

ATIC Thrissur

Flairs.

Onam and X'mas fairs are regularly organised by ACTI in August – September and December, respectively every year. Temporarily stalls are erected for the sale of vegetables, fruits; coconut and farm produce of the different research stations under KAU. In addition, dairy, meat and poultry products are under taken. Since festival seasons bring irrational price hike in local markets, all products are sold at reasonable rates at the center and this provides relief to the general public. There is much appreciation for these fairs among the local people as they help in arresting price hike in the local market.

ATIC on the Net:

The details regarding service and sale of quality planting materials, seeds, publications and other value added products can be accessed from the KAU website www.kau.edu

Exhibitions:

ATIC regularly participates in a number of major and minor exhibitions organised in the state. The Thrissur Pooram Exhibition organised in connection with the Thrissur Pooram is a prestigious national exhibition that showcases state-of-the-art technologies and consumer items. The KAU is a regular participant of the exhibition which is organised by the Communication Center. ATIC makes its presence felt in these exhibitions. The KAU pavilion brings all the major disciplines namely agriculture, animal husbandry, agricultural engineering and fisheries under a single roof, thus providing farmers and tourists a glimpse of KAU in a nutshell. Many of the ATIC products like cocoa chocolates, tender coconut soda, coconut vinegar, and banana fiber products etc... are well received by the public. In 2001, ATIC had a separate stall within the university pavilion and in 2002; the whole pavilion of KAU was designed like the new ATIC building.

Crisis campaigns – Tender coconut and related products sale

In order to bail out the coconut farmers from the harsh economic conditions caused due to the sharp fall in coconut prices, ATIC organised a campaign for promoting coconut diversified products especially tender coconut and their variants. A tender coconut parlor was set up from February 2001 to May 2001 where tender coconuts were purchased from the farmers for a price of Rs 4.50 per nut as against the then market rate of Rs: 2.00 for mature coconuts. This was a real boon to the coconut farmers. Simultaneously they were exposed to the various technological choices in diversified tender coconut products like tender coconut soda, coconut candy, coconut pudding, iced tender coconut kernel etc..

The campaign was well received by the public. The tender coconut sale in the state has shown improvement over a period of three years. The consumption of tender coconuts and related products has improved and the private sector is now showing interest to invest in such ventures, emulating the ATIC trials.