



# GREETINGS FROM PEERMADE DEVELOPMENT SOCIETY

A wide-angle photograph of a tea plantation on a hillside. The tea bushes are arranged in neat, terraced rows that follow the contours of the land. The plants are a vibrant green. In the background, there are rolling hills and mountains under a sky with scattered white clouds. A few taller trees are scattered throughout the plantation.

# FARMER INNOVATIONS OF PDS.

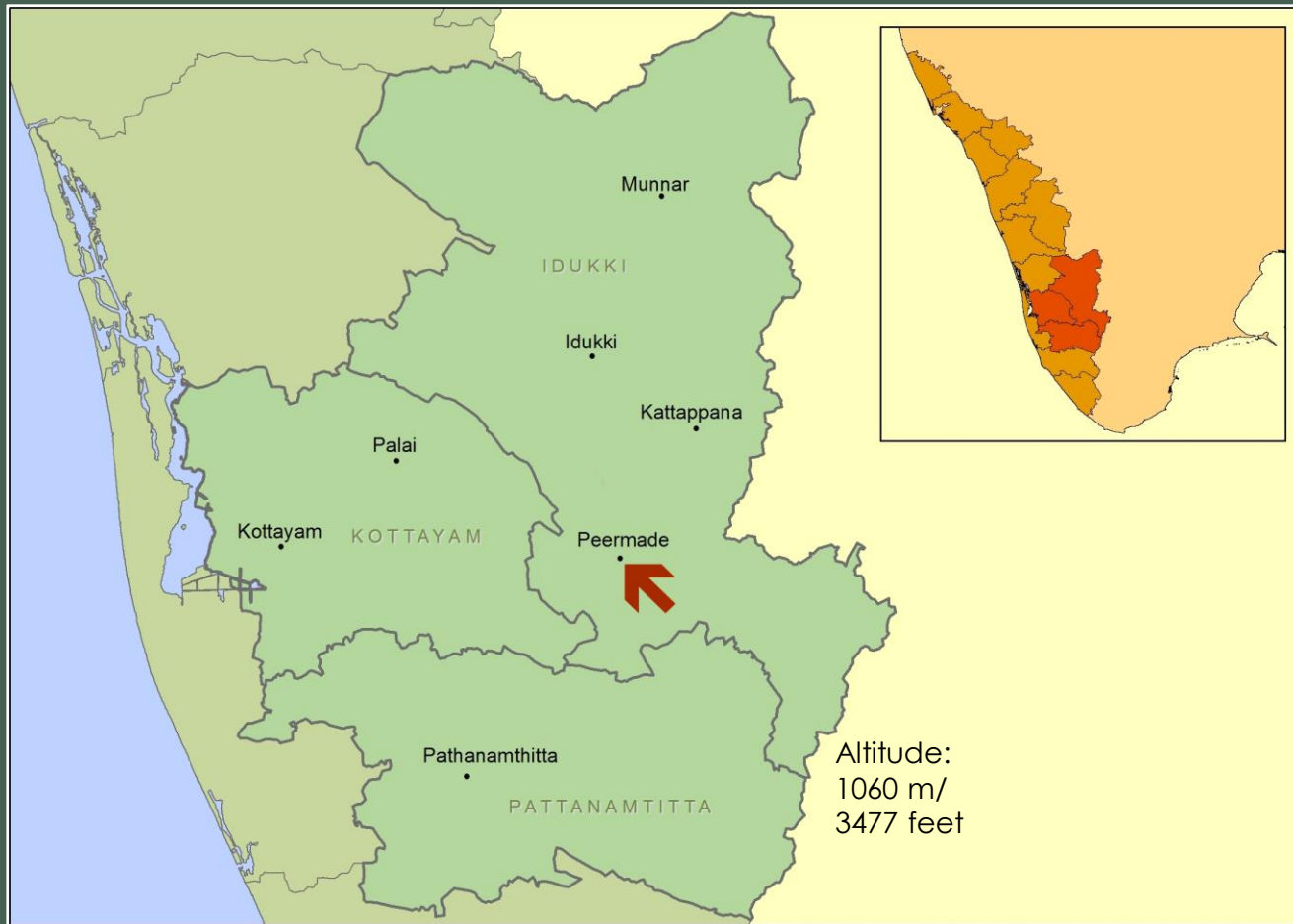
Sharing Our Experiences

Dr. Hubby Mathew  
Executive Director

Peermade Development Society, Kerala



# Peermade Development Society





## OUR VISION

"Sustainable  
Development"



## OUR MISSION

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



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

## **Largest Exporter of Organic Spices**

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**

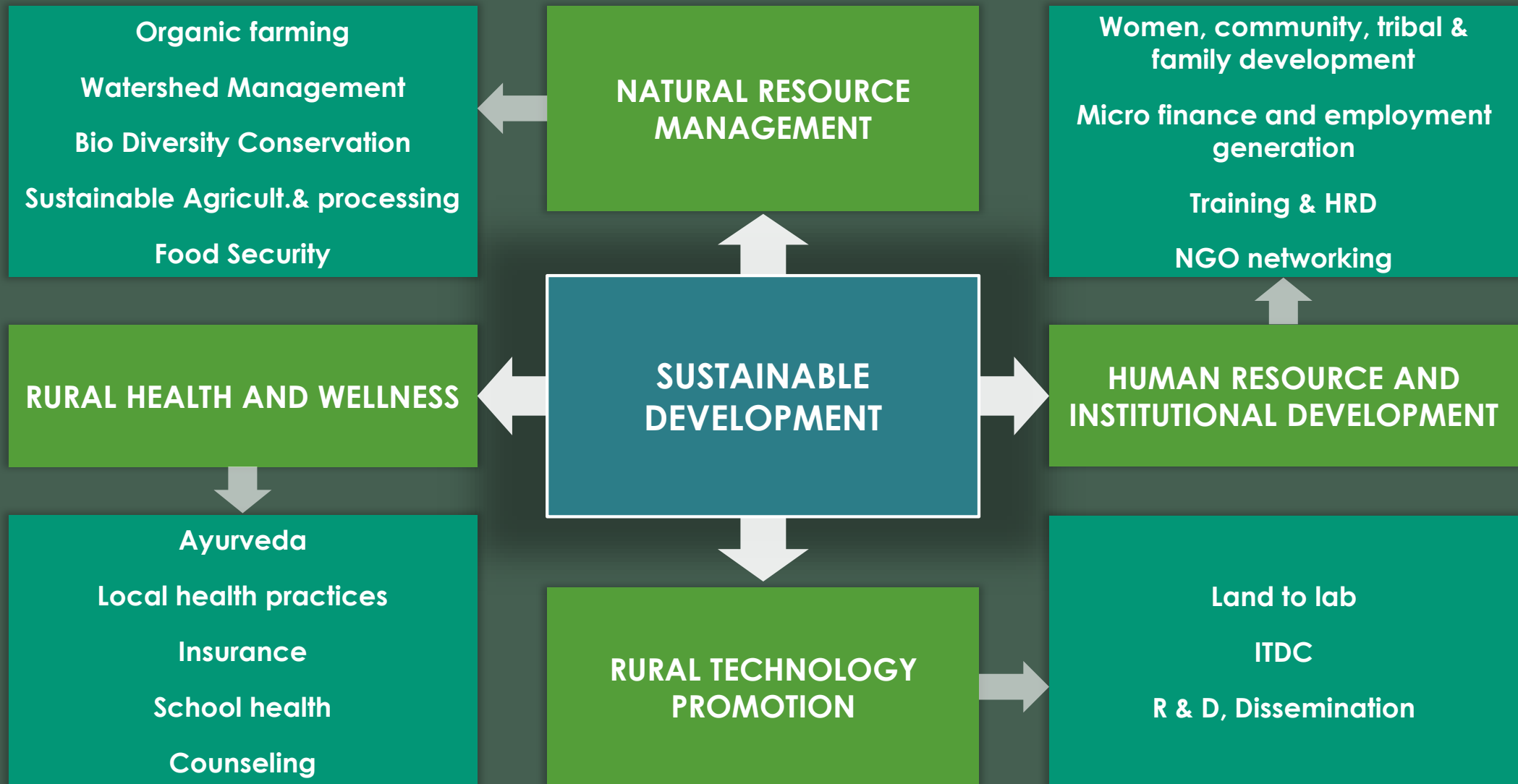
Directorate of Arecanut and Spices Development, Govt.  
of India has empaneled PDS for implementation of the  
Transfer of Technology Programmes on spices and  
Aromatic plants

## **State Level Consultative Committee Member**

Nominated as a member of State Level Consultative  
Committee (SLCC) of Farmer Producer Organizations  
(FPO's) by NABARD.



# Activity Profile





Human Resource and Institutional Development

# Rural Housing

Supported by:



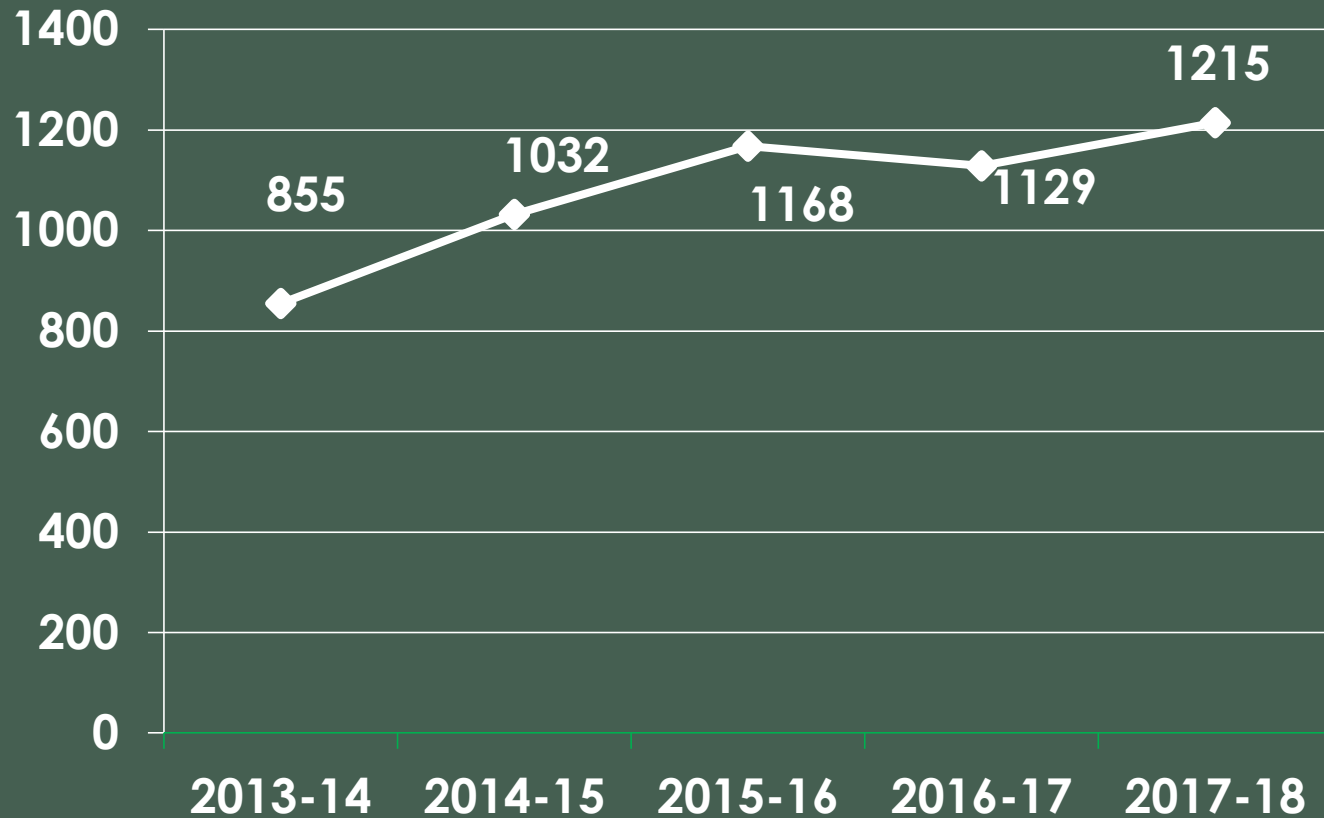
In 2016-17: 200 families were supported for renovating their homes  
40 families for constructing new houses





## Human Resource and Institutional Development

# Micro finance and employment generation



High Repayment rate : 99.93%



Micro credit programme – year wise distribution



# Human Resource and Institutional Development



Skill Training



Entrepreneurship Development



Hand Holding







## Human Resource and Institutional Development

# Women Empowerment

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

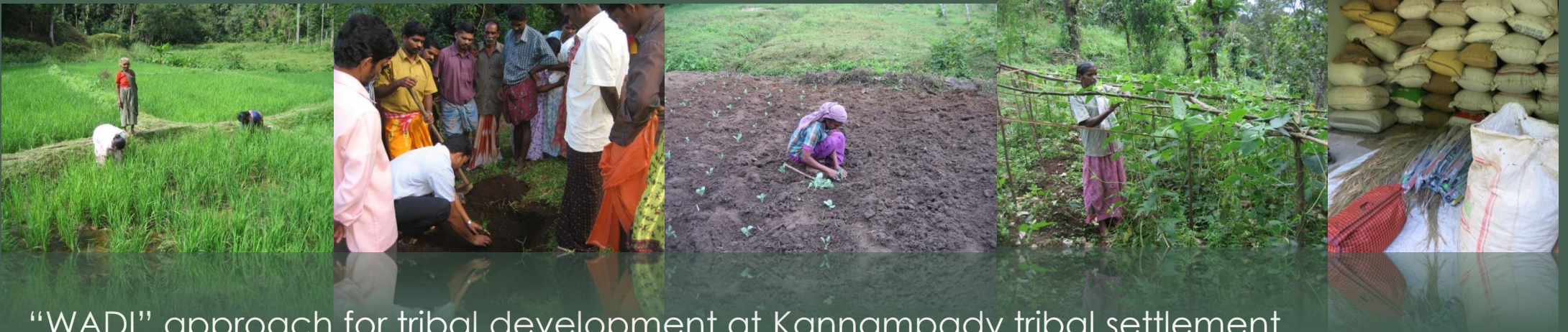




## Human Resource and Institutional Development

# 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





# Natural Resource Management PDS Organic Spices



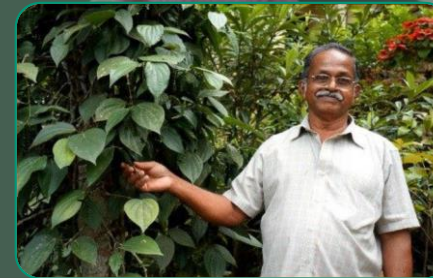
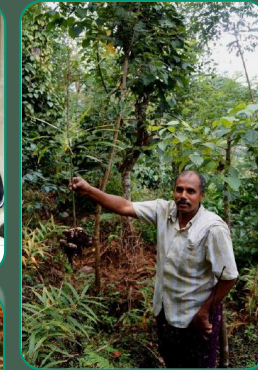


Natural Resource Management

# PDS Organic Spices

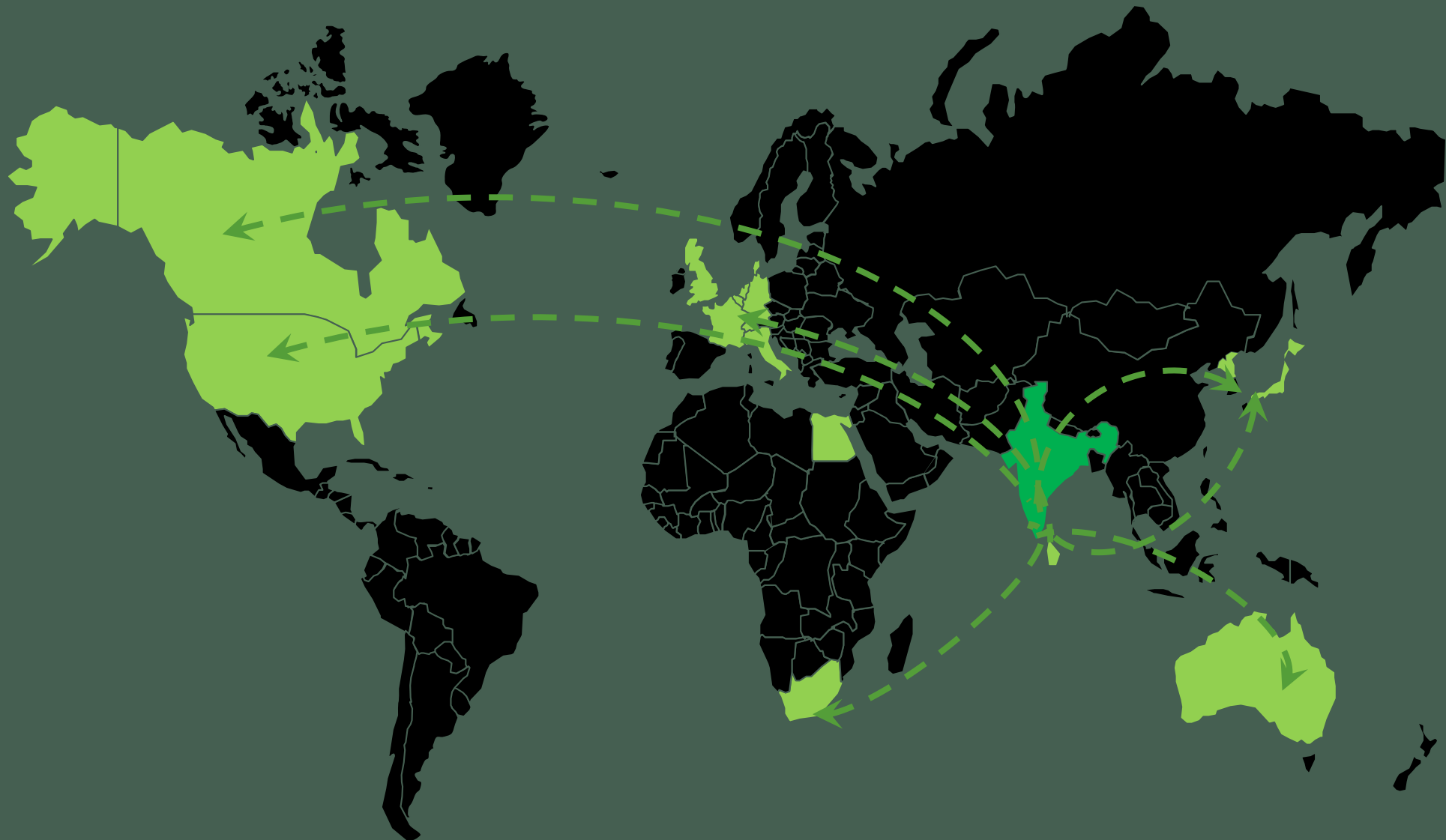


- Certified as per ISO 22000 & BRC Standards
- Certified Organic and Fair Trade
- 2543 Small Farmers
- 4046 Hectares of certified organic farm area
- Exports since 1998
- Topmost Exporter of organic spices from India
- Exports to: USA, Japan, Germany, U.K, The Netherlands, France, Belgium, Australia,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



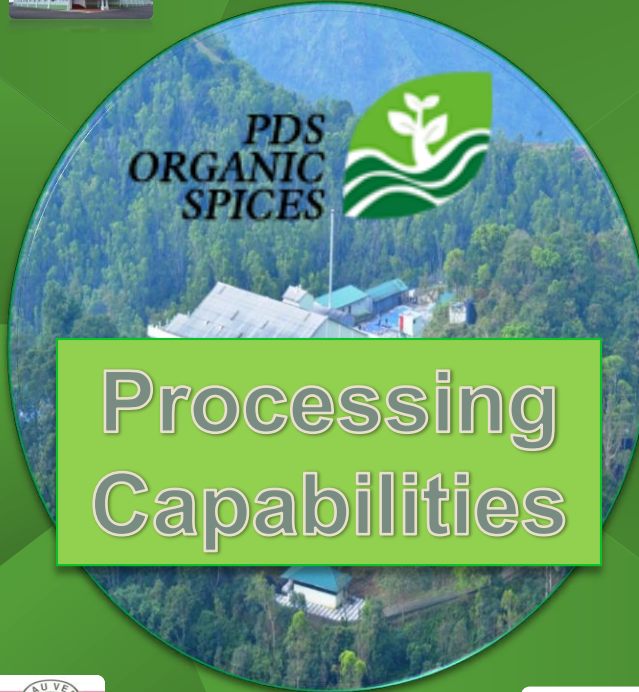
# Global Reach

PDS  
ORGANIC  
SPICES



Most modern organic spices processing unit

USFDA, ASTA & ESA  
Food safety standards



Latest Cleaning, Grading facilities



Retail Packing



Steam sterilization System



Private Labeling



ISO 22000:2005  
Food Safety  
Management



BRC AA Grade  
by Bureau Veritas

# Certifications



## ORGANIC STANDARDS



USA



INDIA



European  
Union



JAPAN



KOREA

## OTHER STANDARDS

demeter

DEMETER

BIOSSUISSE  
ORGANIC

BIOSSUISSE



NATURLAND



NATURLAND  
FAIR



FAIRTRADE

## QUALITY STANDARDS

BRC  
BUREAU VERITAS  
Certification



BRC AA

ISO 22000  
BUREAU VERITAS  
Certification



ISO  
22000:2005

fssai

FSSAI

# Our Commitments

PDS  
ORGANIC  
SPICES



## Environment

- Promoting Organic Farming
- Bio-pesticides
- Protecting Bio-diversity
- 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

PDS  
ORGANIC  
SPICES



## 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

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



Linking small scale producers to the market

Procurement

From the farm gates, Ensuring Traceability

Processing

BRC AA, ISO 22000:2005 certified facility



Achieve better income through trade

Export/Marketing

More than 12 countries, Retailing in India

# 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

# Research & Development Division

PDS  
ORGANIC  
SPICES



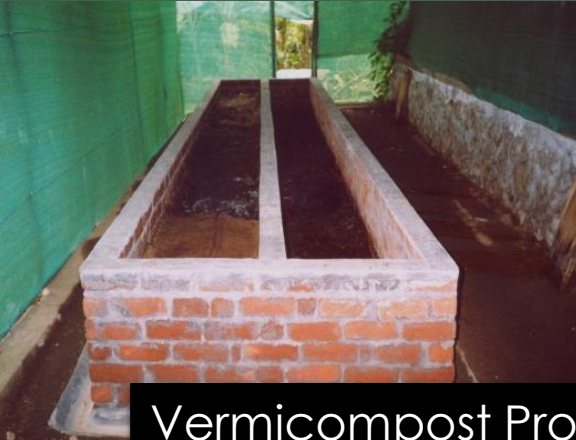
# Trainings

PDS  
ORGANIC  
SPICES





# Organic Farming



Vermicompost Production

Vermicompost Production



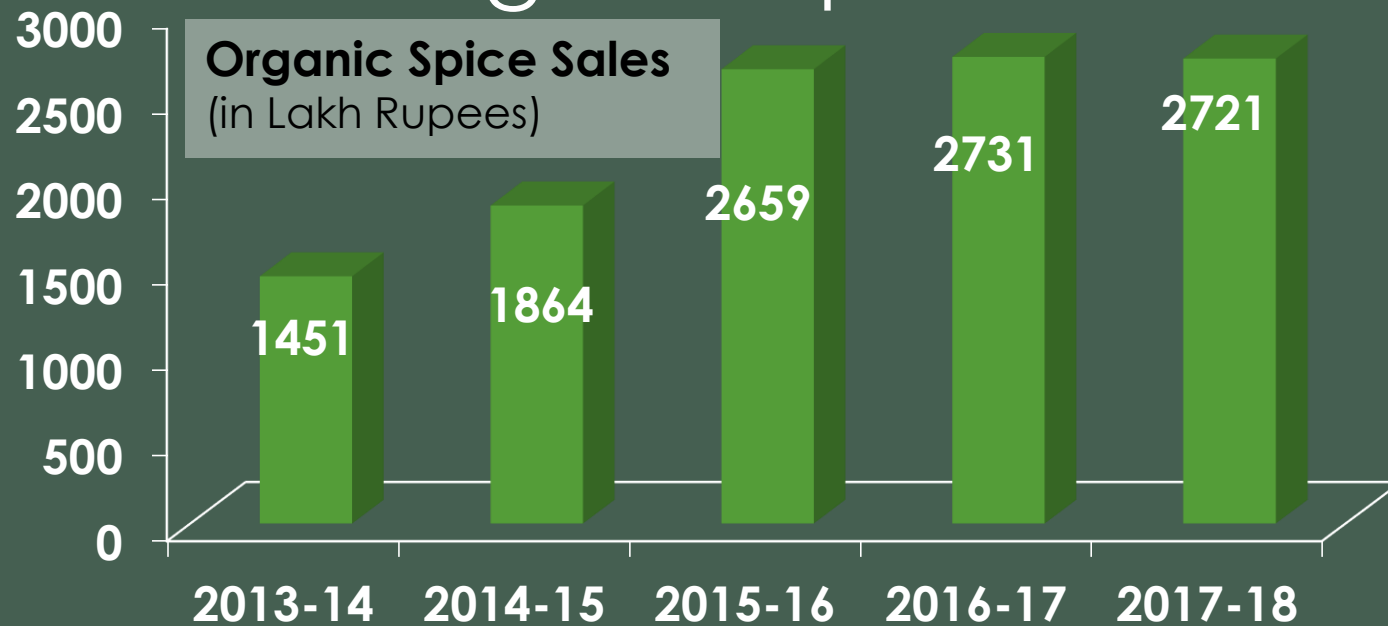
Bio control Lab

Bio control Lab

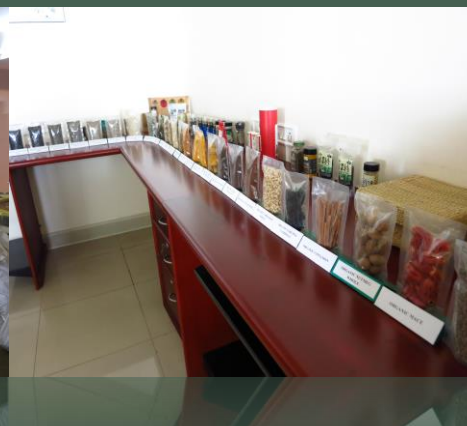


Natural Resource Management

# PDS Organic Spices



Largest sustainable  
Exporter of organic  
spices in the country





# Natural Resource Management

## Organic Tea Processing



Sahyadri Organic Small farmers Consortium (SOSFC)





Natural Resource Management

Sahyadri Research Institute, Thattathikkanam

# Organic Farming



Organic Garden

organic garden



# Natural Resource Management Biotechnology Lab



Plantlets, Tissue Culture and  
Mass multiplication of

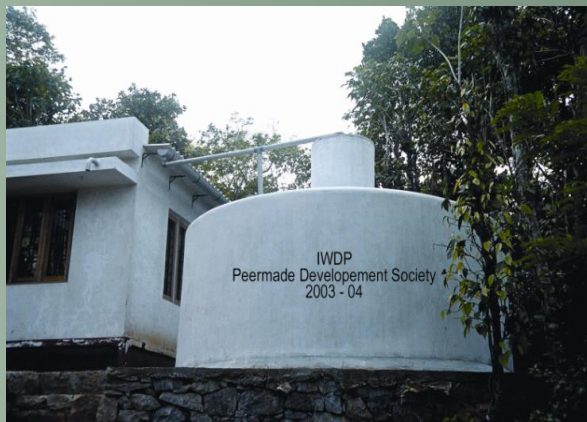
- Banana
- Black Pepper
- Anthurium
- Vanilla



## 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



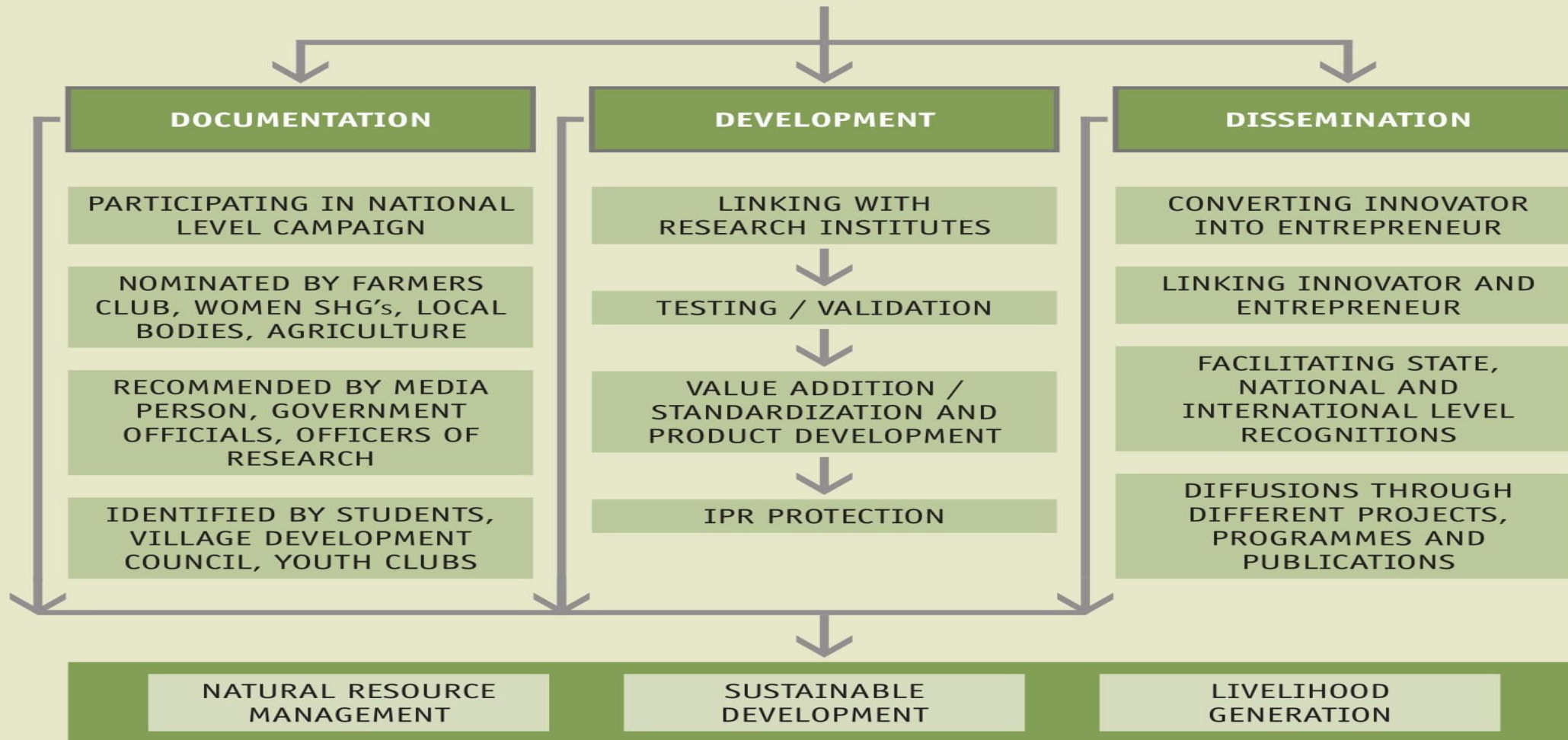
# Promotion of Farmers' Innovation; An Overview

- 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

**L A N D L A B**





# 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 , Zionmundi, Thekkan



# Nutmeg Varieties

Kadukamakkal

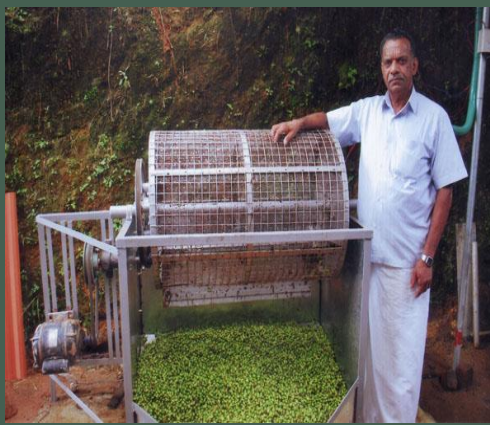
Kochukudy

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

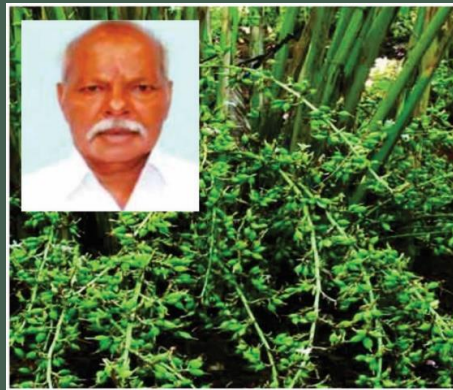
## Innovations selected:



**Pepper variety**  
Zion mundi-P.G  
George



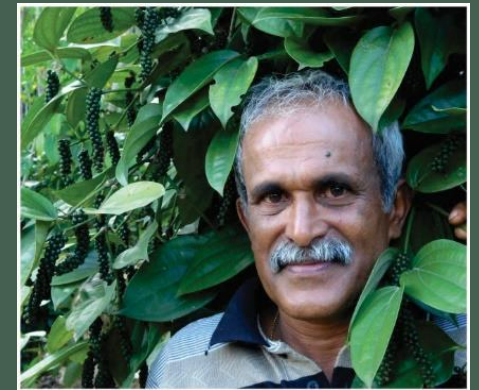
**Pepper Thresher**  
P K Ravi



**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**

