

Managing Agricultural Micro Enterprises

An interface programme on 'managing agricultural micro enterprises' was organized for the benefit of participating farmers/rural woman of Pathiyur panchayats in Alappuzha district where CPCRI is implementing the Farmers FIRST Programme. The programme was conducted in the Panchayat premises on 7 November 2017. Sri. V. Prabhakaran, President, Pathiyur panchayats inaugurated the programme. He applauded the holistic approach adopted by CPCRI for enhancing farm income under the project.



Through videoconferencing, Dr. P. Chowdappa, Director, CPCRI interacted with the participants from Kasaragod. He highlighted the immense scope for coconut value addition and assured that CPCRI would handhold agribusiness ventures of farmers. Dr. K. Muralidharan, Principal Investigator delivered the key note address on the topic 'Agri-enterprises: Startup, sustenance and scale up'.

Sri. K. Sukumaran and Smt. Jayakumari (standing committee chairpersons) and Smt. Janisha, CDS Chairperson along with other participants interacted with the scientists on various issues of Agriculture and Agribusiness venture. Dr. C. Thamban, HoD (Social Sciences); Dr. A. C. Mathew (Principal Scientist), and Dr. P. Subramanian (Principal Scientist) from Kasaragod were interacted with the participants through videoconferencing. Dr. P. Anithakumari, Principal Scientist, FFP acted as the moderator. Eighty two persons representing CDS members, progressive farmers and members of Coconut Producer Societies participated in the programme.