

# **KISAN CONFERENCE & AGRI BUSINESS EXPO**

In connection with

**ICAR-CPCRI FOUNDATION DAY**

&

**25<sup>TH</sup> YEAR OF KRISHI VIGYAN KENDRA, KASARAGOD**

**05-10 JANUARY 2018**



**ICAR-CENTRAL PLANTATION CROPS RESEARCH INSTITUTE  
KASARAGOD 671124, KERALA**





## ABOUT US

ICAR-Central Plantation Crops Research Institute, a premier research institution in the National Agricultural Research Systems of India was established in January 1970, and is mandated to conduct research in plantation crops. Research on cashew, oil palm and spices were delinked from CPCRI and established Directorate of Cashew Research, Puttur, Indian Institute of Oil Palm Research, Pedavegi and Indian Institute of Spices Research, Kozhikode. At present, CPCRI is mandated to work on arecanut, coconut and cocoa. Eversince its inception, it has served the cause of science and society with distinction through exemplary research, generation of appropriate technologies and development of skilled human resource.

It had a modest origin with its lineage tracing back to the Coconut Research Station started in 1916 at Kudlu village in the South Kanara district of erstwhile Madras Presidency. Subsequently, in 1947, the Indian Central Coconut Committee took over the Kudlu Station and established the Central Coconut Research Station (CCRS), Kasaragod. Coconut research became an integral part of the National Agricultural Research System when coconut research was taken over directly by the Indian Council of Agricultural Research in 1966. The defining moment in history was in 1970, when ICAR established the



Central Plantation Crops Research Institute with headquarters at Kasaragod, by merging the Central Coconut Research Stations at Kasaragod and Kayamkulam and the Central Arecanut Research Station at Vittal along with its five substations under the erstwhile Indian Central Arecanut Committee. Presently, the research and frontline extension aspects of these crops are undertaken under five divisions viz., crop improvement, crop production, crop protection, physiology, biochemistry and post harvest technology and social sciences at Kasaragod and its two regional stations, Kayamkulam and Vittal, three research centres, Mohitnagar (West Bengal), Kahikuchi (Assam) and Kidu (Karnataka). The two Krishi Vigyan Kendras (KVKs), one at Kasaragod and the other at Kayamkulam, are extending farm oriented training and support to farmers in agriculture and rural development.



## EVENTS

Foundation Day is a day set aside to celebrate our history and revisit and reconnect with the continuing journey of our Institute. Commemorating the Foundation Day of ICAR-CPCRI and 25 Years of service of KVK-Kasaragod, a mega Farmer's Meet-cum-Agri-Business Expo will be organized during 5-10 January at ICAR-CPCRI, Kasaragod. Concurrently with the Agri-exhibition, various interface programmes with the stakeholders and seminars & training programmes for the beneficiaries will be organized.



### **Farmer-entrepreneur-interface programmes (Co-ordinator: T.S. Manojkumar)**

**Date and time: 05 January, 2018**

**Venue: South Gate, ICAR-CPCRI, Kasaragod**

Scientific research has resulted in a number of technologies, which are disseminated to the entrepreneurs, farmers and other clients through various transfer of technology programmes. The main aim of the interface programme is to create awareness about the technological options and developmental opportunities available to address the problems for enhancing the profitability of farming systems. All stakeholders will be brought together on a common platform to streamline the activities for the sustainable development of the farming sector.

**Convener: Leena S. (Mobile: 9446062182)**





## **1. Cocoa production and processing (Co-ordinators: Elain Apshara and K.S. Ananda)**

**Date and Time: 06 January, 2018 at 11.00AM**

Cocoa is a profitable plantation crop in palm based cropping systems of India. The huge demand for cocoa in the Indian chocolate industry necessitates further promotion of cocoa cultivation in the traditional zones to enhance production, productivity and quality of produce, as well as in non-traditional zones to bring more area under cocoa cropping systems. Forty five years of cocoa research at Central Plantation Crops Research Institute has culminated in development of high yielding varieties, cropping system models, canopy architecture techniques, advanced cultivation and post harvest technologies. It is the need of the hour to create awareness among farmers on production and processing technologies as well as the developmental programmes available for promotion of cocoa.



**Convener: K. Manikandan (Mobile: 9496296986)**

## **2. Fish farming, dairying, poultry and goat farming (Co-ordinator: P. Subramanian)**

**Date and Time: 06 January, 2018 at 2.00PM**

The potential benefits of integrated and mixed cropping systems, combining crops, ruminants, poultry and fish, include increased efficiency in the use of the existing crop and animal resources, reduced dependence on purchased concentrates used for feeding fish, and concurrent reduced cost of feeding and production. The priority for research is the development of more fully integrated crop-animal-fish-poultry mixed farming systems that are distinctly more sustainable, one that provide efficient resource use, economically beneficial, and promoting environmental integrity, which necessitate a clear systems orientation for their realization and vigorous interdisciplinary efforts.



**Convener: K. Manikandan (Mobile: 9496296986)**



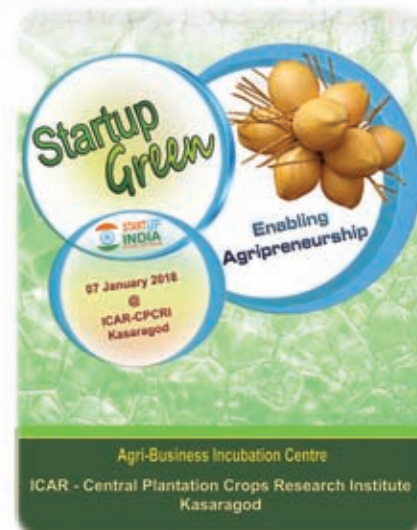
### 3.Startup Green: Enabling Agripreneurship (Co-ordinator: K. Muralidharan)

Date and time: 07 January, 2018 at 11.00 AM

We endeavour to bring companies, entrepreneurs, business experts, students, unemployed rural youth and woman and agribusiness incubators and those having a passion for entrepreneurship to share experience, expectations and aspirations to enable a quantum leap in agribusiness in our country. This programme is envisaged to design a fruitful entrepreneurship career and will be a stellar opportunity to craft your business dreams to reality.

Registration Fees: ₹. 200/-

Convener: M.R. Manikantan (Mobile: 9356224837)



### 4. Soil and water conservation technologies (Co-ordinator: A.C. Mathew)

Date and time: 08 January, 2018 at 11.00AM

Efficacy of various water conservation measures for augmenting ground water resources and enhancing coconut yield in the West Coast region has been well established. In the present day reality of fast depleting water resources, erratic and often deficient monsoons, integrated measures for water conservation in the farmsteads coupled with community level watershed management is only the option for a long term-sustainable farming, especially in sloppy hilly terrains, which forms a major part of the coconut growing tracts.

Convener: Sanal Kumar R. (Mobile: 9447399684)





## 5. High-value underutilized fruit crops (Co-ordinators: K. Samsudeen and R. Sudha)

Date and time: 08 January, 2018 at 2.00PM

Underutilized fruits are those species whose potential in contributing to food security, health, income generation and environmental services are not sufficiently exploited. These species have multipurpose uses as fruits, vegetables and have therapeutic and medicinal properties. They can help to make agricultural production systems more resilient to climate change since these crops are hardy in nature, producing a crop even under adverse soil and climatic conditions. Many of the indigenous tropical fruits still remain underexploited due to the lack of awareness of their potential, market demand and low and erratic bearing in many cases. Commercial exploitation of underutilized fruits has great potential in providing food security, nutrition and income generation.



Convener: Saritha Hegde (Mobile: 9591029963)

## 6. Beekeeping (Co-ordinator: T.S. Manojkumar)

Date and time: 09 January, 2018 at 2.00PM

Honey bees are important components of agro ecosystem as about one third of the human diet is derived from insect pollinated plants and honey bees are responsible to 80% of this pollination. Bee keeping as a non-land based income and employment generating activity is fast becoming one of the remunerative components in integrated farming systems and a prime component of present day strategies for integrated rural development as well. Bee keeping should be promoted as an entrepreneurship development initiative to attract youth to agriculture and an integral part of the strategy to double farmers' income in next five years.



Convener: Leena S. (Mobile: 9446062182)



## 7. Urban and peri-urban horticulture (Co-ordinators: Anitha Karun and V. Niral)

Date and time: 10 January, 2018 at 11.00AM

Growing urbanization and migration of rural population, has resulted in 35-40 per cent of the population living in urban areas, and is expected increase to 60 percent by 2025. Growing urban population is likely to be negatively impacted for want of nutritious food including fresh fruits, vegetables, milk, egg, meat, potable water to drink and good air to breathe. Urban and peri-urban horticulture is a key component in mitigating this situation, which envisages promoting intensive cultivation of horticultural crops in urban areas through pot/terrace farming, development of parks, indoor decoration with ornamental plants, rooftop gardening, harvesting of rain water, proper utilization of solid wastes and facilitating expansion of economic base of farmers in peri-urban regions. Mushroom cultivation technologies also will be discussed.



Convener: Jayashree M.P. (Mobile: 9539742086)

## 8. Value addition in coconut, mango and jack fruit (Co-ordinator: K.B. Hebbar)

Date and time: 10 January, 2018 at 2.00 PM



Value addition in coconut from the present level of 8% to at least 20% is the ideal solution for cushioning recurrent bursts of fluctuation in coconut oil price, to ensure the sustainable livelihood and doubling of income of coconut farmers. In line with this, ICAR-CPCRI has successfully developed, popularized and transferred coconut value addition technologies such as virgin coconut oil, coconut chips, neera, coconut sugar, kalpa krunch, frozen coconut delicacy, coconut jelly and vinegar to various stakeholders in the value chain. Value addition technologies in mango and jackfruit will be also included.

Conveners: Saritha Hegde (Mobile: 9591029963)

Neelofar Illiaskutty (Mobile: 9447054653)



# AGRI BUSINESS EXPO

**Date and Time: 5-10 January 2018; 10.00 AM – 07.00 PM**

**Venue: ICAR-CPCRI Campus, Kasaragod**



## Who all can exhibit?

Agri-Expo will be an ideal platform for growers, wholesalers, importers, exporters and all other stakeholders of every segment of agriculture, horticulture, dairying and animal husbandry, farm machinery and equipment and allied sectors who want to expand and diversify their business and activities

## Crop farming

- Machinery and equipments
- Crop protection
- Fertilizers & pesticides
- Green house, polyhouse & protected cultivation
- Horticulture
- Urban farming/hydroponics
- Packaging
- Seeds & seedlings
- Processing
- Government schemes and programmes for farmers' welfare
- Agricultural institutional finance





## Animal farming

- Farm housing
- Feed & feed ingredients
- Feed systems & equipments
- Livestock
- Poultry farming
- Processing

## Aquaculture

- Aquaponics
- Farm equipment
- Feed & feed ingredients
- Feed systems & equipment
- Fish farms
- Nets & cages
- Packaging
- Processing

## Visitors Profile

- Farmers
- Researchers
- Import/export/trade houses
- Agri-input dealers
- Farming groups & farm managers
- Farmers Producer Companies
- Government officials/policy managers
- NGOS/SHGS/MSSE
- Forward-looking farmers/farmer-innovators
- Prospective agriprenuers
- Students





## How will you benefit?

This event will be an unique platform that would bring industries of agriculture, horticulture, aquaculture, animal husbandry and dairying in one place, generating fabulous business opportunities for the exhibitors. Prospective visitors will be exposed to a wide range of market novelties and an opportunity to choose technologies/products/services tailor-made for their business ventures.

### Exhibition Stalls

Type	Dimension (m)	Rate (in ₹.)
Economy	3 x 3	5000
Regular	6 x 3	10000
Premium	9 x 3	25000

**FOR DETAILS/BOOKING OF STALLS FOR EXHIBITION,  
PLEASE CONTACT:**

**Dr. Ravi Bhat**

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**Dr. R. Pandiselvam**

Mobile: 8606915321





## ORGANIZING COMMITTEE

### Chairman

**Dr. P. Chowdappa**

Director

ICAR-Central Plantation Crops Research Institute

Kasaragod-671124, Kerala

### Members

**Dr. Ravi Bhat**

Head, Division of Crop Production

**Dr. Vinayaka Hedge**

Head, Division of Crop Protection

**Dr. K.B. Hebbar**

Head, Division of Physiology, Biochemistry and PHT

**Dr. Anitha Karun**

Head, Division of Crop Improvement

**Dr. H.P. Maheswarappa**

Project Coordinator (Palms)

**Dr. K.S. Ananda**

Head of Regional Station (Vittal)

**Dr. V. Krishnakumar**

Head of Regional Station (Kayamkulam)

**Dr. T.S. Manojkumar**

Head, KVK, Kasaragod

**Dr. P. Muralidharan**

Head, KVK, Alappuzha

### Convenor

**Dr. C. Thamban**

Head, Division of Social Sciences



## ***Our Partners***

**ATMA, Kasaragod**

**ICAR - Central Marine Fisheries Research Institute, Kochi**

**ICAR - Central Institute of Fisheries Technology, Kochi**

**ICAR - Indian Institute of Spices Research, Kozhikode**

**ICAR - Central Coastal Agricultural Research Institute, Goa**

**ICAR - Indian Institute of Horticultural Research**

**ICAR - Central Tuber Crops Research Institute, Thiruvananthapuram**

**ICAR - Indian Institute of Oil Palm Research, Pedavegi**

**ICAR - Directorate of Cashew Research, Puttur**

**Coconut Development Board, Kochi**

**National Horticulture Board, Thiruvananthapuram**

**Directorate of Arecanut and Spices Development, Kozhikode**

**Directorate of Cashewnut and Cocoa Development, Kochi**

**NABARD, Thiruvananthapuram**

**CAMPCO, Mangalore**



**For more details**

**DIRECTOR**

**ICAR-CENTAL PLANTATION CROPS RESEARCH INSTITUTE,  
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