

“Study and Evaluation of the Coconut and Coir Procurement Model at Perambra, Kozhikode” Report Submitted by Mr Ajith Mathai in association with Centre for Management Development, Thiruvananthapuram in February, 2021

Abstract

Over 95 percent of coconut trees in Kerala are grown in homesteads and coconut and coir fibre procurement is facing lot of issues and challenges unlike the large scale farming that existed once in Kerala. The report introduces the concept of homestead model for agriculture and focuses on coconut and coir procurement system in the state. The major objective of this study was to develop a procurement model for homesteads agriculture in Kerala with special reference to homesteads coconut cultivation and coir fiber procurement. The study looks at the existing procurement model in Perambra village in Kozhikode district and recommends the work flow change with the focus on integrated procurement. It discusses the homestead model, identifies the challenges of homesteads procurement in Kerala in general and discusses in detail the particular challenges of the Perambra model. The report proposes an alternative model for addressing the challenges of homesteads procurement, profitable aggregation of coconut and coconut husk from the homesteads, value addition close to the source of aggregation, integration of coconut oil and coconut fibre production, and a comprehensive professional approach in the field. The study argues that the proposed model can be adopted in other regions of the state. The implementation process is also explained in the report. Besides, as part of the study a technology platform called AHOPE (Application for Homestead Procurement and E-Payment) is designed for this purpose. AHOPE has two interfaces - AHOPE closed loop product and AHOPE open loop. The AHOPE is currently being considered by Kerala State Coir Corporation for the aggregation of services. The payment procedure using the app and the functioning of the app is also explained in the report.

Key words: *Coconut, Coir, Integrated Procurement, Homesteads cultivation, AHOPE, Closed Loop, Open Loop,*