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Title of the Research Project : *A STUDY ON PRODUCTION PROBLEMS OF VALUE  
ADDED PRODUCTS – SPECIAL REFERENCE TO  
COCONUT DEVELOPMENT BOARD IN KERALA*

## **EXECUTIVE SUMMARY OF WORK DONE**

### **Introduction**

In Indian mythology, Coconut has great significance. It is called Kalpavriksha- the tree that provides everything. The versatility of coconut is unmatched by any other tree. Nutritious food, refreshing drink, oil, timber, and shell –the variety of products available from coconut is unmatched. Nowadays coconuts & its uses become unimaginable because so many value added products are produced from coconuts. Coconut oil is used for cooking, apart from culinary uses; coconut oil has cosmetic, industrial & medicinal purposes. Coir made from coconut is used to make brushes, ropes, brooms, mats, etc. and is also used in horticulture to make potting compost. Coconut shell is used in the production activated carbon & also used for making biodegradable containers buttons & jewellery. Coconut husk can be used as fuel & for cleaning purposes. Leaves are used for thatching & also as fuel; thus ensuring that every part of coconut has its own use.

Coconut is a traditional plantation crop of India and assumes the status of a high value commercial crop and Kerala ranks first in area (53.76%) followed by Tamil Nadu, Karnataka and Andhra Pradesh. In our country, 98% of the coconut holdings are less than 2.0 ha in size out of which more than 90% are less than 1.0 ha. these small holdings are mainly committed to a mono crop of coconut, which normally occupies the land for about a century. Most of these holdings neither provide gainful employment opportunities for the family labour throughout the year nor generate sufficient income to meet the family requirement. In the present condition where coconut growers are more exposed to economic risks and uncertainties owing to the high degree of price fluctuations, need of the hour is to emphasize the importance of crop diversification in coconut gardens.

## **Objectives**

The study focussed on the following objectives:

1. To analyse the trend, growth & magnitude of variability of coconut production in Kerala.
2. To identify the reason behind lower production of Value Added Products from Coconut.
3. To analyse the marketing difficulties faced by producers of value added products from coconut.
4. To find out the opportunities for growth of producers of value added products.

## **Summary of the findings**

The topic of this research study “A Study on Production Problems of Value Added Products – Special Reference to Coconut Development Board in Kerala” was undertaken as a comprehensive study covering northern, central and southern region in Kerala. It required extensive travelling in all of the districts in order to collect primary data from coconut cultivators and producers of coconut value added products. The research study was undertaken with a view to bring out the various problems faced by the producers at the time of producing value added products from coconut. In conducting this research, we made a humble attempt to bring to light the problems, weaknesses, short-comings and plain realities associated with the management of coconut industry. The cultivators of coconut and manufactures of value added products from coconut are facing varieties of problems. With the introduction of various steps by the Government and CDB from time to time the nature and dimension of the problem has dwindled, but not eliminated. Further steps are to be introduced to do away with the drawbacks/ weakness. The research study was also undertaken with the aim to know the awareness level of coconut cultivators in the production techniques of value added products, level of satisfaction of customers regarding various products manufactured and satisfaction on services provided by CDB. Most of the respondents are satisfied with the value added products but still it call the attention of responsible authorities to pay more forit. Producers are almost satisfied with the services provided by CDB but they are of the opinion that extensive training and professionalism makes it more pleasing. The scope for research on coconut

value added products is unending since the industry is greatly involving people, product and services. The impact of value addition in coconut is another area where there is need for regular study and research. Continuous research and time to time innovations alone will pave way for achieving sustainability in the sector. This subject is of regional, national and international significance, as the facts revealed out of the study would enable State Government, Central Government, Coconut Development Board, various Local Governing Bodies and even International agencies to take specific steps to explore the possibilities of investing more funds in the field of coconut value added products which may further strengthen the economy of this state as well as that of the country.

### **Contribution to the society**

The present study helps to understand the socio economic conditions of coconut cultivators of Kerala. The production and marketing of coconut value added products in the study area are taking the lead and playing an important and pivotal role, with the involvement of Coconut development Board, in social transformation, welfare activities and infrastructure building and they have served the cause of socio-economic betterment of the poor. The study helps to find the positive impact of the coconut value added products in Kerala.

### **Publication**

The article titled “The Consumer Centric Study of Neera; A Coconut Treasure House of Untapped Potentials” by Sreeresh D in the journal named “Online International Interdisciplinary Research Journal, ISSN 2249-9598, Volume – 09, Feb 2019 Special Issue (01)”.