monitored closely to obtain the completion report.

**Project:3** *Project proposal for Market Promotion Activities for Medicated oil- MAR-CO-PHARMA (Manufacturers of Ayurvedic Medicines at a total cost of Rs. 7.80 lakhs*

The committee agreed the project in principle limited to a total assistance of Rs.1.50 lakhs for market promotion activities. Expenditure proposed for vehicle will be limited to 25%, and all other items limited to 50% with overall cap of Rs.1.50 lakh. The amount will be released on reimbursement basis based on the progress of work.

Project:4 *The impact of Globalisation on Coconut Cultivators in India: A Study on Feasible Strategies - Rajagiri School of Management, Cochin at a total cost of Rs. 44.90 lakhs.*

The project was not approved as it is of more basic in nature and does not come under the purview of technology mission.

Project:5 *Project proposal for Market Promotion of Coconut Products- Coconut biscuits- M/s Lapt Coconut Products, Purayidathil, Thiruvambadi, Kozhikode at a total cost of Rs.5.00 lakhs.*

The committee approved the project in principle limited to a total assistance of Rs.1.00 lakhs for market promotion activities. Expenditure proposed for vehicle will be limited to 25%, and all other items limited to 50% within the overall limit. The amount will be released on reimbursement basis based on the progress of work.

Project :6 *Project proposal for market promotion activities for Coconut Products- Dinesh Foods, Dinesh Bhavan, Kannur at a total cost of Rs. 35.00 lakhs* ✓

The committee approved the project in principle limited to a total assistance of Rs.3.00 lakhs for market promotion activities. Expenditure proposed for vehicle will be limited to 25% with overall cap. The amount will be released on reimbursement basis based on the progress of work.

Project:7 *Project proposal for Market Promotion of Coconut Products -Chettoor Agro Products, Muvattupuzha at a total cost of Rs. 13.75 lakhs.*

The committee suggested that the total cost of the project is too high compared to the total revenue of the unit. The agency was directed to resubmit the project limiting the total cost to Rs.2.00 lakhs.

Project:8 *Market promotion activities for coconut products - Shriram Coconut Products Ltd, Dindigul Raod, Batlagundu at a total cost of Rs. 25.00 lakhs*

The committee approved the project limited to total cost of Rs.2.50 lakhs. The cost of vehicle limited to 25% with overall cost ceiling. Release of funds will be on reimbursement basis.

Project: 9 Submitted by Kejriwal Enterprises, New Delhi.

- a) *Project proposal for market promotion activities for Cocolal by participation in exhibition- Delhi, India*

The committee after careful examination of the project agreed to extend financial assistance within the frame work of eligibility on reimbursement basis. The reimbursement of expenditure incurred for supply of free samples was not agreed by the committee. However items under publicity was approved. A copy of the advertisement given in news papers and photo of the exhibition stall should be obtained from the agency before sanction of the subsidy.

- b) *Project proposal for market promotion activities for Coconut Products by participation in exhibition - Japan*

The reimbursement of expenses for participation of exhibition at Japan was not agreed by the committee.

AGENDA NO:4 Any other matter with the permission of the Chairman

Supplementary Agenda No.1

*Project proposal for market promotion activities of Co-Co Concepts*

The project was not approved.

### Supplementary Agenda No.2

*Project proposal for market promotion of coconut products through participation in coconut festival, Colombo, Sri Lanka*

The committee approved the project in view of the importance of participation in such festivals to widen the market for coconut products, for Rs.5.00 lakh to be implemented by Coconut Development Board.

### Supplementary Agenda No. 3

*Project Proposal for developing infrastructure for Market Intelligence system for coconut products through Regulated Markets/approved associations.*

The project was approved with total cost of Rs.25.00 lakh to be implemented by CDB along with NIC. //

### Supplementary Agenda No. 4

*Project proposal for Survey and Identification of root wilt disease free palms and evaluation of resistant genotypes in coconut through selection and hybridization.*

The project was approved. The committee suggested that additional expenditure proposed for fax machine, mini lab, etc. should be excluded from the total project cost. Dr.H. Hameed Khan, Project Co-ordinator(Palms) may examine the project for bringing down the cost by removal of unrequired items. //

### Supplementary Agenda No. 5

*Project proposal for Holistic approach for management of coconut waste and biocides to mitigate pest and diseases of coconut and to develop sustainable agro eco-technology (Revision of technical programme).*

The revised technical programme was approved.



#### Supplementary Agenda No.6

*Project proposal for sanction of subsidy for market promotion of Tender coconut water(Cocojal) by Jain Agro Food Products (P), Ltd.*

The committee approved the project in principle. The committee suggested to sanction 50% of financial assistance (Rs.5.60 lakhs) eligible items, cost of advertisements and stall charges only as proposed in the project on reimbursement basis. Cost of free sale of product and employment of manpower was not agreed as part of proposal.

*Agenda No.6: Presentation of two completed projects was also conducted by the principal investigators of the project after the PAC meeting*

Dr. Damodaran, IIPM, Bangalore, Principal Investigator of the project presented the result of the study "Risk management instruments and capacity building in market intelligence for copra micro enterprises in India". The committee was happy with the result of the study and the Chairman appreciated the excellent work done by the institute except some items viz., market operations, open market system, credit support etc addressed to the Board. The CDB is not mandated in such operations and they can bring out these facts to the notice of the concerned organizations and not address to the Board. Chairman also opined that the present credit system cannot work for coconut traders and they can think of village banks, Kissan Credit cards, etc. The open market system should change towards consumer driven market system in the major coconut markets. Report was accepted by the committee and the same will be printed by CDB after modification suggested by Chairman, PAC

Shri. N.H.Jayadas, Principal Investigator, CUSAT presented the status of implementation of the project "Development of technology to utilize coconut oil as alternate automobile lubricant". The Chairman appreciated the work done by CUSAT on the alternative lubricant. The committee suggested to project the benefits of the study in view of the eco-friendliness and less pollution. The committee also suggested to study the

cost effectiveness of coconut oil compared to the other mineral oils. The Chairman also suggested that if further studies are required same may be submitted for approval of PAC.

The report was accepted by the PAC

The following decisions emerged:

- Credit link back ended subsidy being extended to entrepreneurs must have 40 per cent sanctioned loan.
- Committee reserve the right to reduce the cost of project for calculation of 25 percent.
- In market promotion, door to door marketing employment of manpower would not be part of promotion. Similarly, free distribution of products shall not be the part of market promotion, which should be responsibility of entrepreneur.
- Regular report be obtained to monitor the progress
- All the Regional Office and State Centre must encourage to get good / viable project.

The Committee expressed happiness with respect to some of the output of the project and effective monitoring and stressed the need for wider publicity to get viable project. The meeting ended with vote of thanks to the Chair.

The meeting concluded by 7.30 p.m.

*IKG*  
*28.6.03*

Dr.R.K.Singh  
Chief Coconut Development Officer  
& Member Secretary PAC

ANNEXURE - 1

List of Participants in the Sixth PAC meeting held at Coconut Development Board, Headquarters, Kochi-11 on 26.6.2003

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1	Dr. H.P. Singh	Horticulture Commissioner & Chairman, CDB	Chairman, PAC
2	Shri.M.C. Muniyappa, IAS	Secretary(Hort.), Govt. of Karnataka	Member, PAC
3	Shri. K. Jyothilal, IAS	Director of Agriculture, Govt. of Kerala	Member, PAC
4	Shri. M.R. Sharma	Principal Technical Advisor, NABARD	Member, PAC
5	Dr. H. Hameed Khan	Project Co-ordinator(Palms), CPCRI	Special Invitee
6	Shri. A.N. Srivastav	Retired Scientist, DFRL, Mysore	Expert Member, PAC
7	Shri. K. Kirachand	Marketing Officer, Representative of Dtc. of Marketing and Inspection	Member, PAC
8	Dr. R.K.Singh	Chief Coconut Development Officer, CDB	Member Secretary, PAC
9	Shri. V.K. Sankaran	Secretary, CDB	
10	Shri.Vijayakumar Hallikeri	Deputy Director, CDB	
11	Shri. R. Jnanadevan	Assistant Director, CDB	

F. NO 1272/2003 - DEV-TMOC(Meeting)

## NOTE

Sub: Project proposal for Market Promotion activities for coconut products under Technology Mission on Coconut - Sri Ram Coconut Products- reg.

The Sriram Coconut Products Ltd submitted a proposal for availing assistance for market promotion activities of the coconut products at a total cost of Rs.25 lakhs as detailed below.

A. Establishment of Retail parlours /depots	4.00
B. Depiction of Dangers, Posters etc	2.00
C. Display in leading supermarkets	1.00
D. Participating exhibition	2.00
E. Product incentive scheme	5.00
F. Advertisement in print media	9.00
G. Advertisement in Radio	2.00

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25.00 Lakhs

The project was placed in the 6<sup>th</sup> PAC Meeting and the decision of the PAC was recorded as " The committee approved the project limited to a total cost of 2.5 lakhs. The cost of vehicle limited to 25% with over all cost ceiling. The release of fund will be on reimbursement basis".

It is noticed that the decision as recorded in the minutes are not clear. The components for which the assistance shall be extended and the quantum of assistance under each component was also not miniuted. If approved, we may modify the minutes as follows.

The committee approved the project proposal. However subsidy of the Board shall be limited to 2.5 lakhs. The components D & E of the project, viz. Participating exhibition and Product incentive scheme has not been approved by the PAC and as such shall be excluded while working out eligible amount of subsidy. The release of subsidy shall be limited to 50% of the actual expenditure on reimbursement basis limited to the overall subsidy ceiling of Rs.2.5 lakhs .

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Has been approved  
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PROCEEDINGS OF THE SEVENTH MEETING OF PROJECT APPROVAL COMMITTEE (PAC) ON TECHNOLOGY MISSION ON COCONUT HELD ON 13.09.2003 AT CONFERENCE HALL, DEPARTMENT OF HORTICULTURE, PUBLIC GARDENS, GOVT. OF ANDHRA PRADESH, HYDERABAD

The seventh meeting of the Project Approval Committee (PAC) of Technology Mission on Coconut was held on 13.09.03 at 2.30 p.m. at Hyderabad under the chairmanship of Dr. H. P. Singh, Horticulture Commissioner & Chairman of CDB. List of members present is annexed. Chairman in his introductory remarks briefly mentioned about the impact of Mission and stressed the need for taking up more programmes to address the issues. He also mentioned about market promotion activities taken up and its impact. Thereafter, agenda items were taken up.

Agenda No.1: Confirmation of proceeding of Sixth Project Approval Committee Meeting.

The proceeding of the Sixth PAC Meeting was confirmed.

Agenda No.2: Status of Implementation of the Approved Projects

While reviewing the progress and status of Approved projects, it was decided to follow the following guidelines:

A. General Guidelines

1. All the schemes should have time scale implementation schedule and the progress should be reviewed regularly based on the implementation schedule for release of funds.
2. The project may be treated as cancelled, if the party fails to submit or sign an MOU within a month after communication of approval.
3. The subsidy availed from other institution for the same project/ project component should be taken into account and only the balance amount to be sanctioned / released.
4. The projects approved in respect of Co-operative Societies/ individual entrepreneurs should be inspected by a team comprising an officer of the nearest

Coconut Development Office or the Officer deputed, an officer of State Government / concerned, bank officer / representative of Registrar of Co-operative societies, depending on the nature of financing involved in the particular project.

5. Under bankable projects, the completion report/ utilization report also should be obtained from the bank concerned.

#### **B. Review of on going programmes**

##### ***1. Adoption of technology for the control of mite in Karnataka:***

PAC revalidated the unspent balance of Rs. 144.33 lakhs lying with Dept. of Horticulture, Govt. of Karnataka against Rs.238 lakhs released under the project *Adoption of technology for the control of mite in Karnataka* in 2001-2002 for utilizing in 2003-2004. It took serious note of the under utilization of funds by the State Govt. It approved the modification of the technical programme of the project to the extent of permitting the State government to incur the expenditure/ purchase as per the recommendations of National Steering Committee on mite without any enhancement of sanctioned amount. Committee has also ratified the utilization of Rs. 93.67lakhs by the State Govt. during 2002-2003.

##### ***2. Project for containing root wilt diseases in Boarder districts of Kerala being implemented by the Dept. of Agriculture , Govt. of Kerala :***

PAC nominated Dr. H. Hameed Khan, Rtd. Project Co-ordinator(Palms) to undertake visit to Trivandrum & Thrissur districts for assessing the progress of work under the project. Eligible TA/DA may be paid under Technology Mission on Coconut.

##### ***3. Holistic approach for management of coconut waste and Biocides to mitigate pests and diseases of coconut implemented by RRL, Bhubaneswar:***

The observations made by R&D of the Board in its meeting held at Kochi on 16.08.03 that "the use of Coir Pith for soil conditioning to control diseases and pests do not appear to be a feasible proposal" were examined by PAC. The Committee decided that mid term corrections to the project should be got carried by the institute.



4. Sustainable management of proven technology on control of insect pest and diseases in coconut and establishment of Seed production technologies" sanctioned to KAU, Vellanikkara:

PAC was of the opinion that a team should visit the farm for assessing the progress of work.

5. Development, Implementation, Training and Popularization of IPM on Coconut Black Headed Caterpillar (*Opisina arenosella*)-UAS, Bangalore :

PAC considered the remarks made by R&D Committee that "CPCRI has developed techniques for mass multiplication of parasites of *Opisina arenosella* and new aspects which will be undertaken under the project may be clearly indicated". It was decided to obtain proceedings of the combined meeting held by the Secretary of Horticulture, Govt. of Karnataka with other departments where similar programme are being implemented for taking necessary action.

6. Mass production of Biological Agents, Demonstration and adoption of technology for the management of Coconut Leaf eating Caterpillar- CRS, TNAU, Aliyar Nagar:

PAC did not approve purchase of four wheeler for the project. It was decided to obtain progress report.

7. Proposal for Pest Surveillance in Coconut-Dept. of Horticulture, Govt. of Karnataka:

The Committee decided to obtain views of the Secretary of Horticulture, Govt. of Karnataka before considering the project.

8. Training and Demonstration of Technologies for Coconut Processing units of Convenient foods- M/s. Neyatinkara paramparagatha Ennayattu Thozhilali Sahakarana sangam, Thiruvanthapuram:

The committee directed that all formalities should be completed before releasing the second installment.

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Dept. of Horticulture

9. *Establishment of Quality Testing Laboratory at Bangalore- CDB:*

PAC constituted a committee consisting of Dr. Srivasta, Retired Scientist, DFRL, Mysore, Dr. S.P. Singh, Retired Director, PDBC, Bangalore and Director, CDB, RO, Bangalore to co ordinate the purchase of equipments and for establishing quality testing Laboratory at Regional office, Bangalore.

10. *Kerasayam- Value added coconut products – Sévashram, Angamaly:*

The PAC directed the TMOC Secretariat to visit the unit and report the progress of work for further needful action.

11. *Establishment of an Integrated Coconut Processing Complex- M/s.Kallamkunn Service Co-operative Bank Limited, Thrissur:*

The PAC decided that a team should visit the unit and report the progress of work.

12. *Pilot Project for establishment of Demonstration cum Training center for Coconut Products- Department of Horticulture, Govt. of Karnataka:*

The PAC decided to obtain progress report from the department for Rs 67.50lakhs already released to the State Government.

13. *Preserved Tender Coconut Water - M/s. Chaitanya Food products private limited, Payyannur:*

The Committee directed the TMOC Secretariat to take immediate action to release the fund based on the report of joint team visit.

14. *Feasibility cum Project Report for setting up of a Coconut Processing unit at Arattupuzha village, Thrissur, Kerala- M/s Shrilakshmi Coconut Complex:*

The PAC directed that the fund should be released immediately after obtaining the inspection report

15. *Demand, cost and supply of non-traditional coconut products on consumers buying behavior in Tamil Nadu - Market assessment - Gandhi gram Rural Institute, Gandhi Gram, Tamil Nadu:*

The PAC directed the TMOC Secretariat to obtain an abstract of the study from the institute and submit to Chairman PAC for his perusal.

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16. *Market Promotion of Elaneer Concentrate through installation of 31 Kiosks at different places -M/s. Miracle Food Processing International limited, Perinthalamanna, Kerala:*

It was decided that progress made should be assessed and immediate follow-up action should be taken.

17. *Setting Up of Copra Driers as Demonstration units - KERAFED:*

The Committee directed the TMOC secretariat to advise the KERAFED to sign the MOU as early as possible for setting up of copra driers as demonstration units.

18. *Project for carrying out market promotion activities for Coconut Products- The Secretary , Kerala Malanadu Karshaka Producers Co operative Marketing Society Ltd, Thiruvambady:*

It was decided that the society should be asked to furnish the bills /vouchers for reimbursement.

#### Agenda No.3: New projects

New Project proposals were examined and decisions of the project approval committee (PAC) are under:

#### **Scheme Component I: *Development and adoption of technologies for management of insect pests and disease affected coconut gardens.***

*Project:1 Establishment of Biological Control Laboratory at Regional Office, CDB, Bangalore for the Biological Suppression of Coconut Leaf Eating Caterpillar in Karnataka submitted by CDB, R.O, Bangalore at a total cost of Rs.42.00 lakhs.*

After detailed discussion on mass multiplication of parasites, imparting training to farmers, demonstration of biological agents etc., the committee approved the project and agreed to enhance the wages of contractual SRF to Rs 10,000/- per month instead of Rs.7000/- per month as per ICAR norms.

*14.05.2011  
Have we  
communicated  
all the  
decisions*

**Project: 2** Mass multiplication of natural enemies, demonstration and adoption of technology for the management of leaf eating caterpillar-*Opisina arenosella* on coconut submitted by Coconut Research Station, (TNAU) Veppankulam-614 906, Thanjavur Dt., Tamil Nadu at a total cost of Rs.25.13 lakhs.

The Committee after careful examination observed that a similar project has already been sanctioned to Coconut Research Station, TNAU, Aliyanagar at a total cost of Rs.25.74 lakhs. The Committee decided that based on the progress of work and examination of results only, similar studies should be considered for extension to other stations.

**Project: 3** Development, demonstration and adoption of technology for the integrated management of red palm weevil on coconut submitted by Coconut Research station, Tamil Nadu Agricultural university, Veppankulam, Thanjavur - 614 906 at a total cost of Rs. 14,37,500 /-.

*RP* The Committee observed that the proposal is basically the "Adoption of Technologies" in the farmers' field. Under adoption of technologies, the eligible subsidy is only 25% of the expenditure and the balance amount has to be met by the beneficiary/farmers. The Committee accordingly suggested that TNAU may revise the project and submit the same for consideration of PAC.

**Project: 4** Demonstration and evaluation of the integrated pest management package for coconut eriophyid mite in Coimbatore district, Tamil Nadu submitted by Department of Agricultural Entomology, Centre for Plant Protection Studies, Tamil Nadu Agricultural University, Coimbatore - 641 003 at a total cost of Rs.73.58 lakhs.

*2* The Committee after careful examination of the revised project and review by Dr. H. Hameed Khan, approved the project at a total amount of Rs. 25 lakhs being the maximum amount eligible as per the norms under the Technology Mission on Coconut. The purchase of vehicle proposed in the project was not approved.

**Project 5** Black headed Caterpillar out break-control measures submitted by Commissioner of Agriculture, Chepauk, Chennai at a total cost of Rs.48.02 lakhs

The Committee approved the project in principle. The Committee was of the view that control of black headed caterpillar comes under the adoption of technologies in the farmers' field. Eligible financial assistance will be 25% of the critical inputs and will not include the cost of fertilizers and labour charges. Hence Committee directed the TMOC secretariat to obtain revision

proposal from the Commissioner of Agriculture and authorized Chairman to sanction the eligible amount.

**Project 6:** *Control of Rhinoceros beetle and Red Palm weevil in coconut submitted by Commissioner of Agriculture, Cheapuk, Chennai at a total cost of Rs.25.00 lakhs*

The Committee after careful examination approved the project. The demonstration of Pheromone traps for control of Rhinoceros beetle and Red palm weevil should be in small scale limiting to Rs. 2.50 lakh in selected farmers field with 100% assistance. Funds should be released after furnishing confirmed supply order from CPCRI, Kayamkulam.

**Project 7:** *Pest Surveillance – Eriophyid Mite, Sustainable Orchard Management in Coconut, Monitoring of Eriophyid Mite Infestation & Coconut Leaf Chaffer submitted by Department of Horticulture, Govt. of Andhra Pradesh at a total cost of Rs.96.90 lakhs(7.00 +11.00 +3.90 +75.00).*

The Committee approved the pest surveillance programme in principle. Revised proposal is to be obtained showing time scale activity chart etc. for consideration.

**Project 8:** *Propagation of coconut genotypes resistant to perianth mite (Aceria guerreronis.K.) and development of molecular tools to aid selection of seedlings Department of Agricultural Entomology, University of Agricultural Sciences, GKVK, Bangalore Rs.26.46 lakhs.*

The Committee after careful examination observed that it should be taken up under regular research activities. The project was not approved.

**Project 9:** *Somatic Embryogenesis and Synthetic Seed Development for Propagation and Germplasm Conservation in Coconut submitted by Dept. of Seed Science & Technology, TNAU, Coimbatore-641 003 at a total cost of Rs.27.83 lakhs*

The Committee observed that the project does not come under the purview of Technology Mission on Coconut and did not approve the project. This project could be presented to other agencies.

**Project 10:** *Revised proposal on Modernization of Parasite Breeding Laboratory at DSP, Farm, Mandya submitted by Director, RO, Bangalore at a total cost of Rs.27.80 lakhs.*

The Committee approved the revised project proposal and suggested that work should be completed at the earliest.



**Sub Component: II Development and adoption of technologies for  
Processing and product diversification**

**Project 1:** *Detailed Techno Economic Feasibility cum Project Report for the establishment of an Integrated coconut processing unit at Ponnani, Malappuram district, Kerala submitted by M/s. Benzy Food and Beverages Pvt. Ltd., Ponnani, Malappuram at a total cost of Rs.2.35 crores.*

The Committee after careful examination approved the project in principle. However subsidy amount is to be worked out as per the norms of Technology Mission. The cash flow statement and the comments of the Bank on the economic feasibility of the bank also to be obtained for releasing the fund.

**Project 2:** *Coconut Oil as Base oil for Industrial Lubricants submitted by Cochin University of Science & Technology, Kochi-22, Kerala at a total cost of Rs.14.62 lakhs.*

The Committee approved the project at a total cost of Rs 14.62 lakhs ✓

**Sub component: III Market Research and Promotion**

**Project 1:** *Marketing of Coconut Oil as two stroke Automobile Engine oil submitted by Cochin University of Science & Technology, Kochi, Kerala at a total cost of Rs.8.30 lakhs.*

The Committee approved the project at a total cost of Rs 8.3 lakh

**Project 2:** *Project Proposal for Market Promotion submitted by Kera Products, Kanjikode West, Palakkad, Kerala at a total cost of Rs.26.50 lakhs.*

The Committee approved the project in principle on 50% reimbursement basis limiting to Rs. 10 lakhs. The duration of the project should be indicated and the item 'vehicle' should be deleted. The Committee directed the TMOC Secretariat to obtain revised proposal and authorized the Chairman to sanction and release funds as per the norms of Technology Mission.

**Project 3:** *Market Promotion of Coconut oil Based Ayurvedic Products submitted by Vasudeva Vilasam Herbal Remedies Pvt. Ltd Fort, Thiruvananthapuram Rs.18.54 lakhs*

The Committee approved the project subject to reimbursement of 50% of the expenditure incurred on submission of bills/ vouchers.

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*Project 4: Participation of Department officials in International / National Seminars/Workshops/Meetings and Documentation of Scheme Activities submitted by Commissioner of Agriculture, Chepauk, Chennai at a total cost of Rs. 1.50 lakhs*

The Committee did not agree to the proposal. The proposal could be considered only on case to case basis.

*Project 5: Carrying out market promotional activities of the products submitted by Chettoor Agro Products, Muvattupuzha at a total cost of Rs. 2.00 lakhs.*

The Committee approved the project subject to reimbursement of 50% of the expenditure on submission of bills/vouchers

*Project 6: Study on Integrated Development of coconut Industry in Andaman and Nicobar Islands submitted by the Director, Indian Institute of Plantation Management, Jnana Bharathi Campus, P.O. Malathalli, Bangalore - 560 056 at a total cost of Rs. 80,500/-.*

The Committee ratified the approval given to IIPM, Bangalore to conduct the study in A&N Islands.

*Project 7: Participation in Sharjah Food Festival, Sharjah (UAE)-13-17<sup>th</sup> October submitted by Coconut Development Board*

After a detailed discussion, the Committee did not approve the proposal

*Project 8: Participation in 2<sup>nd</sup> Ghana International Food & Agriculture Trade Fair (AGRIFEX '03), 11-17<sup>th</sup> November, 2003 submitted by Coconut Development Board*

The Committee approved the project proposal in principle as in the case of participation in the Sharjah Festival last year. The expenditure involvement should be worked out. The Committee authorized the Chairman to sanction actual expenditure.

*Project 9: Participation in the India International Trade Fair Expo-Almaty, 2003 - 9 -12<sup>th</sup> September, 2003 at Kazakhstan submitted by M/s. Kera Products, Kanjikode west, Palakkad, Kerala.*

As there was no participation, the proposal has become infructuous and treated as cancelled by the Committee.

#### Agenda No. 4: Approval of supplementary agenda.

- 1. Development of Myco-acaricide for the control of mite-PDBC, Bangalore-engagement of SRF.*

The Committee considered the request of the Director, PDBC and approved the engagement of one SRF with out any additional financial commitment.

2. *Adoption of technology for control of mite in Karnataka-Dept. of Horticulture, Karnataka-revalidation and ratification of fund released.*

The Committee ratified the action taken to utilize an amount of Rs 93.67 lakhs in 2002-2003 and revalidated balance amount of Rs.144.33 lakhs for utilization during 2003-2004 for adoption of technologies for management of Mites. The expenditure to be incurred for treatment, as per the recommendation of National Steering Committee.

3. *Project for containing root wilt diseases in Boarder districts of Kerala-Dept. of Agriculture, Kerala-Team visit.*

Committee nominated Dr. Hammed Khan, (Retired) Project co-ordinator (palms) for under taking field visit in Boarder districts of Kerala by Paying TA/DA etc. Second installment amount may be released to State Govt on submission of report on progress of work by the committee.

4. *Revised project proposal on Survey and identification of root wilt disease free palms and evaluation of resistant genotypes in coconut through selection and hybridization submitted by Kerala Agricultural University, Regional Research Station, Kayankulam at a total cost of Rs.40.04lakhs.*

The Committee after careful examination approved the project in principle with the project cost limited to Rs. 34.87 lakhs. The fund shall be released only after obtaining the time scale and activity chart.

5. *Approved project on Mass production of biological agents, demonstration and adoption of technology for management of coconut leaf eating caterpillar-coconut Research Station, TNAU, Aliyanagar- proposal for sanction of additional fund Rs. 6.00lakh for purchase of Jeep*

The Committee did not approve the proposal for additional fund for the purchase of a Jeep.

6. *Revised proposal on Feasibility study on integrated Development of Coconut Industry in Andaman & Nicobar Islands and preparation detailed project report submitted by the Director, IIPM, Bangalore at a total cost of Rs.1.10 lakhs*



The Committee had a detailed discussion on the study and approved the proposal. The Committee authorized the Chairman to sanction the actual expenditure incurred for the purpose. 50% of the amount may be released immediately after signing MOU.

7. *Proposal for training to Agricultural Officers and Mazdoors on DxT hybridization technique submitted by Commissioner of Agriculture, Chennai at total cost of Rs.0.50 laks:*

The Committee did not approve the proposal under Technology Mission on Coconut.

8. *Proposal for purchase of books for Library submitted by the Director, Regional Office, CDB, Bangalore at a total cost of Rs.1.50 lakhs:*

The Committee after careful examination did not approve the proposal.

9. *Proposal for participating in International Trade Fair-2003 at Chennai submitted by the Director, CDB, RO, Chennai at a total cost of Rs.1.60 lakhs*

The Committee approved the proposal. The Committee also suggested that instead of placing individual proposal, schedule of seminars /exhibition etc should be prepared for whole year and authorized the Chairman, CDB to approve the schedule/ individual proposal for release of fund.

10. *Proposal for Advertisement on Tender Coconut through various agencies submitted by CDB, Kochi at a total cost of Rs.61.08 lakhs.*

The Committee approved the proposal for advertising in Doordarshan at a total cost of Rs 25.5 lakhs. After detailed discussion on the advertisement in News paper the committee authorized the Chairman to finalize the programmes as detailed below

a) To give Special issue in Out Look magazine under special package offered by them with advertisement.

b) To obtain proposals from health magazines for suitable advertisement.

The Committee authorized Chairman to approve the programmes and sanction of amount accordingly

11. *Market promotion activities-Allocation of fund from Technology Mission on Coconut submitted by CDB at a total cost of Rs.10 lakhs.*

The Committee approved and sanctioned Rs.10 lakhs for purchasing value added coconut products for organizing functions/ seminars/meetings/trade fairs etc in the year 2003-2004 as a part of Market promotional activities in order to create awareness about the products.

- Need  
review*
12. Proposal for financial assistance to Coconut Based Industries – Modernization of Coconut processing by the introduction of improved copra dryers/ other processing machineries/ equipments

The Committee approved the proposal and sanctioned Rs. 20 lakhs and suggested that the programme should be implemented within the frame work of the scheme implemented earlier @ Rs 10000/- per copra drier or 25% of the cost which ever is less.

13. Proposal for organizing National Seminar on Coconut and its Products at Hyderabad during October 2003-submitted by CDB at a total cost of Rs.5.00 lakhs.

The Committee after detailed discussion approved to conduct National seminar and Coconut Festival at Hyderabad and authorized the Chairman CDB to sanction the actual expenditure as per the norms of Market Promotion under Technology Mission.

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14. Project proposal on Adsorbent Carbon Limited –M/s.V.V.D.Crops and chems Ltd., C-92 Sipcot Industrial Complex, Tuticorin at a total cost of Rs.159.00 lakhs

Committee critically reviewed the proposal and report of Dr.Srivatsava, Expert Member of PAC made after his visit to the unit. The Committee approved the project. The completion report should be obtained from Bank and eligible subsidy may be released after following formalities.

**Agenda No.5: Any other matters with the permission of the Chair**

**A. Additional New Projects:**

**Sub Component: II Development and adoption of technologies for  
Processing and product diversification**

1. Coconut Processing Unit-Project for a coconut complex submitted by M/s. Urangattiri Service Co-operative Bank Ltd, No8895, Urangattiri(PO), Arecode via, Mallappuram-671 639 at a total cost of Rs.56.24lakh

The Committee after careful examination approved the project in principle. The eligible amount of subsidy should be worked out. If the society has already availed subsidy from other institutions, the subsidy may be sanctioned after deducting that amount so that total subsidy does not exceed 25% of the project cost.



2. *Eco-friendly utilization of Coir pith submitted by Deptt. Of Environmental Science, TNAU, Coimbatore-641 003 at a total cost of Rs.9.809 lakhs*

The Committee was of the view that project should be referred to Coir Board for its comments.

3. *Establishment of a unit for manufacturing Premium Grade Copra submitted by M/s.Peekay Traders, Kottuvallikkad, Moothakunnam, Ernakulam district at a total cost of Rs.10.60lakhs.*

The project was approved as a bankable project with 25% of the project cost excluding working capital. Release of fund to bank should be made only after the loan is sanctioned to entrepreneur and after joint inspection of the unit.

4. *Establishment of a unit for manufacturing coconut chips, coconut vinegar, coconut honey and coconut convenience products submitted by M/s.Chinnu Products, Muttithhadi(PO), Thrissur at a total cost of Rs.10.00 Lakhs*

The Committee approved the project as a bankable project with 25% of the eligible project cost as back ended subsidy.

#### Sub component: III Market Research and Promotion

1. *The Demand for and the Market share of Tender nuts-An empirical estimation submitted Deptt. Of Co-operation, Gandhigram Rural Institute, Gandhigram -624 302 at a total cost of Rs.16.45 lakhs*

The Committee postponed the proposal for the time being. The projects already sanctioned to the institution should be monitored to obtain the completion report.

2. *Study on Edible copra marketing in India submitted by Programme co-ordinator(PGPABM), National Institute of Agricultural Marketing, Kota Road, Bambla, Near sanganer, Jaipur-303 906 at a total cost of Rs.15.80 lakhs*

After careful examination of the proposal, Committee suggested that production estimates of Copra need not be taken up by the PGPABM. Scope of copra market in North India can be taken up for study. Accordingly revised project proposal should be obtained and placed before the PAC.

The meeting concluded by 5.30 p.m.

(Sd)

Chief Coconut Development Officer  
& Member Secretary PAC

**LIST OF PARTICIPANTS IN THE SEVENTH PAC MEETING HELD AT  
CONFERENCE HALL, PUBLIC GARDENS, DEPT. OF HORTICULTURE,  
HYDERABAD ON 13.09.2003**

1	Dr. H.P. Singh	Horticulture Commissioner & Chairman, CDB	Chairman, PAC
2.	Dr. K.L.Chadha	National professor (Rtd), National Academy Of Agricultural sciences, PUSA, New Delhi	Expert Member, PAC
3.	Dr. R.K. Singh	Chief Coconut Development Officer	Member Secretary, PAC
4.	Dr. S.P. Singh	Retired Director, PDBC, Bangalore	Special invitee
5.	Dr. A.N. Srivasta	Retired Scientist, DFRL, Mysore	Expert Member, PAC
6.	Shri. J.G. Menon	Director, PPM Cell, Thiruvananthapuram Representative of Director of Agriculture, Kerala	Member, PAC
7	Dr. M.R.Sharma	Principal Technical Advisor, NABARD	Member, PAC
8	Shri. S.B. Dongre	Dy. Director, Representative of Ministry of Food Processing Industries, Hyderabad	Member, PAC
9	Shri. B. K. Prusty	Marketing officer, Representative of Dte. of Marketing and Inspection	Member, PAC
10	Shri. V.K. Sankaran	Secretary, CDB	
11	Shri. Rajeev P.George	Dy. Director, CDB	
12	Smt. Remyan Gopalakrishnan	Dy. Director, CDB	
13	Shri. Vijaya Kumar Hallikeri	Dy. Director, CDB	
14	Shri. Hemachandra	Asst. Director, CDB	

## **PROCEEDINGS OF THE EIGHTH MEETING OF THE PROJECT APPROVAL COMMITTEE (PAC) ON TECHNOLOGY MISSION ON COCONUT**

The 8<sup>th</sup> meeting of the Project Approval Committee (PAC) of Technology Mission on Coconut was held on 26.12.2003 at 5 pm at Hotel Atria, Bangalore under the chairmanship of Dr. H.P. Singh, Horticulture Commissioner & Chairman, CDB. List of members, who attended the meeting, is annexed. The Chairman, in his introductory remarks, highlighted impact of the programmes, so far under-taken under the Technology Missions and stressed the need for taking more programmes which will have long term perspective. The following agenda items were then taken up for discussions and decisions.

### **Agenda.No.1. Confirmation of proceeding of the seventh Project Approval Committee Meeting**

The Proceeding of the Seventh PAC Meeting was confirmed.

### **Agenda No.2. Approval of New Projects. (17Nos)**

#### **Project No.1.**

#### **“Development of Bio-pesticide for control of Coconut Eriphyid Mite(*Aceria guerreronis*)”**

The project to be implemented by PSG College of Technology, Deptt. Of Biotechnology Peelamedu, Coimbatore – 641 004 and T. Stanes and Company Limited, 8/23-24, Race Course Road, Coimbatore – 641 018 with a total cost of Rs.36.06 lakhs.

*The Committee agreed the recommendations of the internal screening committee that most of the components are duplication of the works already done by the PDBC,Bangalore. Hence is not approved.*



## **Project No.2**

**“On-farm demonstration for the popularization of Integrated Pest & Disease management, Integrated Nutrient management and Integrated Water Management in coconut “ .**

The Project to be implemented by University of Agriculture Sciences, GKVK, Bangalore 560 065 with a total project cost of Rs.46,55,598/-

The Committee after discussions approved Rs.31.134 lakhs (Rs.29.134 lakhs for operational inputs, Rs.1 lakh for training and Rs.1 lakh for traveling expense). The Committee also decided that the project should be implemented in collaboration with Dept. of Horticulture, Govt. of Karnataka and should be closely monitored by a team headed by Secretary (Horticulture), Govt. of Karnataka with Dr.S.P.Singh , Former Director, PDBC Bangalore as the members. Subsidy limited to Rs 25 Lakhs being the maximum under the project.

## **Project No.3**

**“To suggest strategies for promoting organic farming in coconut cultivation”**

The project to be implemented by Dr. M. Manoharan, Professor & Head, Krishi Vigyan Kendra, TNAU, Coimbatore – 641 003 with a total cost of Rs.13.57 lakhs

*The Committee did not approve the project as the Board is popularizing the technology of adoption of organic farming under the ongoing development programme.*

## **Project No.4**

**“Training on organic coconut production” with a total cost of Rs.63.25 lakhs**

The project is to be implemented by Dr. N. Arunachalam, Professor of Agronomy, Krishi Vigyan Kendra, TNAU, Coimbatore – 641 003

*The Committee did not approve the project as the technology is widely practiced.*

## **Project No.5**

**“Manufacturing Packed Tender Coconut Water and Coconut Chips”.**

The project is to be implemented by M/s Sakthi Coco Products, Unit No.9/2, Sakthi Industrial Estate, Udumalpet Road, Pollachi 642 003 with a total cost of Rs.41.450 lakhs.

*The Committee approved the the project excluding the working capital and pre operative expenses at Rs.37.7 lakhs. Back ended capital subsidy at Rs 9.425 lakhs was sanctioned or 25% of project cost. The release of 50% of amount shall be affected after spot verification by a team.*

### **Project No.6**

**“ Evaluation of Coconut Genotypes for Product Diversification – Tender nut water, Coconut Inflorescence SAP(CIS), Chips & Desiccated Coconut ”.**

The project is to be implemented by the Central Plantation Crops Research Institute, Kasaragod, Kudlu P.O, Kerala – 671 124 with a total cost of Rs.20.12 lakhs

*The Committee after careful examination noted that this project would be taken under the regular ICAR project as it does not fit in the priority of the Mission. Hence not approved.*

### **Project No.7**

**“Project proposal for Establishment of coconut vinegar Unit at South Aduvassery, Ernakulam Dt. ”**

The project is to be implemented by M/s Prakranthi Enterprises, Aduvassery South P.O., North Parur, Ernakulam with a total cost of Rs.8.00 lakhs.

*Since many vinegar units have already been supported by the Board, financial assistance for new units may be considered after evaluating the performance and the likely viability of the existing units.*

### **Project No.8**

**“Establishment of Coconut processing unit for production of copra and coconut oil”.**

The project is to be implemented by Vellur Service Co-operative Bank, Vellur, Kannur with a total cost of Rs.50.00 lakhs.

*The Committee decided that the project may be got appraised by NABARD for its financial soundness and economic feasibility and resubmitted to PAC for consideration.*

### **Project No.9**

**“To set up a Coconut processing unit for production of coconut chips, vinegar, medicated coconut oil and filtered coconut oil ”**

The project is to be implemented by M/s.Kundoor Coconuts Pvt. Ltd., Kundoor P.O., Thrissur-680 734 with a total cost of Rs.20.68 lakhs.

*The Committee approved the project with a project cost of Rs 19.88 Lakhs (Excluding Rs 0.83 lakhs working capital margin). Subsidy not exceeding 4.97 lakhs or 25% of the cost.*

**Project No.10**

**“To set up a coconut shell powder manufacturing unit at Avinashi, Coimbatore of capacity 5MT/day”.**

The project is to be implemented by Smt.C.Saraswathi, W/o.A.Chenniappan, Pappankadu Pudukalayam Post Avinashi, Coimbatore with a total cost of Rs.27.52 lakhs.

*The Committee approved the project for Rs. 23.52 excluding the working capital margin of Rs.4 lakhs. Subsidy not exceeding 5.88 lakhs or 25% of the project cost.*

**Project No.11**

**“Market Promotion of packed tender coconut water”**

The project is to be implemented by Sakthi Coco Products, Unit No.9/2,Industrial Estate, Udumalpet Road, Pollachi-642 003, Coimbatore Dt. with a total cost of Rs.4,21,321/-

*The Committee did not approve the proposal as the project was not supported by prescribed project proposal*

**Project No.12**

**“Market Promotion Activities”**

The project is to be implemented by M/s.V.K.P. Industries, Main Road, Thripunithura,Kochi-682 301 with a total cost of Rs.4.45 lakhs.

*The Committee approved the project with a total of 4.45 lakhs. Subsidy limited to 50% of the project cost on reimbursement basis, not exceeding Rs 2.25 Lakhs*

**Project No.13**

**“Implementation of ISO 9001 and HACCP certification for Packed Tender Coconut Water”.**

The project is to be implemented by M/s.Sakthi Coco Products (Tender Coconut Division), Coimbatore with a total cost of Rs.84,000/-

*This would be given from regular scheme of lab quality assurance.*



#### **Project No.14**

**“Participation in Global Kerala Festival – 2003, London from 7th to 9th November 2003”  
by the following firms.**

The project is to be implemented by (1) M/s Kera Coconut Product, Kattipara, Baluserry –675 573, Kozhikode

(2) M/s BISMI Enterprises, Industrial Estate, Palayad, Thalassery, Kerala., and

(3) M/S Kerala Products, PO. Dharmadam, Thalassery – 670 106

*In principle it was approved. Reimbursement shall be limited to 50% of to and fro charges..*

#### **Project No.15**

**“Mass composting of coir pith and demonstrations with composted coir pith for improving productivity in coconut”.**

The project is to be implemented by Dr. R. Chandrasekaran, Assistant Professor of Agronomy, Coconut Research Station (TNAU), Aliyarnagar 642 101 with a total cost of **Rs.45,45,306 /-**

*The Committee did not approve the project as these components are taken care under the ongoing programme of the Board. .*

#### **Project No.16**

**“Project for Control of Bud rot disease of Coconut in Kozhikode district”.**

The project is to be implemented by Shri.K.R. Jyothi Lal, Director of Agriculture, Govt. of Kerala, Vikas Bhavan, Thiruvananthapuram with a total cost of **Rs.36,80,250/-**

*The Committee after detailed discussion approved the programme deleting the item, compensation for “cutting and removal” for an amount of Rs.30 lakhs. Subsidy shall be limited to 25% of the sanctioned project. Dr.S.P Singh may examine the proposal from plant protection point of view and submitted for final sanction to the chairman.*

#### **Project No.17**

**“Project for imparting Training to Agricultural officers of the Department of Agriculture on ‘Identification of Elite Mother Palms in Root wilt disease affected areas for seed nut collection’ at CPCRI, Kayamkulam”**

The project is to be implemented by Shri.K.R. Jyothi Lal, Director of Agriculture, Govt. of Kerala, Vikas Bhavan, Thiruvananthapuram with a total cost of Rs.2,40,000/-

*The Committee decided that the training be taken at ICAR Institute. Training fees would be reimbursed under the regular scheme provided state ensures that officer trained shall not be transferred for atleast 3 years.*

### **Supplementary Agenda**

#### **No.1. “Adoption of technology for the control of mite in Karnataka - ratification of revalidation & consideration of revised programme - Department of Horticulture, Karnataka”**

*The Committee after careful examination of the project authorized the Secretary (Horticulture), Govt. of Karnataka to examine the project and report to chairman CDB for approval. It is also decided that there should not be any major changes in the approved programme.*

#### **No.2. “Research projects of CPCRI – Revision of fellowship to SRF working under research projects sanctioned under TMOC ”.**

*The Committee decided that the contingent expenditure sanctioned for the project should not be enhanced. The expenditure may have to be booked under the contingent head. .*

#### **No.3. “Project Mass Production of biological agents, demonstration and adoption of technology for management of coconut leaf eating caterpillar” by Coconut Research Station, TNAU, Aliyarnagar – additional fund -**

*The Committee after careful examination approved the proposal for an additional amount of Rs.3 lakhs for the construction of Bio-Control Lab.*

#### **No.4. “Production of dietary fiber from coconut residue: Value addition to the by-product under taken by the Central Food Research Institute, Mysore” - extension of project duration.**

*The Committee approved the proposal of extension of project duration of six months time to complete the envisaged study.*

**No.5. “Setting up copra driers as demonstration units – enhancement of financial assistance requested”.** By The Kerala Kerakarshaka Sahakarana Federation Ltd., Aristo Junction, Thiruvanthapuram – 695 014

*The Committee authorized the Secretary Agriculture, Govt. of Kerala to examine the project in detail and report back for consideration to chairman for release of fund.*

**No.6. “Investigations on Sustainable Management of Coconut Mite, *Aceria guerreronis* Keifer”** By Dr.B.S.Nandihalli, Associate Professor of Entomology, College of Agriculture, UAS, Dharwad-5 for a total cost of Rs.24,74,296/-

*The Committee did not approve the project since similar projects have already been taken by PDBC, Bangalore.*

**No.7. Market Promotion by Shriram Coconut Products Ltd.P.B.#1,Dindigul Road, Batlagundu -624 202 with a total cost Rs.25,00,000/-**

*The Committee approved the payment of earlier bills and authorized the Chairman to sanction fresh proposals on reimbursement basis limited to Rs 10 Lakhs.*

**No.8. “Market Promotion Activities for Coconut Products –additional fund requested.** By the Kerala Kerakarshaka Sahakarana Federation Ltd., Aristo Junction, Thiruvanthapuram – 695 014

*The Committee authorized the Secretary Agriculture, Govt. of Kerala to examine the project and send report to Chairman for consideration..*

**No.9. Supply and value chain analysis of Edible Copra in India** by the National Institute of Agricultural Marketing, Kota Road, Bambala, Near Sanganer, Jaipur – 303 906 **Rs.14,70,000/-**

*The Committee approved the project subject to the submission of the detailed methodology within a month.*

**No.10. “Participation in the International Food, Drink and Hospitality exhibition”** scheduled to be held from 7th to 9th January 2004, at Pragathi Maidan, New Delhi. **by Coconut Development Board**

*The Committee after detailed deliberations informed that there is tangible improvement in the market share and demand of the coconut products through the participation of Coconut Development Board in various exhibitions. The Committee decided that the Board should*

*participate in a stall area of 120m<sup>2</sup> during the current year from 7-9 January 2004, subject to a maximum expenditure of Rs.10 lakhs.*

**General Recommendations.**

1. It has been decided that the entire project, considering for granting financial assistance under Technology Mission should be back-ended with 50 per cent bank loan and 25 per cent promoters' contribution. The subsidy to any project under adoption of technologies should not exceed 25 per cent of the project from central sources. However, Promotional assistance from state government could be over and above the subsidy. In no case it should exceed 50 percent of the project cost. This is followed by the Ministry of Food Processing Industries.
2. The project proposals from the Co-operative Societies and Co-operative banks shall be appraised by the appraising agency. If commercial bank appraisal is not available, proposal may be got appraised by NABARD for which NABARD shall be paid fee not exceeding 1% of the project cost.
3. The Committee authorized the Chairman, Coconut Development Board for approving any proposal on the market promotion implemented by the Board directly.
4. A State Level Committee consisting of Secretary Agriculture, Government of Kerala, Dr.S.P.Singh former Director PDBC Bangalore and representatives from KAU, CPCRI and Coconut Development Board is constituted to identify suitable locations for block demonstration of the approved package of practices for improving the productivity of coconut in Kerala. Committee shall examine the gap/lacunae between the well maintained garden and neglected gardens in the state. The Secretary, Govt. of Kerala may fix a convenient date and facilitate the visit of the team.
5. Joint Inspection team should consist of representative of Bank, representatives of CDB and an officer of the region.

The meeting concluded at 7pm.

Thomas Mathew. M

CCDO cum Secretary PAC



**List of participants**

**8th PAC Meeting at Bangalore on 26-12-2003**

1. Dr.H.P. Singh, Horticulture Commissioner, GOI and Chairman, CDB
2. Dr.N.C. Muniappa, Secretary (Horticulture), Govt. of Karnataka
3. Shri.V.P. Joy, Secretary (Agriculture), Govt. of Kerala
4. Dr.S.P. Singh, Director, PDBC (Retd.)
5. Shri.K.K. Vyawahary, Director, Directorate of Food Processing, New Delhi
6. Dr.KSMS Raghavarao, Head, Dept. of Food Engg., CFTRI, Mysore
7. Shri.B. Purohit, Marketing Officer, Directorate of Marketing and Inspection, Bangalore
8. Shri. Hegda, General Manager, NABARD, Mumbai
9. Shri.M. Thomas Mathew, CCDO i/c, CDB - Member Secretary, PAC
10. Shri.V.K. Sankaran, Secretary, CDB
11. Shri. Rajeev P. George, Dy. Director, CDB, Kochi
12. Smt. Remany Gopalakrishnan, Dy. Director, CDB, Kochi
13. Shri. K.R. Kuttikrishnan, Dy. Director, CDB, Bangalore

## **PROCEEDINGS OF THE NINTH MEETING OF THE PROJECT APPROVAL COMMITTEE (PAC) ON TECHNOLOGY MISSION ON COCONUT**

The 9<sup>th</sup> meeting of the Project Approval Committee (PAC) of Technology Mission on Coconut was held on 21.02.2004 at 3 pm at Hotel Golden Landmark, Bangalore under the chairmanship of Dr. H.P. Singh, Chairman, CDB. List of members, who attended the meeting, is annexed. The Chairman, in his introductory remarks, highlighted impact of the programmes, so far under-taken under the Technology Missions and stressed the need for taking more programmes which will have long term perspective. The following agenda items were then taken up for discussions and decisions.

### **Agenda.No.1. Confirmation of proceeding of the Eighth Project Approval Committee Meeting**

The Proceeding of the Eighth PAC Meeting was confirmed.

### **Agenda No.2. Approval of New Projects. (9 Nos)**

#### **Project No.1.**

**“Mass Production and Demonstration of Bio-control agents for the management of Stem Bleeding disease, Rhinoceros beetle and Black headed caterpillar of Coconut”**

The Project to be implemented by CPCRI Kudlu(P.O) Kasaragod, Kerala 671 124 with a total cost of Rs.41,78,075

*The committee after detailed discussion decided that the revised proposal should be obtained after deleting the items of Infrastructure development and purchase of equipments. Infrastructure and equipments available at CPCRI Kasaragod should be utilized for the project. The revised project with full justification has to be submitted to PAC for further consideration.*

#### **Project No.2**

**“Project proposal for carrying out Market Promotion activities of Coconut Products”.**

The Project to be implemented by M/s. Karshaka Bandhu Agri-Tech (India) Ltd.,Karshaka Bandhu Building, Kolathur P.O-671 541, Kasargod Dist.Ph: 0499-410768(O) with a total cost of Rs.12,00,000

*The committee approved in principle the following items of Market Promotion.1) Brochures (0.5 Lakh) 2) Posters and Hoardings (1 Lakh) 3) Taking part in exhibitions (1 Lakh). Subsidy limited to 50% of the actual expenditure on reimbursement basis. Revised proposal showing detailed estimate with number as well as unit cost of Brochures/Posters/Hoardings and details of exhibitions proposed for participation has to be submitted to CCDO for clearance.*

### **Project No.3**

#### **“Project proposal for Market Promotion of coconut Products”**

The project to be implemented by M/s. Maharani Products, Iringallur, Calicut,-673 014,

Phone- off. 0495-430834,431461 Resi. 354760, 357325 Fax: 0495-766868 for a total cost of Rs 5,00,000

*The committee approved in principle the following items of Market Promotion.1) Brochures (0.2 Lakh) 2) Posters, Boards and Hoardings (0.8 Lakh) 3) Website for unit's products (0.5 Lakh). Subsidy limited to 50% of the actual expenditure on reimbursement basis. Revised proposal showing detailed estimate with number as well as unit cost of Brochures/Posters/Boards/Hoardings and details of the proposed website has to be submitted to CCDO for clearance.*

### **Project No.4**

#### **“Project proposal for Market promotion of Coconut Products”.**

The project to be implemented by M/s. Green Indus Group, Mathilakom, Thrissur district for a total cost of Rs 10,60,000.

*The committee approved in principle the following items of Market Promotion.1) Brochures (1 Lakh) 2) Cut outs in railway station and bus stand (2 Lakh). Subsidy limited to 50% of the actual expenditure on reimbursement basis. Revised proposal showing detailed estimate with number as well as unit cost of Brochures/Cut outs has to be submitted to CCDO for clearance*

### **Project No.5**

#### **“Participation in Aahar 2004 exhibition, at New Delhi, from 11th to 15th March 2004.”.**

The project to be implemented by Coconut Development Board at a total cost of Rs 20.00 lakhs

*The committee approved the proposal of the CDB for participation in Aahar 2004 at a total cost of Rs 20 Lakhs*

### **Project No.6**

**“Project proposal for Establishment of a manufacturing unit for Coconut Wood based products”.**

The project to be implemented by Mr..K.R.Sanchu M/s. Kalpaka Wood Crafts, Near N.H.Junction, Valayar East, Pattanakkad P.O, Alapuzha District at a total cost of Rs 4,00,000

*The committee did not approve the proposal*

### **Project No.7**

**“Project proposal on setting up of coconut parlours in and around Guwahati. ”**

The project to be implemented by M/s. Agros India, House No.26, Rajgarh Road, Guwahati-781003 at a total cost of Rs 16,95,000

*The committee did not approve the proposal since the party does not have any built in infrastructure*

### **Project No.8**

**“Quotation for Add releasing health care & current affairs programmes”.**

The project to be implemented by P.P.Ahmed Kutty, Managing Director,Miracle Food Processors International Ltd.,Post Box No.73, Perinthalmanna-679 322 at a total cost of Rs 7,55,000

*The committee approved the proposal limiting the total project cost to Rs 5 Lakhs only for the time being. How ever the committee observed that the on going project “Market promotion of Elaneer concentrate through installation of 31 Kiosks at different places“ has to be successfully completed before reimbursing the expenditure of this new project for market promotion.*

### **Project No.9**

**“Marketing of Tender coconut water by carrying out market promotion activities”**

The project to be implemented by Vinod Anthraper, Managing Director, Green India Renewables Pvt Ltd, 57/804, Mahakavi G. Road, Kochi 682011 at a total cost of Rs 9,00,000

*The committee did not approve the project.*



## **Supplementary Agenda**

### **No.1. “Ratification of expenditure incurred in connection with IITF, 2003 held at Pragathi Maidan New Delhi” - CDB for Rs 36, 65, 963.00**

*The committee ratified the expenditure incurred by the CDB for participating in IITF 2003 at a total cost of Rs 36,65,963 with 100% reimbursement of actual expenditure in accordance with the decision taken in the 8<sup>th</sup> PAC*

### **Agenda No.3: Presentation of Projects**

#### **1. The project for development of Technology for conversion of Coir pith into fuel by M/s Dalmia Cement (B) Limited.**

*The committee observed that the concept is technically sound. However Dalmia Cements may prepare a detailed project proposal with financial assistance from Bank/Share capital from other entrepreneurs. Board could provide a maximum of Rs 50 lakhs only towards 25% of the project cost. The committee also expressed the apprehension of availability of raw materials and suggested that while preparing the revised project, availability of raw material has to be assessed. Coir Board and other related institutions may also be included for implementing the project.*

#### **2. The project,” Holistic Approach for Management of Coconut Waste and Biocides to Mitigate Pest and Diseases of Coconut, Horticultural Gardens and to Develop Sustainable Agro-Eco-Technology”- RRL, Bhubaneshwar.**

*The R & D committee meeting of the Board held at Kochi on 16.8.03 had examined the above project, and observed that ‘the use of coir pith for soil conditioning to control diseases and pests do not appear to be a feasible proposal’. The 7th PAC considered the observations made by R&D committee of the Board and the PAC decided that mid term corrections to the project should be got carried out by the institute, accordingly. The decision was communicated to the institute. However these corrections were not incorporated and hence it was decided to have a presentation of the above project, during the 9th PAC meeting of Technology Mission on coconut. Accordingly Dr.S.Sahoo, Principal Investigator (PI) made a presentation of the project.*

*The committee after detailed interaction decided that the project should be limited to already approved objectives. Since the PI could not express the objectives and progress of work, it was decided that a detailed report should be submitted to CCDO, CDB for further review. The*

*PI shall present the topic with full justification. How ever no further expenditure shall be incurred for the time being.*

- 3. The project “ Demand, cost and supply of nontraditional coconut products on consumers buying behaviour in Tamil Nadu: Market assessment” by Dr. B. Subburaj, Professor & Head, Deptt. of Co-operation, Gandhigram Rural Institute, Gandhigram**

*Dr.Subbaraj presented the result of the study in detail. The committee approved the study and observed that the final report should be published. The final report should contain concrete suggestion for improving the domestic consumption pattern of coconut in Tamil Nadu.*

- 4. The project “Production of Dietary Fibre from Coconut residue” by CFTRI, Mysore.**

*. Presented the report of the project. The project is progressing as per schedule and extension was given for completing Animal Studies.*

Other Items:

- 2. The project for establishment of a Coconut Vinegar unit at south Aduvassery, Ernakulam Dist by M/s Prakranthi Enterprises, Aduvassery south P.O 683578, North Parur, Ernakulam**

*The committee approved the proposal.*

- 3.The project “ Containing root wilt disease in the border districts of Thiruvananthapuram and Trissur” by the Dept of Agriculture, Govt of Kerala.**

*The committee ratified the second year part payment made to Govt of Kerala under the project. An expert review committee was constituted under the chairmanship of Dr.K.L.Chadda with members from CDB and Dept of Agriculture, Kerala. The mandate of the committee is review of project area and project period.*

### **General Recommendations.**

Under Market promotion, eligible assistance should not usually exceed 10% of sales turn over.

Thomas Mathew. M

CCDO cum Secretary PAC

**List of participants**

**9th PAC Meeting at Bangalore on 21-02-2004**

**A. List of PAC Members**

14. Dr.H.P. Singh, Chairman, CDB- Chairman, PAC.
15. Dr. K.L Chadda, National Professor, NAAS Pusa-Expert Member
16. Dr.N.C. Muniappa, Secretary (Horticulture), Govt. of Karnataka-Member PAC
17. Dr.A.N.Sreevastva, Expert Mmber
18. Dr.N.K.Rastogi, Scientist CFTRI, Mysore-Member PAC  
(Representative of Director, CFTRI)
19. Dr.KSMS Raghavarao, Head, Dept. of Food Engg., CFTRI, Mysore
20. Shri. R.N Hegdae, General Manager, NABARD, Mumbai- Member PAC.  
Representative of NABARD
21. Shri.M. Thomas Mathew, CCDO i/c, CDB - Member Secretary, PAC

**B. Other Participants**

22. Shri.V.K. Sankaran, Secretary, CDB, Kochi
23. Shri. Rajeev P. George, Dy. Director, CDB, Kochi
24. R.Jnanadevan, Assistant Director, CDB, Kochi.

## **PROCEEDINGS OF THE 10<sup>th</sup> PROJECT APPROVAL COMMITTEE (PAC) MEETING ON TECHNOLOGY MISSION ON COCONUT**

The Tenth meeting of the Project Approval Committee (PAC) on Technology Mission on Coconut was held at the IARI-Pusa, New-Delhi on 19<sup>th</sup> May, 2004 from 3:30 pm. Dr G L Kaul formerly, the Vice Chancellor of Assam Agricultural University, presided over the meeting. Dr M L Choudhary, Chairman PAC, Horticulture Commissioner and Chairman CDB, Govt of India and Dr S Nagarajan, Director IARI-Pusa, Dr.S.N.Pandey, ADG(Plantation Crops),ICAR also attended the meeting. The list of members who attended the meeting is annexed. Dr M L Choudhary, Chairman PAC in his introductory address gave salient features of the TMOC, its programmes and progress of implementation of various projects by the Board. He also stressed the need for mid term review of the programmes for corrections if needed.

Dr G L Kaul, while stressing the importance of promoting product diversification and value addition for stabilizing the coconut economy, observed that the Board has been playing a commendable role in the development of coconut culture and industry in the country. Dr. Kaul opined that the projects under the TMOC should be helpful in making a strong production as well as industrial base and hence should contain complete packages including adoption and commercialization of the technology, product promotion with extension support for the dissemination of information. He asserted that before the final clearance of the project, as far as possible, comments from related agencies/experts shall be obtained to avoid duplications. He also suggested that an action taken report (ATR) on the proceedings of the previous meeting should also be included as an agenda.

The following agenda were then taken up for consideration.

### **AGENDA No. 1: Confirmation of the proceedings of 9<sup>th</sup> Project Approval Committee Meeting.**

The proceeding of the 9<sup>th</sup> PAC Meeting was confirmed

### **AGENDA No. 2: Approval of new projects.**

**1) Management of Plant parasitic nematodes in the Coconut based cropping system with special reference to Bio-agents by CPCRI Regional Station Kayamkulam -690 533, Kerala at a total project cost of Rs.26, 85,462 /- Dr.Sossamma Varghese, K, Principal Scientist(Nemotology) CPCRI, Regional Station, Kayamkulam, Kerala presented the salient features of project. The project is intended for the large scale multiplication of native isolates of bio-agents like *Paecilomyces lilacinus*, *Pasteuria penetrans*, *Trichoderma spp.* for the control of root-knot Nematodes and burrowing nematodes in coconut and coconut based farming systems.**



Dr Nagarajan Director, IARI Pusa, expressing his concern over the multiplications of fungal pathogen, cautioned to look into the bio-safety of the pathogen before venturing into the large-scale multiplication. However, he accepted the intensity of multifarious problems in the field due to nematodes, particularly the *Radopholus similis*. He further opined that “the study on soil physical and chemical properties and its bio-dynamism should go along with the physical and bio-dynamism of the bio control agents intended for large-scale multiplication as most of the fungal pathogens are reported to be unsafe to human beings. He also said that “*Paecilomyces lilacinus* is a pathogen harmful to human beings, if it is handled without due care and precautions. Since the fungus infestation has neither any remedy nor has developed any antibiotics for its control it is essential to have higher level of sanitation and hence adoption of safety standard should be incorporated in the project.

After detailed deliberations it was decided to revise the project giving emphasis on the application of major two bio agents (*Pasteuria Penetrans* and *Trichoderma* spp), initially giving focus on the control of *R.similis*. It was also decided to conduct a bench mark survey to study the present status of the infestation and yield level of the coconut gardens in the project area as well as the collaborative role of component crops. Accordingly necessary provisions for these items shall be incorporated in the revised project in addition to a separate budget for conducting field days for demonstrating the results as well as the preparation of CD's and other literature for the effective extension. The infrastructure facilities available at the CPCRI should be utilized to the maximum extent and only the minimum staff on contract basis should be included. Similarly the provisions for the temperature cum humidity control growth chamber included in the project was seen not justified and hence may be excluded.

**2) Frontline demonstration and field evaluation of bio-engineering measures and land use systems for sustainable coconut production in Western Ghats by CPCRI, Kasaragod 671 124 at a total project cost of Rs 20, 27,590/-**

*The committee endorsed the views of the Internal Steering Committee that it is a basic research project which does not come under purview of TMOC funding, hence the project is not approved.*

**3) Demonstration of Coconut based farming system in Tripura**

**Total cost of Rs 5.00 Lakhs for 2 farm units**

**&**

**4) Setting up of Pilot testing plant for integrated coconut processing in Tripura state at a total cost of Rs 115.00 Lakhs**

*The committee approved the projects 3&4 in principle; however it was decided to revise and prepare a viable project for the Govt of Tripura excluding the project component of processing of coconut for oil extraction for which necessary logical support should be extended by the Board. Provisions for a benchmark survey to asses the production base and processing potential should also be included in the revised project.*

**5) Development, demonstration and adoption of technology for the integrated management of Red Palm Weevil on Coconut at a total project cost of Rs 6, 38,250 /-**

*The committee observed that the project does not clearly indicate the share of each component for controlling the pest. The project is considered technically weak and no bench mark survey was seen done to assess the intensity of the pest. Hence the project was not approved.*

**6) Project for establishment of serological laboratory for detecting root wilt free elite mother palms in the disease infested hot-spot area for large scale production of root wilt tolerant coconut seedlings. Total cost for establishing 3 Serology Laboratories: Rs 157, 80,000.00**

*The project was presented by Shri V Thyagarajan, Chairman, Prices Board Govt of Kerala. After detailed discussions it was decided to request the state government to incorporate the components of this project in the proposed project of Govt. of Kerala, "the comprehensive scheme for the eradication of root wilt disease in Kerala" with suitable modifications.*

*Dr S Nagarajan Director, IARI Pusa informed that the costs of the equipments have been under quoted. He also suggested that considering heavy investments in the equipments and the continuous requirements of the expertise for making the project functioning, the chemicals required for the test including the antiserum which are required for the test could be easily outsourced.*

**7) Development of existing coconut fiber peeling (Dehusking) machine M.Karuppaiah, Process Equipment Engineers, Processing nagar Kovaipudur Coimbatore- at a total project cost of Rs 5, 25,000**

*The committee approved the project in principle. However, it was suggested that experts from CPCRI & CDB may assist the entrepreneur for defining the improvements required and to prepare a revised proposal. Committee authorized Chairman CDB to approve the revised proposal as a bankable project with 50% assistance.*

**8) Project for establishment of an integrated coconut processing unit by M/s Kera Coconut Products, Kattipara, Poonoor Desam, and Kozhikode at a total cost of: Rs 75, 00,000.**

**9) Project for establishment of a coconut products unit by Shri K V George, Kizhekkekuruvithadathil, Paingottor Grama Panchayat, Ernakulam District a total cost of: Rs 14, 00,000/-**

*The PAC endorsed the views of the internal steering committee that it can be considered on a later stage after the review of similar on-going projects.*

**10) Coconut shell powder manufacturing unit by Shri N.S.Sivaraj, Bannarie Amman Industry, S.F.485-A3, Naavan Kaadu marappampalayam, PirivuL.M, Palayam (P.O) Bhavani Taluk Erode District, Tamil Nadu at a total project cost of Rs 24.27 Lakhs**

*The PAC endorsed the views of the internal steering committee that the unit for which subsidy was sought is an established unit and hence not eligible.*

**11) Establishment of an integrated coconut processing unit at Kuttikad, Mukundapuram Taluk, Thrissur District by Kuttikad Farmers Service Co-operative Bank Ltd , at a total project cost of: Rs 154 Lakhs**

*To be taken up for consideration after the review of similar projects for viability and profitability. It was also decided to formulate necessary guidelines for supporting the primary Service Co-operative Banks as they are not recognized as a banking institution by RBI.*

**12) Setting up a Coconut shell charcoal based Steam Activated Carbon Cochin Surfactants Pvt Ltd, by Edayar Industrial Development Area, Binanipuram P.O Ernakulam- 683 502 at a total project cost of Rs 285 Lakhs.**

*The PAC endorsed the views of the internal steering committee that the unit for which subsidy was sought, is already an existing unit, hence not eligible.*

**13) Proposal for establishment of an Integrated Coconut processing unit at Kanjikode by Natural Agro Food Products 45/681, Sithara Building, Ushas Avenue, Convent Road, Pallipuram P.O, Palakkad-678 006 at a total project cost of : Rs 47.50 Lakhs.**

*To be taken up for consideration after the review of similar projects for its viability and profitability.*

**14) Project proposal for market promotion activities for coconut oil based ayurvedic preparations by Mr.K.N.Markose, Mar-Co-Pharma Ayurvedic Industries, Thrukothamangalam P.O, Kottayam 686 011 at a total project cost of Rs 8.56 Lakhs.**

*To be taken up for consideration after the review of earlier funding to the company.*

**15) Project proposal for Participation in SIAL FOOD FAIR (France) - Paris, Scheduled to be held on 17<sup>th</sup> to 21<sup>st</sup> October 2004 by Coconut Development Board at a total project cost of Rs 18, 24,520/-**

*The committee approved the proposal in principle including the participation of entrepreneurs as per the norms of TMOC and authorized the Chairman, Coconut Development Board to release funds to a revised proposal*

**16) A Study of the Import and Export of Coconut Oil in India by Centre for Development studies Trivandrum, Kerala, at a total project cost of Rs 3, 20,000/-**

*The committee approved the study with an observation that the project is too brief and need to be rewritten incorporating all the relevant information including the study of all competing oils, particularly palm oil.*

**Agenda No 3: Supplementary Subjects**

**1. Revised project proposal for control of Black headed caterpillar in Erode district of Tamil Nadu by the Dept of Agriculture at a total project cost of Rs 28.82 Lakhs.**

*The committee approved the project with 100% financial assistance for large scale multiplication and release of parasites in the endemic areas as demonstration of the biological control of the pest, Leaf Eating Caterpillar with a total financial assistance of Rs 9.6046 Lakhs covering 48023 palms @ Rs 20 per palm.*

**2. Project for “Establishment of Biological Control Lab at Regional Office, CDB, Bangalore” at a total cost of Rs 42.00 Lakhs and “Modernization of Parasite Breeding Lab at DSP Farm, Mandya at a total project cost of Rs 27.80 Lakhs” Sanction of additional fund for construction of Corcyra Rearing Room**

*The committee after careful examination decided that separate proposals have to be submitted for Mandya and Bangalore centres with details of construction for consideration, after reviewing the present infrastructure available at the Regional Office and at the DSP Farm Mandya.*

**3. Revised project proposal “On farm trials for popularization of pest, disease and nutrient management in Coconut” by the University of Agricultural Sciences, GKVK, Bangalore at a total project cost of Rs.25 Lakhs**

*The committee did not agree the revision of project cost and suggested that it has to be submitted again deleting the items, Contractual service (Rs 4.80 Lakhs) and over head charges (Rs 2.5 Lakhs). Detailed proposal to be resubmitted to the PAC for consideration through Secretary(Hort) Govt of Karnataka.*

**4. Project for “Enhancement of Production and Productivity in coconut by Laying out Demonstration Plots” submitted by Dept. of Horticulture, Govt. of Karnataka at a total project cost of Rs 200 Lakhs – revision of Pattern of assistance.**

*The committee did not approve the change in pattern of assistance. Detailed project to be resubmitted to PAC for consideration.*



## **5. Revision of guidelines for Technology Mission on Coconut.**

*After detailed review the committee suggested that institutions listed under Dept of Science & Technology only to be considered for undertaking research. The committee also was of the opinion that revision of guidelines to be taken up with national steering committee & Ministry of Agriculture, Govt of India for approval.*

## **6. Project for control of rhinoceros beetle and red palm weevil in coconut – sanctioned to Dept. of Agriculture, Govt. of Tamil Nadu**

*The committee approved the proposal of Dept of Agriculture, Tamil Nadu to purchase 4000 no of bucket traps at a total cost of Rs 1.3 lakhs from Chinthamany Co-operative society, Coimbatore for the control of Red Palm Weevil as a part of the project.*

## **8. Adoption of technology for the control of mite in Karnataka - ratification of revalidation & consideration of revised programme - Department of Horticulture, Karnataka for a total amount of Rs 2.38 Crores.**

*As per the decision of the 8<sup>th</sup> PAC, review report of the Secretary, Dept of Horticulture, Karnataka was placed in the 10<sup>th</sup> PAC. The committee after careful examination did not agree the change of pattern of assistance such as diversion of fund to University of Agriculture Science Bangalore and Dharward for research for an amount of Rs 35 Lakhs, which was considered a deviation from the approved project. After detailed review it was decided to obtain and resubmit a revised report along with necessary proposal for revalidation of unspent amount of the approved programme.*

## **7. Revised project - Mass Production and Demonstration of Bio-control agents for the management of Stem Bleeding disease, Rhinoceros beetle and Black headed caterpillar of Coconut-submitted by CPCRI, Kasaragod for Rs. 49.807 Lakhs.**

*Dr. Ponnammamma, Senior Scientist CPCRI, Kasaragod presented revised project which was originally considered by the 9<sup>th</sup> PAC. The committee expressed concern the mass multiplication of antagonistic for the control of all the 3 components in a large area of coconut plantations, viz, Stem Bleeding Disease, Rhinoceros Beetle and Black Headed Caterpillar of Coconut for the effective management of the complex problems. The committee after careful review suggested the revision of the project having an optimum area with the following financial modifications.*

<b>Item</b>	<b>Original project (Rs in lakhs)</b>	<b>Revised project proposal (Rs in lakhs)</b>	<b>Suggestions of PAC</b>
<i>Recurring contingency</i>			
<b><i>Establishment Salary of staff (SRF-3no.s)</i></b>	12.382	9.562	2JRF
<b><i>Field Assists.</i></b>	6.000	4.320	Not approved
<b><i>Additional POL charges</i></b>	3.000	.....	-
<b><i>Contingencies @Rs.60,000 per person (PI,CO.PI &amp; SRF-3no.s)</i></b>	.....	9.000	Limited to Rs 3 Lakhs
<b><i>Additional TA</i></b>	.....	6.000	Rs 50,000
<b><i>Preparation of TOT literature in many languages</i></b>	0.6000	1.700	Rs 1.7 lakh Including Video and Compact Disk documentation
<b><i>Subtotal</i></b>	<b>21.982</b>	<b>30.582</b>	
<i>Non-Recurring contingency</i>			-
-Air conditioners(split)-2 Nos	1.000	....	-
Fermenter	10.000	10.000	Rs 6 Lakhs approved
Image capturing accessories for existing microscope	2.00	....	
Deep freezer with UPS	3.000	.....	
Insect rearing cages	1.500	1.500	
PA system for field meetings	0.100	.....	
PA system & documentation System for farmers meetings	.....	0.500	
<b>Subtotal</b>	<b>17.600</b>	<b>12.000</b>	
Institutional charges	2.198 (@ 10%)	<b>4.587</b> (@ 15%)	10 %
<b>Total</b>	<b>41.781</b>	<b>47.170</b>	

## **General Recommendations Emerged**

1. All the new projects recommended for financing under TMOC and where proportionate share of financing is required from state govt/outside agencies, CDB shall release fund only after obtaining administrative approval for releasing the matching/proportionate share from the state govt/ University/ bank or Implementing agency.
2. The projects under the TMOC should contain complete packages including adoption and commercialization of the technology, product promotion with extension support for the dissemination of information in order to make a strong production as well as industrial base.
3. The internal steering committee should also regularly review the progress of implementation of the programmes under TMOC and submit a report along with an ATR before the PAC.
4. Considering the investment so far made for the establishment of integrated processing units which were assisted under the TMOC, it was unanimously decided to have a midterm appraisal of various projects so far assisted under TMOC for assessing the present functioning and also for corrections if required by an expert committee. The PAC authorized the Chairman, CDB to decide the constitution of the committee and the mandates. The Committee shall submit a report to PAC for consideration.

The meeting concluded at 7:00 pm with vote of thanks to Chair.

(Thomas Mathew. M)

CCDO cum Secretary PAC

### Distribution to all members by name

#### Copy to:

- 1) PS to Chairman
- 2) PA to CCDO
- 3) PA to Secretary
- 4) Finance Officer

(Annexure)

**LIST OF PARTICIPANTS FOR THE 10<sup>TH</sup> PAC MEETING HELD ON 19.05.2004 AT  
IARI DELHI.**

<b>No</b>	<b>Name and Address</b>
1	Dr. G.L. Kaul KA-59, Kaushambi Dist Ghaziabad 201010
2	Smt. Santhakumari I A S The Secretary to Government of Karnataka,                      FAX 080 2385687 Horticulture Department,    Phone: 080 2260428 Karnataka Government Secretariat, Multistoried building, IIIrd Stage, IVth Floor, Ambedker Veedhi, Bangalore.
3	Dr.S.Nagarajan Director, IARI, Pusa New Delhi – 110 001
4	<b>Dr. M.L.Choudhary</b>  The Horticulture Commissioner & Chairman, Coconut Development Board Department of Agriculture & Cooperation,                      Phone: 23381012 Krishi Bhavan, New Delhi -110 001                                      FAX 011 23384978
5	J.C. Anand Ex. Project Co-ordinator Post Harvest Technology of Horticultural crops IARI New Delhi
6	Shri. D.N.Tiwari The Joint Advisor,    Phone: 0129 2413191 Directorate of Marketing and Inspection,                                      0129 2416568 Govt. of India, NH.4, CGO Complex Faridabad – 121 001    Fax: 0129 2412835
7	V. Thyagarajan Chairman State Agricultural Prices Board Trivandrum Kerala
8	Jayakrishnan.G.Menon Director, PPM cell and Ex officio Additional Secretary Govt of Kerala
9	Dr. K.N. Ponnammam Principle Sceintist CPCRI, Kasaragod



10	Dr. S N Panday ADG (Horticulture & Plantation Crops) ICAR, KAB-II Pusa, New Delhi- 110 012
11	L. Shivarama Reddy Deputy Commissioner (Horti) Ministry of Agriculture Govt of India
12	Shri. Thomas Mathew Chief Coconut Development Officer Coconut Development Board Kochi
13	Dr. Sosamma Varghese. K Principle Sceintist CPCRI, Regional Station Kayangulam Kerala
14	Shri. Rajeev.P.George Deputy Director (Dev) Coconut Development Board Kochi
15	Shri. G.R. Singh Deputy Director(Dev) Coconut Development Board New Delhi-92