



A SUCCESSFUL YEAR IN REVIEW 2017



**PALMYRAH
DEVELOPMENT
BOARD (PDB)**

A Successful Year In Review 2017



Palmyrah Development Board

National Housing Secretariat Authority Building,
1st Floor, Kandy Road, Jaffna, Sri Lanka

Tel: 021 222 2034 | Fax : 021 222 4154 | E-mail: slpdbho@yahoo.com



Hon. Minister D.M. Swaminathan
Ministry of Prison Reforms, Rehabilitation,
Resettlement and Hindu Religious Affairs



Eng. P. Suresh
Secretary,
Ministry of Prison Reforms, Rehabilitation,
Resettlement and Hindu Religious Affairs



Dr.R. Sivasangar
Chairman,
Palmyrah Development Board.

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Chairman's Message

I am very happy to write few words for this book, "A Successful Year in Review - 2017".

I assumed my duty as the Chairman of Palmyrah Development Board on 1st August 2016 and presently we are in the end of 2017.

With the promise to uplift the board and to save the name of the good governance, I have been serving as per the Administrative and Financial rules and regulations and other government circulars. The following activities had been done at the board in the year of 2017.

1. Internal Control system was strengthened
2. Finance unit was strengthened
3. Production outcome was increased
4. Marketing sales depicted notable increase
5. Total production from the trainers of PDB had increased
6. Human resources was strengthened
7. International collaboration was initiated
8. Palmyrah products were taken to the foreign markets
9. Researches were brought to the light
10. Government money wastages were identified and rectified

All these achievements would not be easily reached without the good guidance and support of the Honorable Minister D.M. Swaminathan and other higher officers of the Ministry of Prison Reforms, Rehabilitation, Resettlement and Hindu Religious Affairs. Further, dedication and hard work of the staffs and the coordination of Executive managers were highly appreciated during the year of 2017. Therefore, I have the duty to thank each and every one who joined with us to uplift the Palmyrah Development Board towards the successful journey. I also thank Board directors for their frequent support and feedback and congratulate all the dedicated staffs of the board.

This book is published with the purpose of summarizing the successful progress of Palmyrah Development Board in the year of 2017. Elaborated report will be published in the Annual Book 2017.

Dr. R. Sivasangar,
Chairman,
Palmyrah Development Board.



General Manager's Message

On behalf of Palmyrah Development Board, I am pleased to present to you the performance of the board for the year ended 31st December 2017 which has almost entirely been a year of success and progress.

This is the 39th year of our operations to the people of the nation who depend on palmyrah sector.

The board continued to strong growth recording an increase in palmyrah based business of over 35% this year and had an operating turnover of Rs. 41.39 Mn compared to turnover of the previous year.

It is hoped that there would be a greater emphasis on advertising and promotion and plans have already been laid for this to be undertaken in order to expand the marketing activities.

The board also continuous to invest on human resources development as it considers the development of its staff as being very important to the board's wellbeing.

In this view, several training programmes have been arranged. We also continue our staff to take professional examinations.

I wish to place on record my deep appreciation of the untiring efforts and loyalty the staff who have had a particularly trying year owing to the development of the board.

I must also thank our Chairman Dr. Rajalingam Sivasangar and members of the board for their continuous support and guidance.

Dr. B. Suthaharan

General Manager (Acting),
Palmyrah Development Board

Board Directors:

Chairman - Dr. R. Sivasangar, Chairman, Palmyrah Development Board

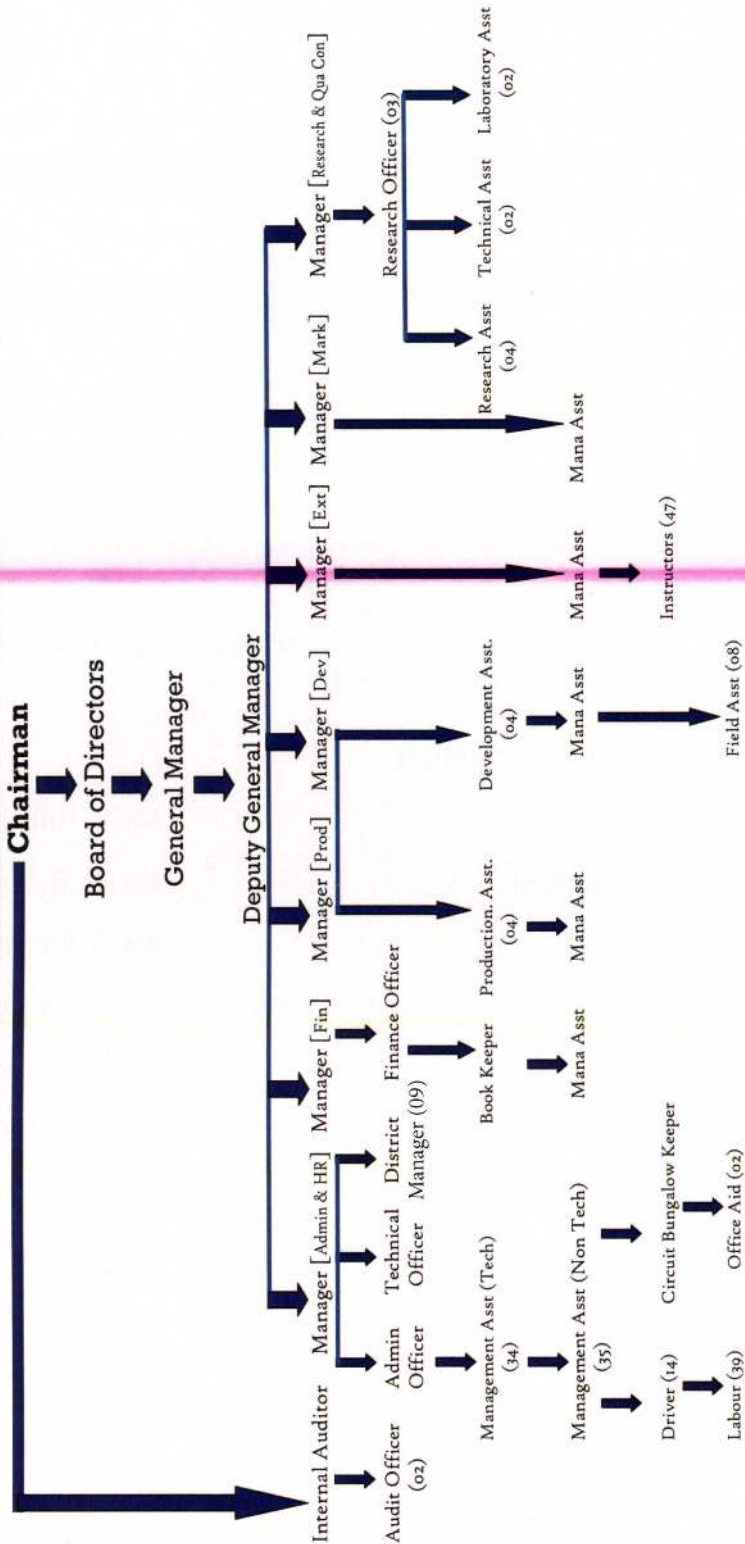
Members:

1. Mr.V. Premachandran, Director Coordination, MPRRRHA
2. Mr. E. Annalingam, Board Director
3. Mr.M.J . Puviraj – Director, Treasury
4. Mr. V. Balakrishnan – Board Director
5. Dr. S. Balakumar – Senior lecturers , Medical Faculty, University of Jaffna
6. Mr. B. Suthakaran – Board Secretary, Acting General Manager, Palmyrah Development Board

Senior Management Committee

General Manager	Mr. B. Suthakaran
Deputy General Manager	Mr. M. B. Loganathan
Internal Auditor	Mr. R. Rameshwaran
Manager (Administration & Human Resource)	Mr. B. Suthakaran
Manager (Finance)	Mr. V.P. Thevarajah
Manager (Research)	Mrs. S. Janarthanan
Manager (Development)	Mr. S. Srivijeindran
Manager (Production)	Mr. B. Rajiparan
Manager (Extension)	Mr. K. Gopalakrishnan
Manager (Marketing)	Mr. D.G.K. Wahalathanthri

ORGANIZATION CHART PALMYRAH DEVELOPMENT BOARD.



Staff of Palmyrah Development Board



Background

The Palmyrah Development Board (PDB) which originally came under the Ministry of Plantations was constituted by Gazette notification of 18 August 1978 published in terms of Amendment no 24 of 1975; to the Sri Lanka Coconut Development Act no 46 of 1971 to carry out all functions in relation to Palmyrah plantations, subsequently.

The main activities of the PDB are restoration of Palmyrah plantations, renovation and enhancement of existing model farms, conduct handicraft training programs, production of various Palmyrah items, promotion of Palmyrah products, conducting research relating to food products and other product development, and operating sales outlets called “Katpaham”.

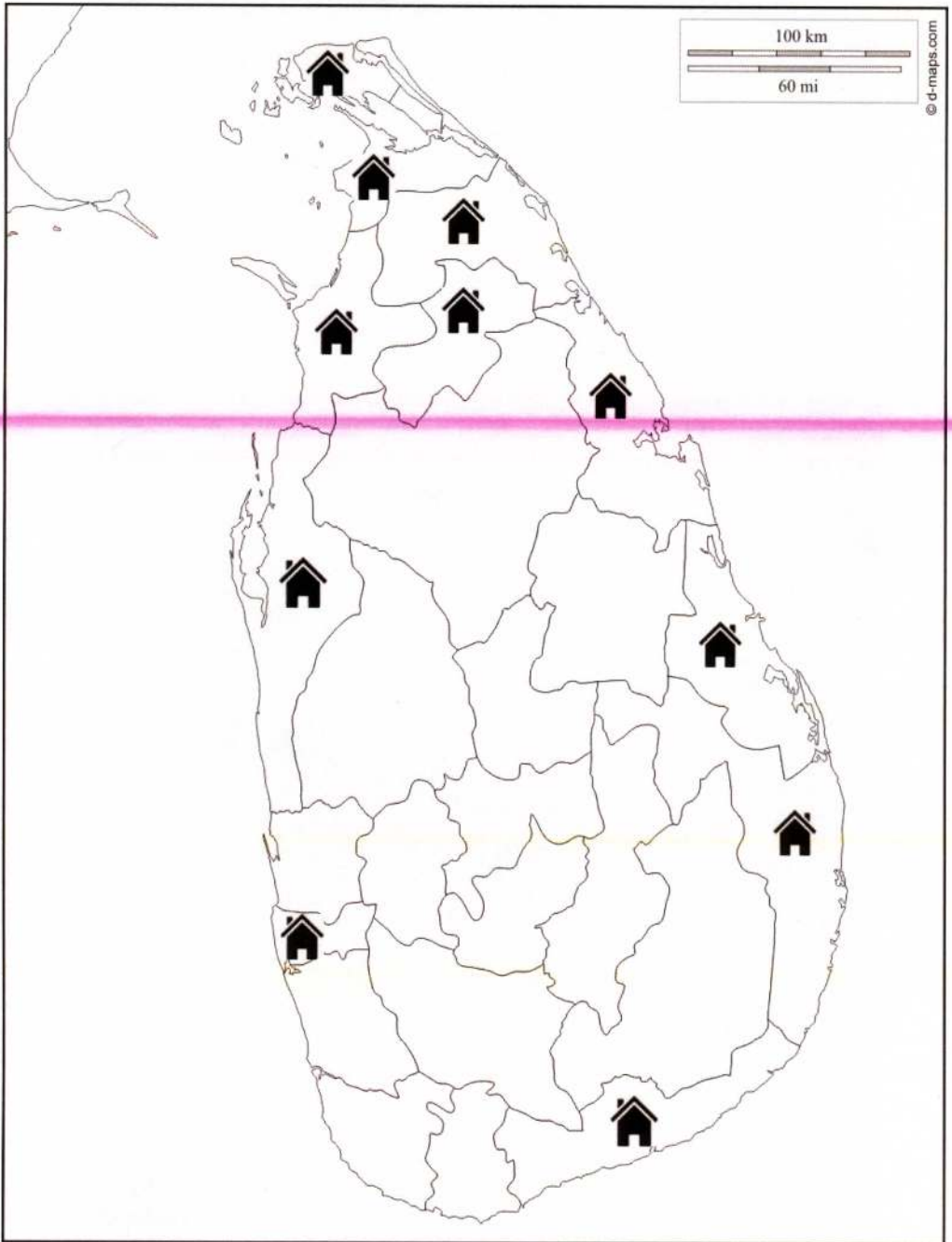
Mission

Develop, promote, popularize and regulate sustainable Palmyrah industry to be a significant contributor to the Gross Domestic Product (GDP) of Country.

Vision

Develop the Palmyrah sector as a dynamic sector for livelihood development.

District Offices of Palmyrah Development Board

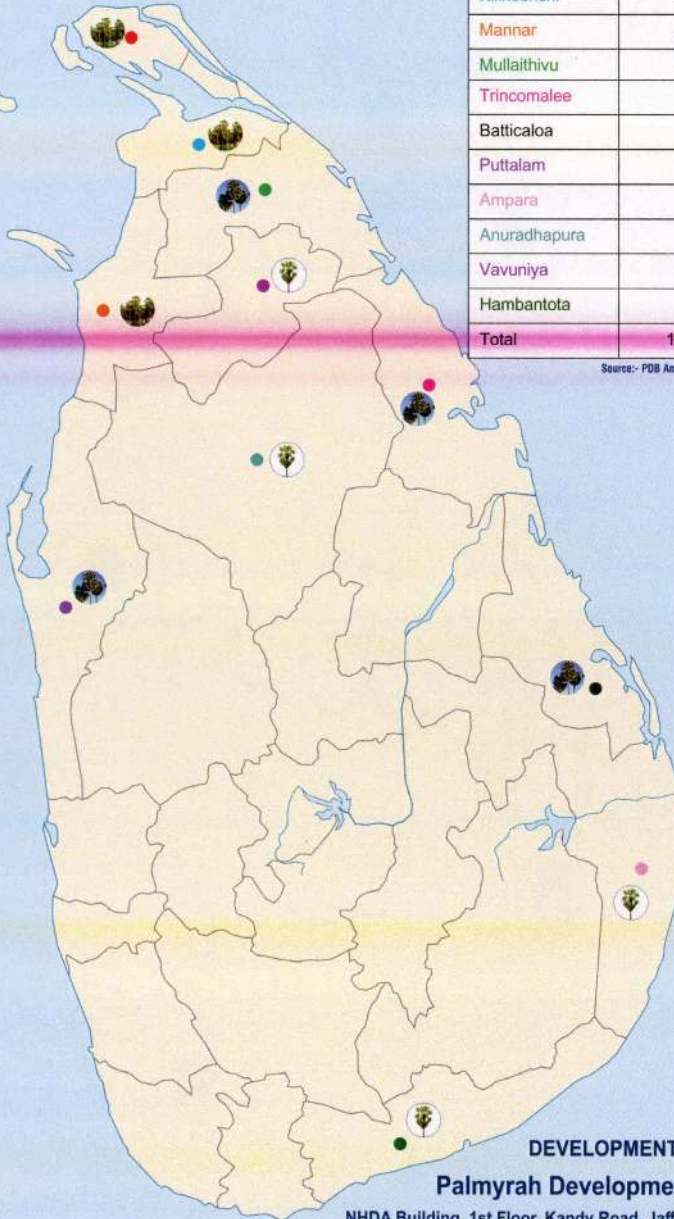


Palmyrah Distribution

The distribution of Palmyrah palms in Sri Lanka

District	Palmyrah Palms
Jaffna	3,500,000
Kilinochchi	3,500,000
Mannar	3,000,000
Mullaithivu	500,000
Trincomalee	210,000
Batticaloa	200,000
Puttalam	120,000
Ampara	40,000
Anuradhapura	40,000
Vavuniya	8,000
Hambantota	2,000
Total	11,120,000

Source:- PDB Annual Report - 2016



DEVELOPMENT DIVISION

Palmyrah Development Board

NHDA Building, 1st Floor, Kandy Road, Jaffna, Sri Lanka

Tel: 021 222 2034 / Fax: 021 222 4154 / E-mail: slpdbho@yahoo.com

MileStone Events

1) Highlighted Miles-Stone Event:

- a) International Symposium & Exhibition – 2017
Let's Globalize the Glory of Palmyrah



The International Symposium and Exhibition with the theme of “Let’s Globalize the Glory of Palmyrah” was greatly and grandly celebrated on 25th, 26th and 27th August 2017 at the Galle Face hotel, Colombo.

The International Symposium held on 25th August 2017 was chaired by Dr. R.Sivasangar, Chairman of Palmyrah Development Board and inaugurated by Honorable Minister D.M. Swaminathan, Ministry of Prison Reforms, Rehabilitation, Resettlement and Hindu Religious Affairs.

Further, Hon, Minister introduced new product of Palmyrah Juice which was produced in hygienic tetra packaging method.

The first session of the symposium was chaired by Dr. (Prof.) Vasanthy Arasaraththinam, Former Vice Chancellor of University of Jaffna.

Presenter:

1. Mr. H.R. Nagaraja, Industrialist, Pro B Products, Bangalore - “Industrial Application in Palmyrah Industry”,
2. Dr. P.C. Vengaiya, M. Tech (Ag. Engg), C. Eng Scientist (Food Sci& Tech), India - “Palmyrah Cultivation, Utilization and Value addition in India – Present status and scope”
3. Hon. Dwatmaji Hanomanresi, Consultant of Indonesian Embassy,- “Cultivation of Palmyrah in Indonesia”
4. Mr. Tharmasri Alahakorn, Producer of SMAK company presented on “Traditional Palmyrah Products in Modern Packaging”.

Second session was chaired by Dr. (Prof.) S. Mohanadas, Former Vice Chancellor, University of Jaffna.

Presenters:

Dr. (Prof.) V. Ponnusamy, ICAR Emeritus Scientist, Tamilnadu Agriculture University, India - “Palmyrah status on its value addition of edible and non-edible products for scaling up from cottage to industrial status vision”

1. Dr. Anuluxi Balasubramaniam, Research Officer, Palmyrah Research Institute, Palmyrah Development Board - “Contribution of Palmyrah Research Institute towards the growth of Palmyrah sector in Sri Lanka”,
2. Mr. Sureshkanna Krishnan, Coordinator of Exporting, Malaysia - “Palmyrah Industrial Application in Malaysia”.

Lastly, round table discussion with all the invited experts and interested audience was arranged by Dr. R. Sivasangar, Chairman of Palmyrah Development Board.

International Palmyrah Association was formed by Dr. R. Sivasangar, Chairman of Palmyrah Development Board.

Following members were nominated to the committee

- i. First Chairman of the Association: from Sri Lanka – M.B. Loganathan, Deputy General Manager of Palmyrah Development Board.
- ii. Assistant Chairman – from Indonesia - Hon. Dwatmaji Hanomanresi, Consultant of Indonesian Embassy
- iii. Secretary – from India - Dr. P.C. Vengaiya, M. Tech (Ag. Engg), C. Engg Scientist (Food Sci& Tech)
- iv. Assistant Secretary – from Malaysia - Dato’ Ariffin Antony, Director Export, Malaysia
- v. International Coordinator from Sri Lanka – Mr. R. Rameshwaran, Internal Auditor, Palmyrah Development Board



b) International Exhibition – 2017



International Exhibition was grandly carried out on 26th and 27th of October 2017 at the Gall Face Ground in a grand scale.

International Symposium and Exhibition 2017 which was arranged with the purpose of globalizing the glory of palmyrah had the following highlighted milestone outcomes:

1. International collaboration was ensured through forming International Palmyrah Association with members from different countries
2. Palmyrah Juice was newly introduced in Tetra Packaging method and it was a milestone initiation in the history of Palmyrah Development Board.
3. Technology on palmyrah sector was effectively shared through the presentation of experts from overseas
4. New palmyrah food and handicraft products were introduced with modification and new design (Example: Palmyrah cookies, palmyrah glucorus, palmyrah mashmalow, palmy cake, palmy yogurt, and palmy ice cream)
5. Since the nutrient component and taste were strictly maintained based on the interest of public and their health.
6. Innovative marketing strategies were initiated and implemented
7. The above event stood as a platform to identify local and international producers, exporters and technical assistants to open up new doors to palmyrah marketing.
8. Palmyrah baskets were introduced to replace the use of plastics and polythene and it grasped vast number of people.

“Palmyrah would enrich our Life and the Nation”

2. Strengthening of Internal Control

Committees were formed

- i. High Command Committee: The Chief Executive Officer and all the executive managers participate at the meeting to rectify the shortcomings and to nominate new suggestions for the smooth function of the board.
- ii. Prize Fixing Committee: to fix a justified and standard prices for palmyrah products in order to benefit the producers and the board
- iii. Central Purchasing Committee: to regulate the purchase of goods and services in standard price
- iv. Research Management Committee: In order to regularize the research activities of the Palmyrah Research Center and to bring the findings to the light

3. Machineries and instruments were given to the beneficiaries under the Livelihood Project Fund

Machineries and instruments were handed over to the jiggery producers to enhance the livelihood



4. Documentary on the function of Palmyrah Development Board was made and launched

Documentary which depicts the function of Palmyrah Development Board, was launched in order to create awareness among the people about the function of Palmyrah Development Board and to grasp the attention of the public towards palmyrah based products.

II. Sectional Wise Development

a) Administration Division

1. 5S plan: to regularize the filing system to maintain the functional activities smoothly, 5S system was initiated and training was given to the staffs
2. Training on Procurement Procedures: to provide basic knowledge on procurement procedures to all the staffs
3. Foundation Stone was layed for New Palmyrah Training Institute (PTI) building for PDB at Kaithady premises: which will function as an institute to provide one year Diploma Level course on palmyrha production and palmyrah based researches
4. Conference Hall for PDB was opened at Kaithady premises: with the purpose of arranging training programs and to have lectures for students.
5. Field Visit and Capacity building: First time in the history of Palmyrah Development Board, all the staffs of Palmyrah Development Board gathered in Batticaloe and Trincomalee for the capacity building training.



Training of Procurement Procedure



Stone laying for Palmyrah Training Institute



Opening of Auditorium



Field Visit and Capacity Building

6. Establishment of Planning Unit:

Planning Unit was newly formed and the procurement activity, planning for capital fund and livelihood fund were assigned under this section.

7. Sinhala Language Training Program:

Sinhala Language training program was arranged by the administrative division to the staffs of Palmyrah Development Board in order to expand the communication skill and there were 15 members of staff were benefited through this program.

8. Basic Computer Training Programme:

Computer class was arranged to the Staffs of Palmyrah Development Board to uplift the technology knowledge



Sinhala Class for staffs



Final day of Computer Class – Batch 1

9. Website Development with Sparkgrid (Pvt) Ltd.



b) Extension Division

Activities: Palmyrah based extension through providing palmyrah based training

Mission: Enhancement of palmyrah based self-employment

Training Program – 2017

Training	Women
Handicraft training	872
Handicraft producers; 2017	1237
Palmyrah Pulp Training	100
“Naar” Training	30
Sap training	15

Palmyrah Leaf based Handicraft Training Program - 2017

No	District	No of Training centres	No of Trainees	No of Producers	No of Tools & Equipment
1	Jaffna	05	87	82	54
2	Kilinochchi	03	51	51	46
3	Mullaitivu	02	63	312	30
4	Vavuniya	02	50	49	28
5	Mannar	03	39	42	45
6	Puttalam	02	35	26	43
7	Trincomalee	04	117	51	40
8	Batticaloa	10	221	581	73
9	Ambarai	05	107	43	40
10	Hambantota	02	38	-	05
11	Gurunakala	01	24	-	05
12	Anurathapuram	01	40	-	05
	Total	40	872	1237	414



Providing Equipment to the Handicraft producers in Vallipuram, Allaipitty & Maravanpulam



Handbook for Instructors



New training program for Naar based products.



Palmyrah Pulp training



Newly Designed Handcraft Products

Training on new design:

Training on new designed was given to the producers



c) Development Division

1. Survey on Palmyrah trees (GPS method)

Current data on existing palmyrah resources are not available and thus it seems challengeable to preparing for action plans. Hence, it is planned to do the GPRS survey and the initiation for this was done with the collaboration of District Secretariat office, Jaffna.



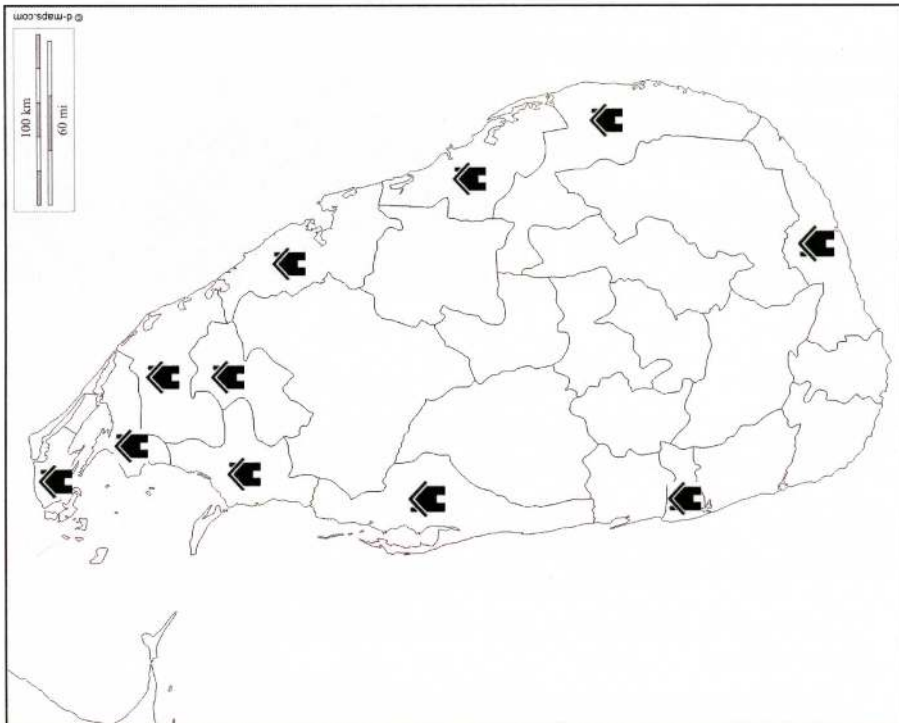
2. 150000 Palmyrah Seed planting program were carried out through various agencies



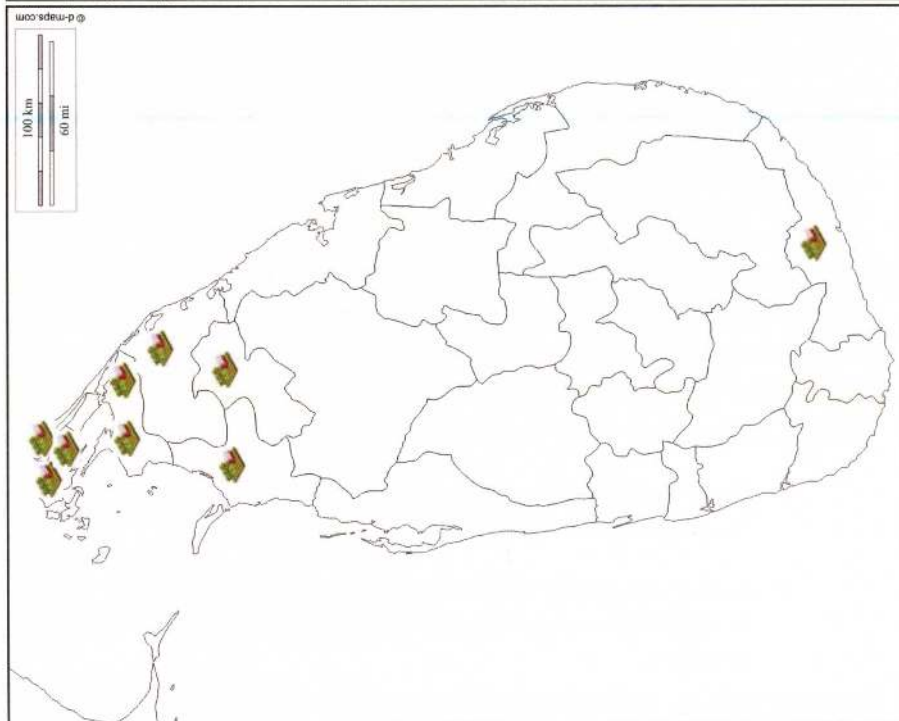
3. Upgrading process of the Model farm have been started and in process

- Elephant fencing for palmyrah palms was carried out
- Intercropping was implemented in Weerawila farm
- Training on intercropping was given to the staffs

District Offices of Palmyrah Development Board



Logistics of Palmyrah Model Farms



d) Applied Research and Quality Control Division

1. Research Management Committee was formed:

- regularize the research activities
- rectify the shortcoming in research related activities
- Implementation of findings



Chairperson:

Prof. Vasanthi Arasaratnam, Senior Professor, Medical Faculty, University of Jaffna, Former Vice Chancellor, University of Jaffna.

Members:

1. Prof. S. Mohanadas, Former Vice Chancellor, University of Jaffna
 2. Prof. G. Mikunthan, Dean, Faculty of Graduate Studies, University of Jaffna
 3. Mr. S. Kokulathasan, Former Chairman, Palmyrah Development Board
 4. Ms. S. Sangeetha, Lecturer, University College of Jaffna
 5. Mr. M. B. Loganathan, Deputy General Manager, PDB
 6. Mrs. S. Janarthanan, Manager (Applied Research & Quality Control), PDB.
 7. Dr. B. Anulaxy, Research Officer, PDB.
2. Acquired accreditation (ISO 17025) to the chemical scope of Laboratory to issue certification of food products to the food producers
 3. Disseminated the completed researches to the societies and Small and Medium scale Enterprises (SME) through workshops, trainings and demonstrations.
 4. Conducting applied researches for the benefit of the Palmyrah Industry.
 - a. Formulation and standardization of a moisturizing beauty enhancing facial gel/ cream using Palmyrah fruit pulp.
 - b. Preservation of Palmyrah young kernel (ice apple), haustorium and boiled tuber consisting of their native characteristics with lengthened shelf life.
 5. Tamil translation of the research finding was documented and published in 2017
Even though many researches were done at the Palmyrah Research Institute, those works and publications did not reach the public. Therefore, this

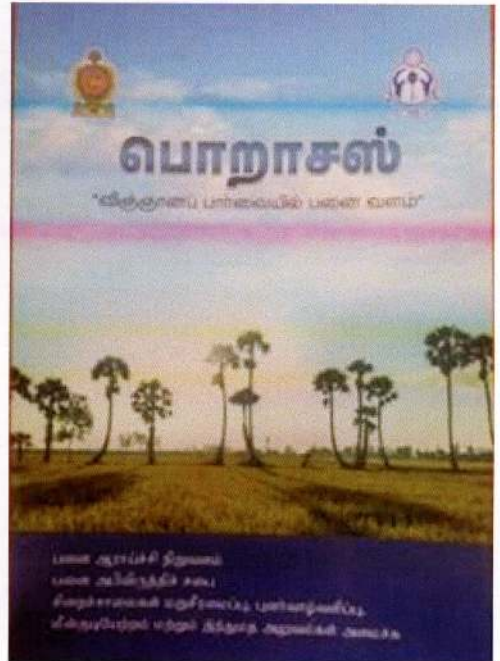
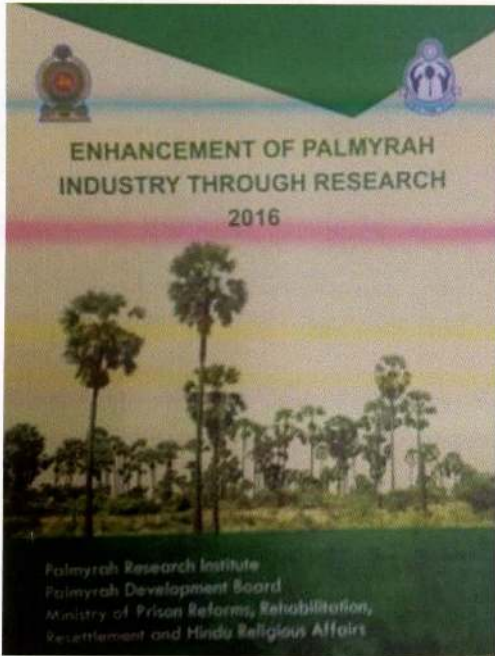
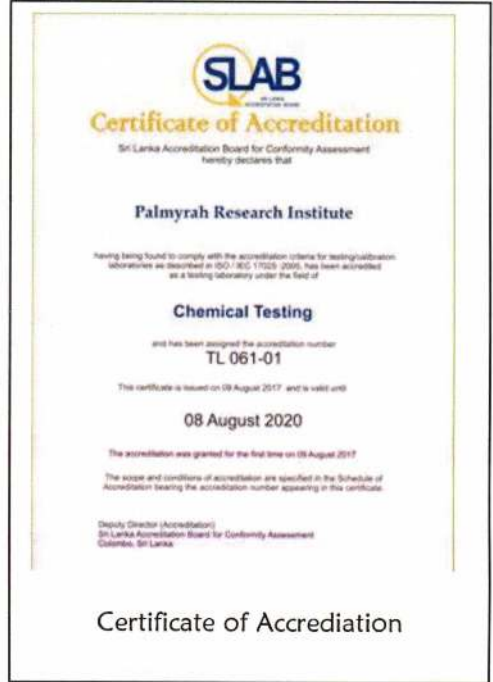
documentation fulfilled the above stated gap

Palmyrah Research Institute – Progress

Action Plan Activities	Physical Progress
Research 01:	
Formulation and Standardization of moisturizing skin complexion improving facial cream using palmyrah fruit pulp	80% Completed - Formulation finished, standardization should be done (on going)
Research 02:	
Application of preservation technique for enhancing the keeping quality of palmyrah haustorium, young fruit kernel and fresh bottled tuber	100% completed – preservation technique developed
Research 03:	
Designing work to construct a filter model using palmyrah charcoal	100% completed – 3samples developed compared with commercially available charcoal, but one is recommended
Research 04:	
Preparation of ethanol using molasses	60% completed – sugar extracted. Fermentation process is in pending
Research 05:	
Identification of different jiggery and toddy plant's efficiency	In process
Research 06:	
Vinigar production from toddy	100% completed – organism isolated
Research 07:	
Validation of spectro photometric method for estimation of prosperous content in jiggery	100% completed – optimized method developed
Research 08:	
Production of wine using palmyrah fruit pulp	100% completed – 8% alcohol wine recovered after pectinase enzymatic treatment
Research 09:	
Physiochemical evaluation in the development of palmyrah and pine apple mixed fruit toffee	100% completed – Consumer acceptable palmyrah mixed pine apple toffee developed
Research 10:	



Publication of Research Book



Optimization of palmyrah fruit pulp jam	100% completed – Export quality fruit jam prepared
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e) Production Division

1. Production and marketing complex was opened:

In order to give a big platform for the production and the marketing of Palmyrah products, production unit and marketing units were coordinated



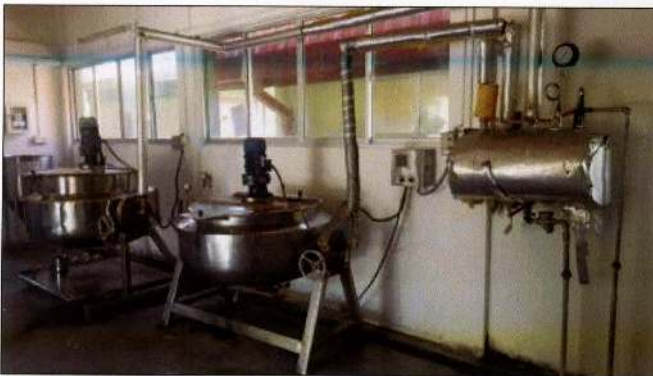
and a production and marketing complex unit was opened to function as



an independent functional unit.

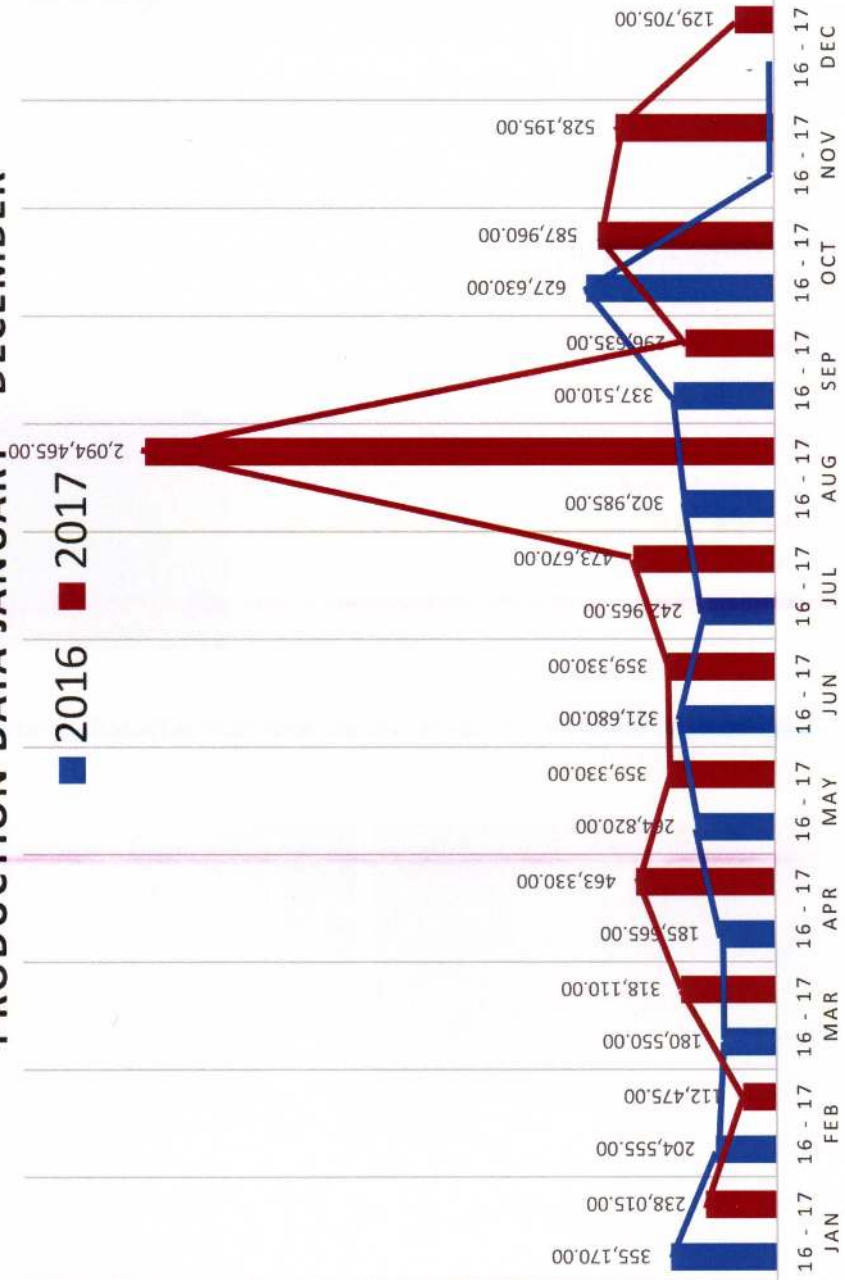


2. Training on packaging at SMAK company was arranged and staffs from production division participated
3. Introduced New technology Packaging system for Palmyrah Fruit Drink
4. Opening of Karainagar Industrial Complex Production center
5. Training on food processing:



Production Outcome: A comparison between 2016 & 2017

PRODUCTION DATA JANUARY - DECEMBER



Training on food processing and preparing new food products such as Palmyrah Glucoras, Palmyrah Masmalow and etc was arranged and certificates were given to the producers

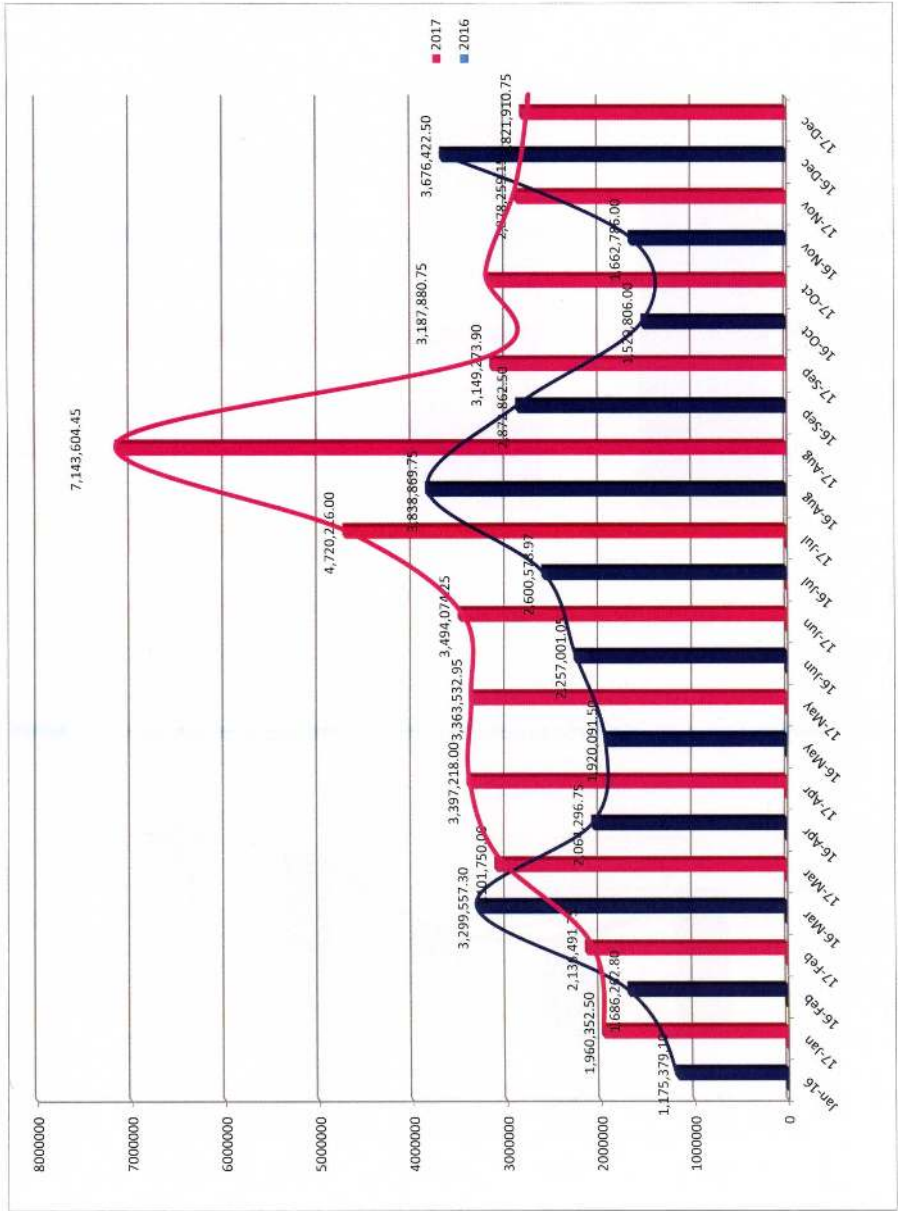
6. Jaggery production Centre: Installation of a jaggery production centers in three district was initiated

f) Marketing Division

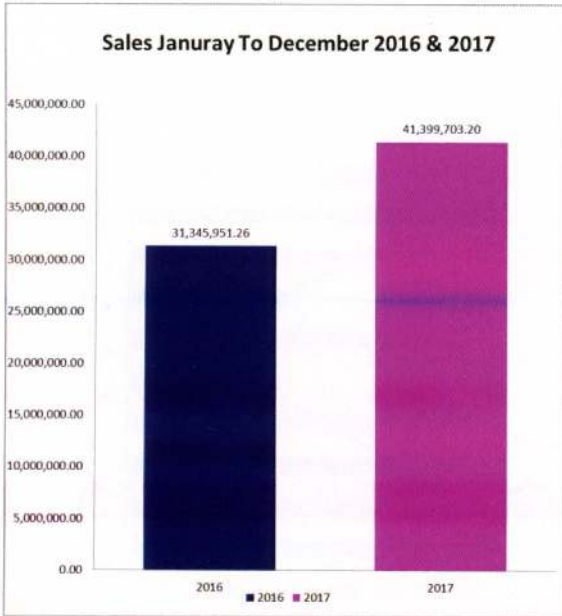
1. Installation of Cash machines: Training to staffs at Katpaham Sales outlets.
2. New products were introduced to the market
 - Palmyrah Yogurt, Palmyrah Ice cream
 - Palmyrah Biscuit
3. Meeting with foreigners were arranged to expand the exporting of Palmyrah products
4. Modernization of Katpaham Sales Centre:
Gondola and cash-machines were fixed in Katpaham outlets to regularize the sales activities
5. Palmyrah products of Palmyrah Development Board were exhibited at the “London Shopping Festival – 2017”
6. Palmyrah products of Palmyrah Development Board was showcased at the “Tribal Indian Fest” in London



Trend for Marketing Turnover for the 2016 & 2017

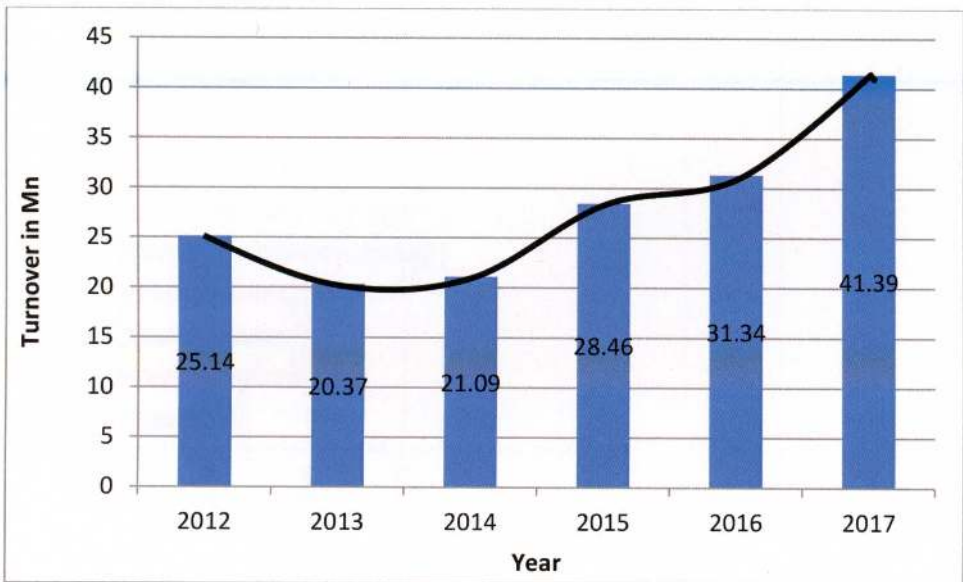


Total Evaluation Report – 2016 & 2017



year	Sales
2016	31,345,951.26
2017	41,399,703.20

Turnover – A comparison with previous years



7. Establishment of Export Quality Handicraft Unit: Overseas export orders for handicraft items are being produced in a standard model
8. Agreement with an exporter to made to export palmyrah products to Canada.
9. Katpaham sales outlet was opened in mannar with the co-ordination of Industrial department

g) Finance Division

1. Finance unit was strengthened
2. Training on accounting procedures was given to the staffs
3. Mechanism was ensured to maintain the financial control
4. Accounts deficiencies were rectified and as the result, Auditor General Department gave a true and fair report

h) Internal Audit Division

1. Internal Audit was initiated after 5 years at the Palmyrah Research Institute since the establishment in 2012
2. Audit queries for the year 2017 were completely answered and actions had been taken to rectify the shortcomings
3. Internal control was strengthened and government money misuses were identified and rectified.

III. Ongoing Activities

- i. Cabinet papers are ready to be submitted for the following:
 - Subsidy for plantation and sweet toddy production
- ii. Starting an Industrial Complex at Analaithevu
- iii. Palmyrah Training Institute at Kaithady
 - teaching handbooks are being prepared for the diploma course
 - agreement had been made with the building department
- iv. Establishment of Information Technology Unit
 - agreement had been made
- v. Establishment of Technical unit
- vi. Renovation of Thickkam Distillery
 - In process with the coordination and guidance of the Line Ministry
- vii. Livelihood assistances to the Palm development co-operative societies
 - meeting was arranged to analyze the urgent needs and requests for livelihood assistances



Noteworthy Galleries



39 Anniversary Celebration of PDB



Opening of Katpaham at Mannar



Competitive Examination for the post of Management Asst.



Tranning to staff at SMAK Company



Machineries distribution ceremony to the societies and beneficiaries.



Palmyrah handicraft items at the "Tamil Heritage month celebration" at canada.



2017 had been noted as a successful year in the recent history of Palmyrah Development Board. Initiation of many development activities had been started in 2017 and the notable outcome of them could be achieved in the upcoming years. There is no doubt that the Palmyrah sector would contribute to the national economy in the near future.

This book is released as a review of 2017



PALMYRAH DEVELOPMENT BOARD

**National Housing Development Authority Building,
1st Floor, Kandy Road, Jaffna. Sri Lanka.**

Tel: 021 2222034, Fax: 021 2224154

E-Mail: slpdbho@yahoo.com Web: www.pdb.gov.lk

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