

## **Report on 9<sup>th</sup> CPC Review Meeting**

The CPCs were classified into group A, B, C and D based on their performance. There are 10 CPCs in Group A, 9 in group B and 10 in group C. The review meeting was conducted group wise.

The meeting started at 11 am in the conference hall of Coconut Development Board on 13<sup>th</sup> January, 2016. A total of 96 representatives of CPCs attended the meeting. 39 members were from group A, 34 from group B and 23 from group C.

**Shri. Sebastian K.S**, Assistant Director (Marketing) gave the welcome speech. During the speech he reminded the CPCs that the fund allotted by government for various projects would get lapse with the end of the financial year. So he called upon the CPCs to take up projects and get it approved from CDB so that the funds could be utilized. He emphasized on the need for an efficient CEO for effective functioning of CPC. Also, he mentioned that the current grading system of CPCs is to be revised in every 3 months. So, its time to grade the best performing CPCs to group A+.

**Shri. Rupak Madassery**, Project Manager, CDB, presented the current status of CPCs in Kerala.

**Smt. Resmi D.S**, Assistant Director, Technology Section, presented the status of projects submitted by various CPCs under the scheme 'Technology Mission on Coconut (TMOC)'. She informed the participants about the details of documents to be submitted along with Detailed Project Report (DPR) for availing assistance under TMOC.

**Shri. Sunny George**, Chairman, Tejaswini CFPC, introduced 4 varieties of soaps that they manufacture from coconut oil. **Shri. Padmanabhan Bhaskaran**, Vice President, Enterprises and Client Engagement, introduced two new products- traditionally treated hair oil and traditional virgin coconut oil, which are being produced in Palakkad CPC. **Smt. Jyothi K Nair**, Food Processing Engineer, CDB, introduced 15 varieties of flavored coconut chips produced by a private company from Bangalore. She explained on the rich variety of products that can be developed from coconut.

Pic1: New products launched by Palakkad Coconut Producer Company



Pic2: Four varieties of soaps launched by Tejaswini Coconut Producer Company



**Shri. P. Michael Vetha Siromani IAS**, Managing Director, MARKET FED interacted with the CPCs representatives and offered all the help to market their products outside Kerala. It was decided to have another meeting to prepare a detailed action plan.

After the lunch break, a meeting was conducted by the Consortium of CPCs. The meeting was presided over by **Shri. Shajahan**, President of the consortium. Shri. Sebastian K.S, Smt. Resmi D.S and Ms. Aswini Abraham where the CDB representatives present in the meeting.

**Shri. T.K Jose IAS**, Chairman, CDB, interacted with the CPC representatives. The activities of each CPC were reviewed. He discussed the issues faced by the CPCs and suggested ways to tackle them. The CPCs in Group A were asked to rate the performance of their peers and based on this, 5 CPCs from group A were promoted to group A+.

The meeting concluded by 7 pm with vote of thanks.