FARMER INNOVATIONS OF PDS.
Sharing Our Experiences

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Peermade Development Society

Altitude: 1060 m/3477 feet
Empowerment of village communities especially the tribals, women and the marginal farmers towards sustainable development by conserving and enhancing local resources in order to have fullness of life.
PDS – Today…

**Largest NGO**

PDS is the largest NGO in South India both in terms of the number of programmes and staff

**Centre of Relevance and Excellence - CORE**

Government of India has conferred the status of Centre of relevance and excellence (CORE) on PDS

**Largest Exporter of Organic Spices**

PDS is the first NGO in Asia to be awarded the Benefit Sharing Fund of the International Treaty on Plant Genetic Resources for food and agriculture

PDS was awarded as the largest exporter of organic spices in India for 6 years
PDS – Today…

**National Innovation Foundation (NIF)**

PDS is the regional collaborator of NIF, GoI. PDS was awarded Best Partnership Award by NIF for scouting innovations in the National level.

**Kerala Science Congress**

PDS is the only NGO in the state to host Kerala Science Congress in association with STEC, Government of Kerala and Department of Science and Technology (DST), GoI.

**Tribal Development Fund**

PDS has been awarded the first Tribal Development Fund in the state of Kerala by NABARD.

**Organic Farming**

PDS is the first NGO to promote organic farming in Kerala State and the first one to organise organic small farmers’ consortium.
PDS – Today…

**KVIC Extension Centre**
Khadi & Village Industries Commission has approved PDS as an Extension Centre under Bio Manure Programme

**Business Models**
PDS has developed several business models for self sustainability (Organic Spices, Organic Tea, Bio manure, Bio technology, Microbiology, Spawn production)

**NABARD PSC**
Nominated as a member of the project sanctioning committee for tribal development programme of NABARD

**Incubation of Farmers’ Innovations**
First NGO to implement the innovation-Science & Technology based Entrepreneurship Development programme in India
PDS – Today…

**SIRO - DSIR**
Department of Scientific & Industrial Research, Government of India recognised PDS as a Scientific and Industrial Research Organisation

**Empanelment by TRIFED**
TRIFED, Govt. of India has empaneled PDS as a resource center for imparting training and skill up gradation programmes related to non-timber forest produces

**Empanelment by DASD**
Directorate of Arecaanut and Spices Development, Govt. of India has empaneled PDS for implementation of the Transfer of Technology Programmes on spices and Aromatic plants

**State Level Consultative Committee Member**
Nominated as a member of State Level Consultative Committee (SLCC) of Farmer Producer Organizations (FPO’s) by NABARD.
Human Resource and Institutional Development

Rural Housing

Supported by:

In 2016-17: 200 families were supported for renovating their homes
40 families for constructing new houses
Micro credit programme – year wise distribution

Human Resource and Institutional Development

Micro finance and employment generation

High Repayment rate : 99.93%
Human Resource and Institutional Development

Skill Training

Entrepreneurship Development

Hand Holding
Human Resource and Institutional Development

Knowledge based Enterprises

Extensive Marketing System
Women Empowerment

- Women SHG Promotion
- Skill Training
- Capacity Building
- Enterprise Development
- Marketing Support
- Micro Finance
- Gender Mainstreaming
- Women Friendly Technologies
Human Resource and Institutional Development

Tribal Development

- Agriculture Development
- Marketing Support
- Micro Level Organizations Setup
- Capacity Building

- Leadership Development
- Livelihood Promotion
- De-Addiction Counseling & Awareness
- Enterprise Building

“WADI” approach for tribal development at Kannampady tribal settlement

- 500 tribal families belonging to Urali and Ulladan tribal communities
- Each beneficiary farmer has demarcated 50 cents to 1 acre of land for scientific cultivation of pepper and coffee
Natural Resource Management

Organic Farming

- Farmer
- Supply of quality seedlings
- Vermicompost production
- Supply of bio-control agents
- Organic certification
- Value addition
- Processing
- Exporting via Farmers’ consortium

Income generation
Natural Resource Management

PDS Organic Spices

- Certified as per ISO 22000 & BRC Standards
- Certified Organic and Fair Trade
- 2543 Small Farmers
- 4046 Hectares of certified organic farm area
- Exports since 1998
- Topmost Exporter of organic spices from India
- Exports to: USA, Japan, Germany, U.K, The Netherlands, France, Belgium, Australia, Canada, Egypt, Switzerland, S. Korea etc.
Most modern organic spices processing unit

USFDA, ASTA & ESA Food safety standards

Retail Packing

Private Labeling

Latest Cleaning, Grading facilities

Steam sterilization System

ISO 22000:2005 Food Safety Management

BRC AA Grade by Bureau Veritas
Certifications

ORGANIC STANDARDS
- USDA ORGANIC
- INDIA
- European Union
- JAS
- ORGANIC KOREA

OTHER STANDARDS
- DEMETER
- BIOSUISSE
- NATURLAND
- NATURLAND FAIR
- FAIRTRADE

QUALITY STANDARDS
- BRC AA
- ISO 22000:2005
- FSSAI
Our Commitments

Environment
- Promoting Organic Farming
- Bio-pesticides
- Protecting Biodiversity
- Preserving & promoting indigenous varieties

Farmers
- Organic Premium
- Minimum guaranteed Price
- Credit & Quick Payment
- Technical Support
- Purchase from farm gates

Business Partners
- Quality
- Traceability
- Responsibility
- Long Term association
- Transparency
Small Farmers in the Idukki project area

Peculiarities

- Remote location
- Difficult Terrain
- Small holdings
- Marginal lands
- Rain fed
- Mixed cultivation
- Limited production capabilities
An institutional Support is essential
PDS Organic Project – Supporting Small Farmers

Established Organic Farm Management System

Procurement

From the farm gates, Ensuring Traceability

Processing

BRC AA, ISO 22000:2005 certified facility

Export/Marketing

More than 12 countries, Retailing in India

Mobilizing small scale producers, ICS - Convert to Certified Organic Farm

Linking small scale producers to the market

Achieve better income through trade
Support to Farmers

- Organic certification cost – borne by PDS
- Organic & Fairtrade Premium
- Purchase from Farm gates
- Quick & Credit payment facility
- Training & Development Programmes
- Vermi compost & Vermi culture, Bio-inputs etc.
- Good Quality Seeds/ planting material, Packing material
Trainings
Organic Farming

Vermicompost Production

Bio control Lab
Natural Resource Management

PDS Organic Spices

Organic Spice Sales (in Lakh Rupees)

- 2013-14: 1451
- 2014-15: 1864
- 2015-16: 2659
- 2016-17: 2731
- 2017-18: 2721

Largest sustainable Exporter of organic spices in the country
Natural Resource Management

Organic Tea Processing

Sahyadri Organic Small farmers Consortium (SOSFC)
Organic Farming

Sahyadri Research Institute, Thattathikkanam
Plantlets, Tissue Culture and Mass multiplication of

- Banana
- Black Pepper
- Anthurium
- Vanilla
Natural Resource Management

Watershed Development

- Soil & Water Conservation
- Stone Bunds
- Soil Bunds
- Stream Bank Protection
- Agro Forestry
- Rain Water Harvesting
- Check Dam
- Gully Plugging
- Safe Drinking Water
- Consultancy
Promotion of Farmers’ Innovation; An Overview

• PDS is active in the field of farmers’ innovations for more than 2 decades
• Documentation, Development & Dissemination of farmers’ Innovation are the core activities
• Scouted & documented more than 1300 innovations, out of which 55 innovators got national recognition from the President of India.
• Developed unique models for incubation of farmers’ innovations
• Converted 28 innovations into enterprises at village level
• Regional collaborator of National Innovation Foundation and Honey Bee network
• Publishing Malayalam version of Honeybee ‘ Ini Karshakan Samsarikkatte’ (“Let the Farmer Speaks”).
Our recognitions – Promoting farmers’ Innovations

- Three national awards from Government of India for scouting farmers’ innovation
- International recognition from FAO for converting farmers’ innovations into enterprises
- Farmers’ innovations incubation center – Supported by Government of India.
- Supported by various national & international agencies including FAO, UNDP, NIF, DST, NSTEDB
Innovators Technology Development Centre (ITDC)
Farmer Innovations: Types

• Plant varieties
• Cultivation practices
• Farm implements
• Machineries
• Water conservation techniques
• Organic cultivation practices
• Pest and disease management practices.
Plant varieties

Cardamom varieties
Njallani, Thiruthali, Vander, Elarajan, White flower, Panikulangara
Njallani variety: More than 80% of cardamom cultivation in Idukki use this variety.
Black Pepper varieties

Kumbukkal, Zion mundi, Thekkkan
Nutmeg Varieties

Kadukamakkal  Kochukudy  Punnathanam
Farm Machineries

Pepper thresher, cardamom polishing machine, cardamom drier, nutmeg decorticator, arrowroot grinder
Mobilizing Innovations of Women

• PDS with the support of NIF organized special competitions through women self help groups to mobilize innovations of women
• Scouted more than 5000 knowledge practices from one district.

Video
Innovations into Enterprises

- A Start-Up Project (Incubator) to promote farmers' innovations into rural enterprises
- First project for NGOs in India
- Areas covered: Idukki, Waynad, Ernakulam, Pathanamthitta, Kottayam

Innovations selected:

- Pepper variety Zion mundi-P.G George
- Pepper Thresher P K Ravi
- Cardamom Variety Thiruthali-T.P Joseph
- Electro tyre rethreading machine Augustine Thomas
- Kumbukkal Pepper Varghese K.T
Publications

Regular Publications
- Ini Karshakan Samsarikkatte
- Gramodayam

PDS Research Paper Series
- Publications Based on Scientific Research

Books, Training Materials, Manuals
- Publications Related to Project Activities and Organizational Goal
Our Observations

• Since innovators are ordinary people, innovations come from very remote areas. Innovations happen with people facing various problems.

• Innovators do not know how to explain the innovations. So we have to do a lot of probing.

• Innovators are very suspicious in the beginning. So we have to create trust in the beginning.

• Innovators complain that the common people see them as crazy because they don’t understand the innovations.

• Innovators usually do not speak much. Hence they do not get much publicity.
Our Support

• Organizing capacity building programmes to NGOs, policy makers, scientists, field workers for promoting farmers’ innovations.

• Guided exposure visits to the farmer innovators

• Support to strengthen local NGOs to promote farmer innovations.
PDS ConServ

Consultancy services in:

- Rural Technology
- NRM
- Monitoring and Evaluation
- Project Planning
- Research
Thank You