

# District Export Action Plan

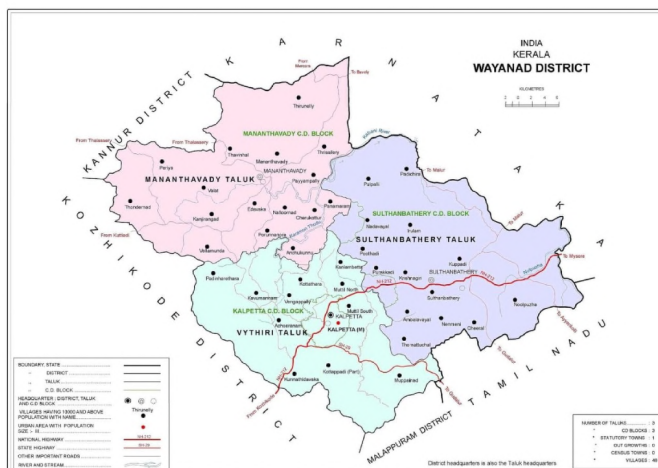


**Wayanad District**

**2025**

## 1. Introduction and General Characteristics of the District.

Wayanad District is located on the eastern part of Kerala, positioned between the North latitudes 11°27' and 11°58'35", and the East longitudes 75°47'50" and 76°26'35". It shares borders with various districts: to the North with Kodagu District of Karnataka State, to the East with Mysore District of Karnataka State and Nilgiri District of Tamil Nadu State, to the South with Nilambur Taluk of Malappuram District and Kozhikode Taluk of Kozhikode District, and to the West with Quilandy and Vadakara Taluks of Kozhikode District and Thalassery Taluk of Kannur District. Due to its extensive agricultural activities, Wayanad has earned recognition as one of the 18 significant agrobiodiversity hotspots worldwide.



The flora of Wayanad epitomizes the biodiversity of the Western Ghats, featuring plantation crops thriving in the cool climate of the region. A significant portion of the district is dedicated to coffee cultivation, with notable areas including Meppady, Poothadi, Kaniambetta, Noolpuzha, Ambalavayal, Thavinhal, Panamaram, and Thirunelly Panchayats.



Situated atop the magnificent Western Ghats, the region is inhabited by a significant population of indigenous tribal communities. The area is characterized by densely populated, towering hilly terrains, encompassing majestic features such as mountains like Chembra

Peak, picturesque lakes like the beautiful Pookot Lake, and captivating waterfalls and dams such as the Banasura Sagar Dam, making it an appealing destination for tourists.

Covering an area of 2,130 km<sup>2</sup> with a population density of 384 people per km<sup>2</sup>, Wayanad had a population of 817,420 as per the 2011 Census. The district comprises three revenue taluks: Mananthavady, Sulthan Bathery, and Vythiri. Its district headquarters is located in Kalpetta Municipality, which had a population of 31,580 according to the 2011 Census. The misty environs of Wayanad offer a wide range of trekking opportunities, plantation visits, and wildlife tourism, making it a haven for nature enthusiasts and adventurers alike.

### **Industry and Infrastructure**

In Wayanad district 6943 Small Scale industrial units have been registered. Of these 2266 in the manufacturing sector and 4524 in the services sector. Most industries are located in municipalities such as Sulthan Bathery, Kalpetta, and Meenangadi. The District Industries Centre operates in Muttill, while Taluk Industries Offices function in Vythiri and Mananthavady taluks. In Sulthan Bathery, a mini industrial estate with 10 sheds operates under the control of SIDCO, along with a raw materials unit. Additionally, the KINFRA Industrial Park is operational in Chundel having 29 industrial units. Coffee, being the chief product of Wayanad, has led to the development of a Carbon-Neutral Coffee Park, which is underway in Kalpetta.

In Wayanad district, there are a total of 59 cooperative societies, categorized based on their management as 17 run by the general category, 13 by women, and 29 by SC/ST communities. Among these, 19 societies are currently functioning, 18 are non-functional, and 22 are under liquidation.

### Status of Industrial areas (as on 21-01-2025)

Sl. No.	Name of Ind. area	Land available (in acre)	Land suitable for industrial purpose (in acre)	Land Alloted (in acre)	N. of units Production units
1	Kinfra Small Industries Park, Kalpetta	50	38.57	35.70	29
2	Mini Industrial Estate at Sulthan Bathery under SIDCO	1	1	1	10
	Total	51	39.57	36.7	32

### Transport

Wayanad does not have a railway facility. The nearest railway station is located in Kozhikode, approximately 70 km from Kalpetta. Roadways are the only mode of transportation for goods and commuters within the district. Both KSRTC and private bus services are available across all panchayats, ensuring connectivity. Although there is no express highway passing through Wayanad, the district boasts a well-established road network. National Highway 766, connecting Kozhikode to Mysore via Vythiri and Kalpetta, passes through Wayanad. Additionally, the Kozhikode-Mananthavady-Mysore State Highway and the Thalassery-Bavali Road are two vital district roads. The nearest airport is Karipur Airport (Calicut International Airport), located approximately 100 km away. Mysore Airport is about 120 km from Wayanad, while Bangalore Airport (Kempegowda International Airport) is situated at a distance of around 280 km.

## 2. Industrial Scenerio of Wayanad

### Total No.of MSME Units ( as on 31-03-2024)

Sector	Number of Units	Employment	Investment (In Lakhs)
Micro	6739	17141	42615
Small	203	3217	19725
Medium	1	162	1350
Large	0	0	0
Total	6943	20520	63690

As of 31-03-2024, Wayanad hosts a total of 6,943 MSME units, providing employment to 20,520 individuals with a cumulative investment of ₹63,690 lakhs. Micro-enterprises dominate this landscape, accounting for 97% of the total units, while small enterprises represent 3%, and there is only one medium enterprise. Notably, the district lacks large-scale industries, indicating a focus on small-scale production and localized economic activities.

### Manufacturing Sector Units

Sector	Number of Units	Employment	Investment (In Lakhs)
Micro	2266	7622	16589
Small	125	2829	12834
Medium	1	162	1350

Large	0	0	0
Total	2392	10613	30773

The manufacturing sector in Wayanad comprises 2,392 units, employing 10,613 people and involving an investment of ₹30,773 lakhs. Micro-enterprises make up the majority, contributing 94% of the units in this sector. Small enterprises follow, with 125 units and significant investments, while there is only one medium enterprise. The manufacturing sector accounts for 34% of the total MSME units in the district, playing a critical role in employment and industrial output.

### Service Sector Units

Sector	Number of Units	Employment	Investment(In Lakhs)
Micro	4473	9519	26026
Small	78	388	6891
Medium	0	0	0
Large	0	0	0
Total	4551	9907	32917

The service sector is the largest contributor to Wayanad's MSME ecosystem, with 4,551 units employing 9,907 people and attracting investments of ₹32,917 lakhs. Micro-enterprises form 98% of the service sector units, while small enterprises constitute a small but notable share. The service sector surpasses manufacturing in both the number of units and investment, reflecting its growing prominence in the district's economy and its role in driving local development.

### 3. Major Resources

#### Agriculture

Agriculture is the primary occupation of the people in Wayanad. The district's agro-climatic conditions are ideal for cultivating plantation crops such as tea, coffee, rice rubber, coconut, cardamom, and pepper. Wayanad is particularly renowned for its production of spices, especially pepper and cardamom, which contribute significantly to its agricultural economy.



#### Animal Husbandry

Animal husbandry serves as a major subsidiary occupation for the farming community in Wayanad. The district's extensive grazing lands and favorable climate provide excellent conditions for livestock rearing. Livestock farming holds significant importance in supporting the agricultural economy and sustains many households alongside traditional crop cultivation.

#### Potential Sectors in Wayanad District

##### Major Exportable Item

Wayanad is renowned for its spice production, with spices like pepper, Coffee and cardamom being the district's primary exportable items. These high-quality spices have significant demand in both domestic and international markets.



##### Vendorisation/Ancillarisation of the Industry

The district offers ample scope for developing ancillary units, particularly in bamboo-based and wood-based products. The availability of raw materials

and traditional craftsmanship presents an opportunity to enhance value-added production in this sector.

### GI Tagged Products

Wayanad is renowned for its production of high-quality GI-tagged (Geographical Indication) products. Among these are premium rice varieties like **Jeerakasala Rice**, **Gandakasala Rice**, and **Njavara Rice**, all known for their distinct flavor, aroma, and nutritional value. Additionally, Wayanad is famous for **Robusta Coffee**, another GI-tagged product that reflects the region's ideal climate and soil conditions for coffee cultivation.

### Potential for New MSMEs

Wayanad holds considerable potential for establishing new MSMEs in craft goods, especially bamboo products, leveraging local skills and resources. Additionally, the agro-food processing sector shows immense promise, given the district's strong agricultural base and the demand for processed foods derived from plantation and spice crops.



### Potential area for Service Industry Tourism

Wayanad, a picturesque rural district in Kerala, is renowned for its natural beauty and rich biodiversity. The eastern part of the district is home to the Wayanad Wildlife Sanctuary, a lush, forested region with high altitudes that serve as a natural habitat for Asiatic elephants, tigers, leopards, and egrets. Adding to its historical significance, the Ambukuthi Hills in the south feature the Edakkal Caves, which contain ancient petroglyphs dating back



to the Neolithic Age.

Tourism is a cornerstone of Wayanad's economy, offering immense scope for earning foreign exchange. The district's unique combination of wildlife, historical sites, and pristine landscapes attracts visitors from across the globe, positioning it as a key destination for eco-tourism and cultural tourism.

## ODOP - Coffee

The One District One Product (ODOP) initiative is part of the broader effort to promote balanced regional development and boost local economies by identifying and promoting a unique product from each district by the Department of Industrial Promotion and Internal Trade, Ministry of Commerce and Industry. It aims to increase the visibility and marketability of these products while enhancing their production, processing, and export potential. In Wayanad, Kerala, the ODOP product is **Coffee**, which is renowned for its rich flavor and aroma. The initiative focuses on improving coffee cultivation, branding, and marketing to support farmers and enhance the district's reputation as a premium coffee-producing region.



## 4. Institutional Support

### Regional Agriculture Research Station (RARS), Ambalavayal

The Regional Agriculture Research Station (RARS) for the high-range zone is located in Ambalavayal, approximately 25 km east of Kalpetta, Wayanad. This station serves as a critical research hub for agriculture in the high-range zones of Wayanad, Idukki, and the Nelliampathy area in Palakkad district. It focuses on research related to crop breeding, management of pepper, ginger, rice (including scented rice), cool-season vegetables, soil fertility, and crop-weather relationships.

The station is supported by various funding agencies, including the Indian Council of Agricultural Research (ICAR), National and State Horticulture Missions (NHM and SHM), Rastriya Krishi Vikas Yojana (RKVY), the India Meteorological Department (IMD), and the Government of Kerala. Currently, it oversees eleven state-funded research projects and fourteen externally supported programs.

### **Lead and Verification Functions**

The station's lead functions include developing pepper-based cropping systems, promoting cool-season vegetables, improving hill paddy cultivation, and managing soil and water resources. It also focuses on subtropical fruits, tree spices, and coffee-based cropping systems. Verification functions encompass research on essential oils, medicinal plants, and ginger.

### **Identified Farming Situations in the High-Range Zone**

The high-range zone includes diverse farming practices, categorized as follows:

- Coffee in homestead gardens
- Coffee as a pure crop
- Intercropping annuals in young coffee and pepper plantations
- Pepper as a pure crop
- Cardamom cultivation in forest lands
- Tea plantations
- Rubber plantations
- Coffee and pepper mixed cropping
- Annual crops in uplands
- Annual crops in wetlands

### **Regional Coffee Research Institute Chundale**

Kerala is the second largest Coffee producing state in the country with predominantly Robusta cultivation in small holdings. In order to develop appropriate technologies for Robusta for this region a regional station was established during 1977-78 in an area of 166 hectares near Chundal Village in Waynad district of Kerala tea station has 30 hectares of Coffee research farm 15

scientific and financial staff and adequate laboratory features to presume.. research in various droplines.

Wayanad is home for two wings of the Coffee Board – the research wing and the extension wing. The research wing, Regional Coffee Research Station, functions under the Research Department of Coffee Board at Perumthatta, Chundale. It mainly focuses on evolving methods like the location-specific technology in the coffee growing. It also tries to disseminate latest scientific knowledge and recent developments in this sector among coffee growers especially Robusta coffee growers.

The extension wing is headquartered at Kalpetta and is headed by the Joint Director (Extension). He is assisted by the staff at a Deputy Director's (Development) Office at Kalpetta. There are board officials working on various parts of the district: Senior Liaison Officers at Kalpetta, Mananthavady and Sulthan Bathery and Junior Liaison officers at Chundale, Meenangadi, Pulpally and Panamaram. Two Technologies Evaluation Centres too are functioning under the extension wing and they are located at Kalpetta and Kuzhinilam in Mananthavady.

### **Carbon Neutral Coffee Park**

Coffee is the main crop in Wayanad. Since 85 percent of coffee production is by small and marginal farmers, the Carbon Neutral Coffee Village Park has been conceived with a focus on sustainably improving livelihoods. .

The project proposes the collection of Robusta coffee produced in Wayanad and centralized processing of quality, cleaned and roasted coffee. The coffee produced through standardized processing can be branded as “Malabar Coffee” and marketed in the domestic and European markets. This will provide farmers with better marketing opportunities. The park's facilities will be available to the members of the coffee park to develop their own private brands and provide facilities for park development and processing. The park will also become a learning center for crop and product diversification, integrated farming and demonstration of new technologies. .

The park will also become a demonstration and learning center for

tourists to understand coffee processing, the diversity of crops and animal husbandry, the uniqueness of the Wayanad environment, and sustainable enterprises. The project, which will operate as a hub and spoke model with a state-of-the-art processing center, will help in sustainably doubling the income of farmers. The project will operate on a triple helix model by integrating three levels: academia, industry, and government.

The Government of Kerala has granted administrative sanction for the establishment of a Carbon Neutral Coffee Park in Kalpetta Village, Vythiri Taluk, on 20 acres of land. As per Government Order No. 767/2023/ID dated 29/07/2023, the government had accorded sanction to constitute Kerala Coffee Limited. Following this, administrative sanction for an amount of ₹83.98 crore has been approved for M/s Kerala Coffee Limited to proceed with the development of the Carbon Neutral Coffee Park.

## 5. Developing district as export Hub: The DLEPC

With a view to ensuring international markets for the products and services of our State and to transform each District into an export hub, the Government of Kerala constituted the District Level Export Promotion Committees (DLEPCs) under the Chairmanship of respective District Collectors, in all Districts, to facilitate foreign market accessibility to the domestic enterprises with the following members, including specific members in specific Districts, as stated below:

SL No	Department/Official	Status
1	District Collector	Chair Person
2	Joint Director General of Foreign Trade in charge	Co-Chair Person
3	General Manager, District Industries Centre	Convenor

4	Principal Agricultural Officer of the District	Member
5	Lead Bank Manager	Member
6	Director, MSME-DI, Thrissur	Member
7	AGM NABARD	Member
8	Representative Sector Specific Export Promotion Council	Member
9	Representative of Quality Council of India/BIS	Member
10	Representative of District Trade/Commerce/Industry Association	Member
11	State Head, FIEO	Member
12	Sectoral Agencies specific to product identified in each District	Member
13	Special Invitee (Expert)	Member as per discretion of the Chair

The activities of the DLEPCs would include the following among other matters:

1. Preparation of District Export Plan for export augmentation of identified products for exports from the District.
2. Identifying the export potential products/services of the District.
3. Redressal, escalation, and monitoring of issues in exports from the District for identified potential products through regular meetings.
4. Dissemination of information for trainings, seminars, guest lectures, practical training, and exchange visits with other Districts of excellence.

5. Updating online DLEPC Progress Monitoring Portal.
6. Report progress at identified intervals to State Level Export Promotion Committee headed by Chief Secretary, Kerala.
7. Liaisoning with State Level Nodal Officer for export promotion.

The Terms of Reference of the DLEPCs would include the following:

1. Benchmarking baseline export promotion of District - current situation.
2. Data collection of merchant/manufacturer exporters.
3. Creation of District Level export action plan with quantifiable targets.
4. Creation of sub-groups for each identified potential export product involving stakeholders like manufacturers, artisans, exporters of the identified products.
5. Identification of bottlenecks for export potential products.
6. Identifying training and development needs of District Industries and coordination for training with other departments.
7. Act as a single point facilitator for export promotion at the District level.
8. Liaison with and report progress to the State Level Export Promotion Committee.
9. Update Online DLEPC Progress Monitoring Portal.

## 6. CHALLENGES

1. High-interest rates of financial institutions compared to priority sectors
2. Banks not enabling CGTMSE facilities for entrepreneurs
3. Lack of infrastructure, such as roads
4. Frequent power failures
5. Lack of qualified agencies in the district for 4C organic certification and other certifications.
6. Delays in obtaining export payments due to international factors.
7. 90% of farmers cultivate small landholdings (1 to 5 acres) and are uninterested in export-related procedures.
8. Coffee production in Wayanad is 40% lower per hectare compared to border districts of Karnataka.
9. Special schemes for irrigation, land revitalization, and replanting are needed to boost production.

## 7. Action Plan

Resolving Local Problems	Resolve local problems of exporting community:
	- Geography and Transportation
	- Payment methods
	- Different legal norms
	- Language barriers
	- Finding the right importer
	- Different customs and cultures
Addressing Bottlenecks	Identification of bottlenecks for exports of potential products:
	- Improve infrastructure, including maintenance of approach roads for logistics with local authorities
	- Conduct awareness programs in all Taluks on the benefits under the FTP
	- Conduct awareness programs on RBI regulations and EXIM policy through ECGC with leading banks
	- Provide lab facilities in District HQs for phyto-sanitary certification
	- Provide lab facilities for testing fungus infections in spices stored for export
Training and Development	training and development needs of district industries:
	- Training on Manufacturing Excellence and packaging
	- Training on international product clarifications
	- Training on international best practices in manufacturing specific products
	- Skill development in large-scale manufacturing
Formation of Subgroups	Creation of subgroups for each identified potential export product:
	- Subgroup for export of coffee: Includes Nodal Officer of JD GFI Cochin, JD DIC Wayanad, Coffee Board member, and regional exporters

Issue Resolution	Resolution, escalation, and monitoring of issues in exports:
	- Regular follow-up meetings scheduled with DC Chairman, DLEPC, ID, and DIC (Member Secretary) at least once a month
Information Dissemination	Dissemination of information through training, seminars, guest lectures, and exchange visits:
	- Form a core group with Wayanad Chamber of Commerce, Coffee Board, DIC, and MSME Department for such activities
Facilitation for Exports	Act as a one-point facilitator for export promotion:
	- Create a center under DC with GM Industries as head and District Associations for Industries, Trade, and Commerce as members - Helpdesk at DIC exclusively for ODOP and Export related information dissemination.
Reporting Progress	Liaison with and report progress to State Level Export Promotion Committee (SLEPC):
	- JD DIC to interact with SLEPC to present the action plan and outcomes of DLEPC meetings in respective districts
Creation of FPO	- Formation of an FPO to include small farmers and streamline international certification processes like RCMC certification.
	- Address pricing issues as organic farmers' products do not reflect the premium for their special practices.
Support for Farmers	- Creation of a common facility center for exports and certifications.
	- Raising awareness among farmers and providing other assistance.



*Hee*  
 GENERAL MANAGER  
 DISTRICT INDUSTRIES CENTRE  
 WAYANAD, MUTTIL P.O.

Minutes of the first District Level Export Promotion Committee meeting chaired by the Hon. Additional District Magistrate Sri. Ajeesh K held on 2021 January 27 at Collectorate Mini Conference Hall, Wayanad.

Meeting started at 3.30PM with Additional District Magistrate in the Chair. The following members were present.

1. Sri. K.M Harilal, Its, JDGFT Ernakulam (Co. Chair person)
2. Sri. P.S Suresh Kumar, General Manager, DIC (Convenor)
3. Sri. N.V Revindran, Deputy DGFT, Ernakulam
4. Sri. J. Nirmal Davis, Deputy Director, Coffee Board
5. Sri. Vinod, Lead Bank Manager
6. Smt. Jisha V, AG (DDM) NABARD
7. Sri. V.P Satheeshan Assistant Director (Marketing) DA Office
8. Sri. Rajeev MC State Head, FIEO
9. Sri. T.D Jainen, KSSIA President
10. Sri. C.K Salu, Kerala Coffee Processers and Dealers Association

At the outset, the General Manager welcomed all and informed that coffee is indentified as the Export Potential Product (ODOP) of the district and the District Level Export Promotion Committee is constituted as per order No. G1/42/2020/ID dated 11/09/2020 Industries (G) Department to promote and convert the district as a manufacturing and leading export hub. As per the data, the district is considered as the largest producer of Coffee in the state of 55,225 tonnes in 2019-20 within the state share of 64,123 tonnes. We have more than 50 coffee processing units and 10 individual as well as exporting companies. The District experiences the lack of infrastructure facilities for proper processing and value addition. Mostly the raw coffee beans are primarily processed such as hulling and grading and entire value addition is made abroad after exporting. As such it is devoid of proper

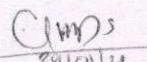
value addition of Coffee within the district. Therefore there is scope for value addition if support systems and these facilities are provided.

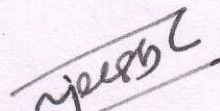
The Chair observed the importance and relevance of the scheme and asked to explore way to benefit it in a converged manner. He also opined that the State Government have a Programme viz Carbon Neutral Village Coffee Park in the District which is in pipe line and if possible their request may be entertained at the stage of commissioning. He also opined that export promotion through tourism can consider at this point as tourism related activities have a major role.

Sri. Salu, the representative of Kerala Coffee Processors and Dealers Association opined that the lack of proper warehousing facility is the major bottleneck in exporting. A storage facilities of 50,000 sq. meter is minimum required for proper storing of coffee beans and as such they are deprived of getting finance from banks. The Chair stated that this is a major issue and we have to formulate plan to settle it. It may be either rent out such facility from suitable agencies or construct under any Government schemes but this will take further time.

The JDGFT expressed his view that an extend of 50 acre of suitable land may be identified to convert into a Food Park or Coffee Park, which in turn will mobilise export. The required support services and facilities viz processing, grading and packing etc can be done at single point which facilities a boost in this regard. He presented a Powerpoint presentation which covered the salient features of the scheme and circulated draft Export Action Plan among the members.

The meeting concluded at 4 P.M with vote of thanks of convenor.

  
Convenor

  
Chairman

ബഹു. ജില്ലാ കളക്ടറുടെ അധ്യക്ഷതയിൽ 13-01-2025 ന് 12.30 മണിക്ക് കളക്ടറുടെ  
ചേമ്പറിൽ വെച്ച് ചേർന്ന ജില്ലാതല എക്സ്‌പോർട്ട് പ്രൊമോഷൻ കമ്മിറ്റിയുടെ യോഗത്തിൽ  
പങ്കെടുത്തവരും തീരുമാനങ്ങളും

**ഹാജർ**

- |  |   |         |
|--|---|---------|
| 1. ശ്രീമതി. മേഘശ്രീ ഡി.ആർ IAS, ജില്ലാ കളക്ടർ, വയനാട്                       | - | (ഒപ്പ്) |
| 2. ശ്രീ. രാകേഷ് കുമാർ, മാനേജർ (ഇ.ഐ) DIC, വയനാട്                            | - | (ഒപ്പ്) |
| 3. ഡോ. ജോർജ് ഡാനിയേൽ, ഡെപ്യൂട്ടി ഡയറക്ടർ (റിസേർച്ച്)<br>കോഫി ബോർഡ് RCRS    | - | (ഒപ്പ്) |
| 4. ശ്രീമതി. ശ്രീലത. FTDO, DGFT   | - | (ഒപ്പ്) |
| 5. ശ്രീ. മുരളീധരൻ ടി എം, ലീഡ് ബാങ്ക് മാനേജർ                                | - | (ഒപ്പ്) |
| 6. ശ്രീമതി. അശ്വതി എ.എൻ, ടെക്നിക്കൽ അസിസ്റ്റന്റ്<br>പ്രിൻസിപ്പൽ കൃഷി ഓഫീസർ | - | (ഒപ്പ്) |
| 7. ഫാ. വർഗ്ഗീസ് മറ്റമന, പെർഫെക്ടോ നാച്ചുറൽസ്                               | - | (ഒപ്പ്) |
| 8. ശ്രീ. രാജീവ് എം.സി, അസിസ്റ്റന്റ് ഡയറക്ടർ, FIEO                          | - | (ഒപ്പ്) |
| 9. കുമാരി. അഖില സി ഉദയൻ KAS, DIC, വയനാട്                                   | - | (ഒപ്പ്) |
| 10. ശ്രീ. അതുൽ ആർ, ഉപ ജില്ലാ വ്യവസായ ഓഫീസർ(എച്ച് ക്യു)                     | - | (ഒപ്പ്) |

യോഗം 12.40 മണിക്ക് ആരംഭിച്ചു.

ജില്ലാ വ്യവസായ കേന്ദ്രം മാനേജർ (ഇ.ഐ) എല്ലാവരെയും യോഗത്തിലേക്ക് സ്വാഗതം ചെയ്യുകയും യോഗത്തിന്റെ അജണ്ട അവതരിപ്പിക്കുകയും ചെയ്തു.

അജണ്ടയുടെ അടിസ്ഥാനത്തിൽ ബഹു. ജില്ലാ കളക്ടർ ജില്ലയിലെ ഉത്പന്നങ്ങളുടെ കയറ്റുമതി വർദ്ധിപ്പിക്കുവാനായി ജില്ലാതല എക്സ്‌പോർട്ട് ആക്ഷൻ പ്ലാൻ തയ്യാറാക്കുന്നതിനുള്ള വിവരങ്ങളും അഭിപ്രായങ്ങളും ആവശ്യമാണെന്ന് അറിയിച്ചു. കേരള കോഫി ലിമിറ്റഡ് കമ്പനി പ്രതിനിധികളേയും കമ്മിറ്റിയിൽ ഉൾപ്പെടുത്തണമെന്ന് ബഹു. ജില്ലാ കളക്ടർ നിർദ്ദേശിച്ചു.

ഫാദർ വർഗ്ഗീസ് മറ്റമന കർഷകർ നേരിടുന്ന നിലവിലെ പ്രശ്നങ്ങളെപ്പറ്റി സംസാരിച്ചു. അറുപതിനായിരത്തോളം കാപ്പി കർഷകരുള്ള ജില്ലയിൽ ഏകദേശം 2800 പേർ മാത്രമാണ് ഓർഗാനിക് സർട്ടിഫൈഡ് ആയിട്ടുള്ളത് എന്നും അദ്ദേഹം കൂട്ടിച്ചേർത്തു. കാപ്പി കയറ്റുമതി മേഖല അഭിമുഖീകരിക്കുന്ന പ്രധാന പ്രശ്നങ്ങളും അദ്ദേഹം യോഗത്തിൽ വിവരിച്ചു.

- ജില്ലയിൽ 4C ഓർഗാനിക് സർട്ടിഫിക്കേഷൻ, മറ്റു സർട്ടിഫിക്കേഷൻ എന്നിവ ചെയ്യുന്ന യോഗ്യതയുള്ള ഏജൻസികളുടെ അഭാവം.
- അന്താരാഷ്ട്ര കാരണങ്ങളാൽ കയറ്റുമതി ചെയ്യുന്ന ഉത്പന്നങ്ങളുടെ തുക ലഭ്യമാകുന്നതിനെടുക്കുന്ന കാലതാമസം.

മേൽ വിഷയങ്ങളിൽ കേന്ദ്ര/കേരള സർക്കാരിന്റെ ഇടപെടൽ അനിവാര്യമാണെന്ന് അദ്ദേഹം യോഗത്തെ അറിയിച്ചു.

യോഗത്തിൽ ഹാജരായ കോഫി ബോർഡ് ഡെപ്യൂട്ടി ഡയറക്ടർ ജില്ലയിലെ 90 ശതമാനം കർഷകരും ഒരു ഏക്കർ മുതൽ 5 ഏക്കർ വരെയുള്ള ചെറുകിട ഭൂമിയിൽ കൃഷി ചെയ്യുന്നവരായതിനാൽ കയറ്റുമതിയുമായി ബന്ധപ്പെട്ട നടപടിക്രമങ്ങളുടെ ഭാഗമാകുവാൻ താൽപര്യമില്ലായെന്നും ഇത്തരത്തിലുള്ള ചെറുകിട കർഷകരെ ഉൾപ്പെടുത്തി FPO രൂപീകരിക്കുന്നത് അന്താരാഷ്ട്ര സർട്ടിഫിക്കേഷൻ RCMC സർട്ടിഫിക്കേഷൻ നടപടികൾ എളുപ്പത്തിലാക്കുമെന്നും യോഗത്തെ അറിയിച്ചു. ഓർഗാനിക് കർഷകർ സ്വീകരിക്കുന്ന പ്രത്യേക കാർഷിക പ്രക്രിയകൾക്ക് അനുസൃതമായ വില ഉത്പന്നങ്ങൾക്ക് ലഭിക്കാത്തതും ഈ മേഖലയിലെ ഒരു പ്രശ്നമായി അദ്ദേഹം കൂട്ടിച്ചേർത്തു.

ജില്ലയിലെ കാപ്പി ഉത്പാദനം കർണ്ണാടകയിലെ വയനാട് അതിർത്തി ജില്ലകളിലെ പ്രതി ഹെക്ടർ ഉത്പാദനത്തെക്കാൾ 40% കുറവുവെന്നും ജലസേചനത്തിലും, ഭൂമി പുനരുജ്ജീവിപ്പിക്കുന്നതിനും റീ പ്ലാന്റിംഗ് നടത്തുന്നതിനും പ്രത്യേക പദ്ധതികൾ സർക്കാർ ആവിഷ്കരിക്കുന്നത് ഉത്പാദനം വർദ്ധിപ്പിക്കാൻ സഹായിക്കുമെന്ന് പ്രിൻസിപ്പൽ അഗ്രികൾച്ചർ ഓഫീസറുടെ പ്രതിനിധി അറിയിച്ചു.

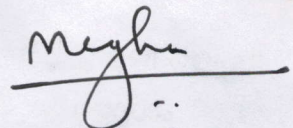
ഓൺലൈനായി യോഗത്തിൽ പങ്കെടുത്ത FIEO പ്രതിനിധി കർഷകർക്കായി കയറ്റുമതി, സർട്ടിഫിക്കേഷൻസ് എന്നിവയ്ക്കായി ഒരു കോമൺ ഫെസിലിറ്റി സെന്റർ ആവിഷ്കരിക്കുന്നത് കർഷകരെ ബോധവൽക്കരിക്കുന്നതിനും മറ്റ് സഹായങ്ങൾക്കും ഉപകരിക്കുമെന്ന് അറിയിച്ചു. ഓൺലൈനായി യോഗത്തിൽ പങ്കെടുത്ത DGFT പ്രതിനിധിയും എല്ലാ സഹായങ്ങളും ലഭ്യമാക്കുമെന്ന് അറിയിച്ചു.

കാപ്പി കർഷകരുടെ യോഗം അടിയന്തിരമായി വിളിക്കുന്നതിനും ജില്ലാ വ്യവസായ കേന്ദ്രത്തിൽ ഹെൽപ്പ് ഡെസ്ക്/കിയോസ്ക് സ്ഥാപിക്കുന്നത് പരിശോധിക്കാനും ലഭ്യമായ വിവരങ്ങൾ ഉൾപ്പെടുത്തി ജില്ലാതല എക്സ്പോർട്ട് പ്രമോഷൻ ആക്ഷൻ പ്ലാൻ അടിയന്തിരമായി തയ്യാറാക്കുന്നതിനും ബഹു. ജില്ലാ കളക്ടർ നിർദ്ദേശം നൽകി.

യോഗം 1.30 ന് അവസാനിച്ചു.



കൺവീനർ  
ജനറൽ മാനേജർക്കുവേണ്ടി  
മാനേജർ (ഇ.ഐ)  
ജില്ലാ വ്യവസായ കേന്ദ്രം  
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ചെയർപേഴ്സൺ  
ജില്ലാ കളക്ടർ  
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