



## Enhancing Coconut Farmer Income

India is amongst top 3 Coconut producing countries. Majority of the coconut grows in 4 southern states of Tamil Nadu, Kerala, Karnataka and Andhra Pradesh. It is estimated that livelihood of approx. 21 Lac Indian farmers depends on Coconut crop.

	Lac Hectares	Prod(Bn Nuts)	(Nuts/Hect are)		Lac Hectares	Avg Farm Holding	No of Farmers (lac nos)
Karnataka	5.3	5.1	9744				
Tamil Nadu	4.6	6.1	13423	Karnataka	5.3	1.13	4.7
Kerala	7.7	7.4	9641	Tamil Nadu	4.6	2.19	2.1
Andhra Pradesh	1.0	1.4	13732	Kerala	7.7	0.53	14.5
Total – 4 states	18.6	20.0		Andhra Pradesh	1.0	1.60	0.6
Total – India	20.9	22.1					

\* Source – CDB report - Coconut Prod 15-16

## Key challenges faced by Coconut Farmers –

Kalpavriksha Program was launched with focus on enhancing Farm productivity of Coconut Farmers. Program was Piloted in FY16 basis following need assessment of coconut farmers -

- Lower awareness about Pest & Disease Mgmt.
- Inadequate knowledge on Nutrient need & Water Mgmt.
- Overall Best Farm Practices were Inadequately followed in the Farm.

## Addressing these challenges –

Parachute Kalpavriksha Foundation followed below Program methodology -

- Conduct Training & Awareness programmes propagating scientific farm practices on Nutrient, Disease & water management.
- Kalpavriksha Agronomist enrolling farmers into the programme, educating them, providing on-field support & monitoring implementation of right farm practices.
- Providing on call troubleshooting solution through Kalpavriksha care call centre.
- Experiment and promote water conservation practices in farms.

**Our Belief & Purpose** - “We recognize the efforts of Farmers in Building a Society and Nation of Tomorrow - Making Difference in their Life is part of what makes our lives Meaningful”

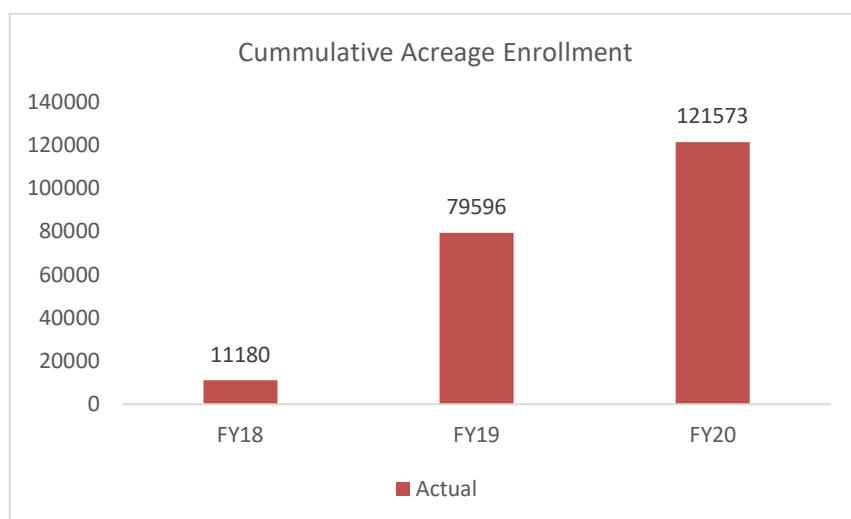
Kalpavriksha program got established to make a Difference in life of Coconut farmer by supporting them increasing their earnings mainly by -

- Enabling higher & sustainable Crop Yield
- Train farmers to handle their farms independently
- Transform myth and belief based farming into farming based on scientific research and Knowledge.

**Parachute Kalpavriksha Foundation Key Domains for Supporting Farmers –**

<b>Key Domain</b>	<b>Objectives</b>
<b>Productivity Enhancement Program</b> – Agronomist providing free advisory services to Farmers on Best Farm Care Practices.	Productivity enhancement of Coconut Crop by Education farmers & following them for implementing Best Farm care Practices.
<b>Water Conservation Initiatives</b> (Farm Ponds, Trenches & Bunds, Borewell recharging etc) around Rain deficit Regions in TN	Drought prone areas experienced drop in Productivity by 40-50%. In absence of water, all Farm inputs are completely ineffective. Water conservation thus is Key need to sustain/enhance Farm Productivity
<b>Tanjavur Crop Revival</b> Post Gaja Cyclone (Replantation of Coconut plants, Standing trees revival & Young plantation care)	Gaja Cyclone lead to huge devastation of Coconut plantation. Around 65 lac trees (3% of total India crop) got completely destroyed. Revival of Coconut Plantation key for restoring Farmer income
<b>Kalpavriksha Knowledge Centre</b>	Centre for Training Farmers on – 1. Best Farm Practices & 2. Demonstrate Variation in Crop basis variety & Inputs

1. **Productivity Enhancement Program** – With 60+ On-field Agronomist, Kalpavriksha Program has enrolled around **1.2 Lac Acres** of farms across **18,441 Farmers**. Farms that have completed more than a year with Kalpavriksha have delivered **13% increase in yields**.



2. **Water conservation Initiatives** –

- Farm Ponds – **16.5 Cr** Lit of water storage potential created with **180+ Farm Ponds**.
- Various other experiments and prototype conducted in order to develop knowledge and expertise around choosing right solution basis farm characteristics. (Other water conservation activities consist of making Trenches & Bunds across 800 acres of farm land, 2 Pilot Bhungroo & 5 Proto for Borewell recharging by Urdhavam.)

3. **Tanjavur Crop Revival**

- Post Cyclone, Immediate relief activities like Providing Coconut & Banana seedling, Revival of standing trees were activated.
- Given low seedling supplies, Training was provided to Farmers for producing their own seedlings.
- Also, **1 lac seedling** were developed in collaboration with experts & getting **Freely distributed** amongst Farmers.
- Team is providing continuous Support to Farmers for Seedling plantation, Young tree Mgmt, Intercropping & Standing tree rejuvenation.

4. **Kalpavriksha Knowledge Centre** – **165 Farmers** have been trained in Kalpavriksha Knowledge centre in FY20. Model based training centre is aimed at providing complete Farm care training to Farmers.

## Annexures –

### In Field Farmers Trainings by Agronomists -

Drip Irrigation training



Demo on trap



Demo - Fertilizer application



Training



### Mass Trainings

Madukkur



Orathanadu



Peravoorani



Pattukottai



## Implementation of Best Farm Practises

Fertilizer application



Ring formation



Drip irrigation



Interploughing



## Jeep Campaign

East Godavari



West Godavari



Tumkur



Malappuram



## Kalpavriksha – Agri Expos

Coimbatore



Madurai



Trichy



Erode



## Kalpavriksha – Farm Visits

Thanjavur



Dindigul



Pollachi



Salem



**Kalpavriksha Knowledge Centre Training –**

