



Self help....
Participation....
Prosperity....



**VEGETABLE & FRUIT
PROMOTION COUNCIL KERALAM**

A phenomenal tale of success from GODS OWN COUNTRY

Kerala, a tiny strip of land at the southernmost tip of India, has been identified as one of the twenty-five biodiversity hotspots of the world. Apart from its sprawling greenery and enchanting water bodies, the state is known for its high human development index, high literacy rate and communal harmony.

The land, so blessed with rich fertile soils, unique agro climatic conditions and characteristic monsoon, had agriculture as the mainstay in its economy long back. Its homestead system of farming was once world-acclaimed. The land under food crops gave way to cash crops. The result was inevitable; a gradual shift from a food secure state to a food scarce one, the very much existence of which depended on the crop yield of its neighboring states. The trend grew at an alarming rate and reached its zenith in eighties.

It was in this juncture, the state witnessed the genesis of an off the wall organization that was formed for the farmers and grew with them. The Government of Kerala, in unison with European Union (EU), decided to initiate a programme to revive the recad-



ing farmlands and Kerala Horticulture Development Programme (KHDP) was born, in 1992. It took a distinctly unconventional path and that made all the differences. The issues and concerns of the fruit and vegetable sector were addressed and resolved in a bottom-up approach. The decision to institutionalize the programme by constituting a Government undertaking company, Vegetable and Fruit Promotion Council Keralam (VFPCCK) to take this initiative forward, was an honour indeed.

And, here VFPCCK, the successor organization of KHDP, standing with our head held high and roots spread all over the fourteen districts of the state, to continue the journey of success by raising the social capital for the sector, with the commitment it deserves.

Vision

Empowered self help groups leading the nation in reaping the fruits of self help.

Mission

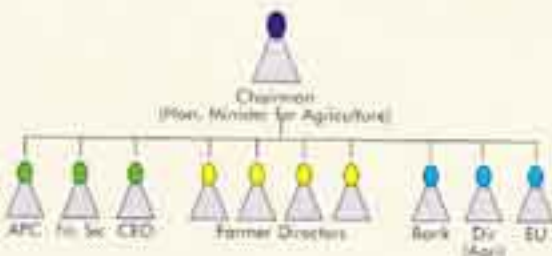
To develop cohesive Self Help Groups of progressive farmers to produce and market fruits and vegetables in an environment friendly and sustainable manner.

Objectives

- To promote the production and consumption of fruits and vegetables in the state.
- To sustain and replicate the successful activities initiated by Kerala Horticulture Development Programme.

Governing Body

VFPCCK is the first ever agricultural establishment in the country with farmers as the major shareholders.



Board of Directors



UNIQUE FEATURES

Self Help Groups

Moving together, towards prosperity

Basic unit of VFPCCK is farmers' Self Help Groups (SHGs) with 15-20 members based on neighborhood principle. SHGs provide a platform for group planning and implementation of the activities of the council.

Master Farmer Concept

Molding leaders among farming community

SHGs select Master farmers to lead the group in the areas of Production, Credit & Marketing. The trained master farmers accelerates the acceptance of novel ideas among fellow farmers.

Office-less Extension

Technology at farmers' doorstep

Vibrant team of extension personnel is committed to take the technologies to the farmers' field. The concept of lab-to-land transfer of technology is practiced in its true sense.

THRUST AREAS

• Production Technology

Participatory Technology Development (PTD)

Paradigm shift in farm experimentation

An alternative approach, with farmers as experimenter, bringing together indigenous know-how and scientific findings, to solve location specific problems.

Campaigns and Demonstrations

Message taken to the mass

Create awareness among the target group for the speedy acceptance of technologies and concepts, to act in time.

Quality Planting Materials

The integral input for assured output

Quality assured seeds, seedlings, TC plants, fruit seedlings and suckers are made available to the farmers, in time, within their means.

Soil test based nutrient application

Know your soil

Soil samples of council farmers are tested for assessing soil nutrient status. Supplementing the soil with nutrients is made based on the soil test results so that required nutrients in adequate quantities are received by the crop.

Automatic Weather Stations

Predicting weather

26 fully automatic weather stations are installed in different parts of the state and all the weather parameters at intervals are being recorded in the server at VFPCCK HQ Kakkannad. A tie up planned with Kerala Agricultural University will make the end use of the data for the benefit of the farming community.



Hi-tech agriculture

Modern technology for crop production

VFPCK disseminate the concept of hi tech agriculture which include poly house cultivation precision farming and fertigation units etc., for enhancing production and productivity of the crops

Harithanagari

Making city life greener, healthier and inhabitable

To provide technical to material support for promotion of organic vegetable cultivation in terraces and homesteads in urban to semi-urban areas.

• Training & Capacity Building

Imparting knowledge and refining skills

Skill oriented client driven trainings are given for the stakeholders in production technology and entrepreneurship development, supported by participatory tools and exposure visits.

Publications & Training Aids

VFPCK publishes a bimonthly magazine named *Krishiyankanam* for circulation among the member farmers and the general public. We supply books CDs, brochures, leaflets, booklets, field card etc. on crop production, pest and disease management, organic cultivation of vegetables, banana and fruit plants.

• Participatory credit

Capital for cultivation in quick and easy steps.

We ensure easy access to timely and adequate credit in a farmer friendly package in association with nationalized and commercial banks. SHG based credit planning and disbursement provides an invisible control on credit utilization. Timely repayment is enhanced through peer pressure. Our yearly average credit flow amounts to Rs.50crore.





• Insurance to crops & farmers

Caring for the lives too

Protecting the farmers, who take the risk of farming under a changing environment, is our responsibility. Farmers are assured a tension-free farming by covering the crop under insurance, implemented in liaison with reputed insurance companies. Medical and life insurance coverage extended to the farm families helps to traverse the unforeseen setbacks in their life.

• Marketing support

Market for the farmers, by the farmers, of the farmers

Establishing Group Marketing Centres (Swasraya Karsak Samitis) was a radical step in the marketing of agricultural commodities to ensure increased and sustained income for farmers. Ten to fifteen SHGs numbering to 150 to 250 farmers bring their produce

at a common point and trade it collectively, avoiding middlemen. In addition to better prices, the farmers enjoy the benefits of accurate weighing, proper grading and handling, reduced transportation and handling costs, and they get their payment in time. Along with these markets 135 input supply centres are functioning for the supply of inputs at reasonable price to farmers.

Market Intervention Activities

Caring producers and consumers

We make market interventions during gluts by providing fair price support to farmers. Market interventions are also made during price hike situations and festive occasions to safeguard the consumers. Farm fresh vegetables collected directly from the producers, are supplied to them at reasonable prices, establishing a direct link in the supply chain.





• Value Addition

Adding value to produce

Farmers are equipped to undertake small scale processing and value addition of fruits and vegetables to realize increased and sustained income.

A mechanical 'cut vegetable' supplying unit is functioning at Trivandrum which is supplying ready to cook vegetables and fruit packets to the public at reasonable rates. Women groups of the council is empowered to produce value added products from tapioca, banana and jackfruit.

• Seed Processing Plant

Quality seeds at affordable price

The seed processing plant started functioning in 1995 for the supply of 20 different varieties of high yielding

vegetable crops suitable for the different agro-climatic conditions of the state. In twenty years, it turned out to be the biggest seed processing plant in the state with lions' share of vegetable seed production (60%) in public sector.

Seedling nursery

Seedling nurseries are established by the council at SPP to raise quality seedlings of tropical and cool season vegetables for distribution. They have the capacity to raise more than 5 lakhs seedlings at a time.

Tissue culture Lab

The Tissue Culture Lab began its commercial operations in the year 2009. Suckers are collected from disease free high yielding varieties of banana. We propagate and distribute banana varieties preferred in the state.





like Nendran, Grand Naine, Robusta, Palayankodan, Poovan and Kadali.

• **Krishi Business Kendra (KBK)**

One stop shop for Agriculturists

KBK is a retail centre for supply of quality Fruit and Vegetable seedling, ready for sale at reasonable prices to public. Apart from Fruit and Vegetable seedlings, flowering plants organic inputs and farm implements are available for sale. A demonstration unit of Hi-Tech Vegetable cultivation in polyhouse is also established here.

SCHEMES & PROJECTS

VFPCK is implementing various schemes funded by Central and State Government in the fruit and vegetable sector for the betterment of farming community.



Highlight Projects under implementation

- **Hi tech plug type seedling production unit** for the production of quality hybrid seedlings with a capacity of 2 crore seedlings / year at Mavelikkara- Alappuzha with the fund support from RKVY
- **'cut vegetable' supplying unit** at Eranakulam and Trivandrum for the supply of ready to cook vegetables with the fund support from Government of Kerala
- **5 integrated vegetable and banana pack houses** with 20 mt capacity storage with pre cooling, cooling and ripening facilities in Kannur, Wayanad, Palakkad and Thrissur with the fund support from APEDA
- **A soil testing lab** with most modern facilities at Thuravoor in Alappuzha with the fund support from Government of Kerala
- **A new KBK** for the supply of all agriculture inputs and planting material at Trivandrum with the fund support from Government of Kerala
- **Vegetable Initiative for Urban Clusters** scheme in 7 districts with the fund support from State Horticulture Mission
- **Special schemes for Attappady- Palakkad and Pathanamthitta** Tribal development with the fund support from Scheduled Tribe Development Department.

Services offered by the council*

Trainings / Field visits

- Crop production, crop management, and crop protection
- Post harvest handling and value addition
- Homestead vegetable cultivation
- Mushroom cultivation and spawn production
- Organic farming
- Cultivation of cool season vegetables
- Seed production, post harvest handling and processing
- Precision farming, poly house cultivation

Publications

- Krishyankanam - a bimonthly magazine
- Book on vegetable cultivation
- Book on organic vegetable cultivation
- Book on banana cultivation
- Book on fruit plants
- Book on soil fertility management
- Leaflets on cool season vegetable cultivation, homestead vegetable cultivation
- CD on organic vegetable cultivation with booklet
- CD on commercial vegetable cultivation with booklet
- Field card on pest and diseases of banana and vegetables

Planting materials

- Quality vegetable seeds of 19 varieties
- Seedlings of hybrids and cool season vegetables
- Tissue culture plantlets
- Quality fruit plant grafts
- Quality suckers, tubers and cuttings
- Quality flowering plants
- One stop shop for all planting materials and agriculture inputs at KBK, Kakkanaad

* Contact us for the payment details



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