



EMERGING TRENDS AND OPPORTUNITIES OF VETIVER IN INDIA

Dr CK Ashok Kumar

Founder Chairman, FWC, Member, INVN



CKA gets Inspired About vetiver

Dr. CK Ashok Kumar who inspire about vetiver in conference attended 2015 at Da nang Vietnam, and came back to India selected 5 students at his college name it as Ck Engineering College & Technology cuddalore and mentoring those to Business Opportunities in vetiver and promoted 700 acres waste lands to be cultivated in vetiver agriculture around the coastal regions of cuddalore , Tamil Nadu

Heady Vetiver gradually greening up Cuddalore's coast and farmers' pockets

In Tamil Nadu, vetiver is cultivated in more than 600 acre and Cuddalore is the leading district to nurture the crop as well as numerous agripreneurs who take up value addition in vetiver. As an integral crop in agriculture, farmers are able to earn attractive income ranging from Rs.1 to 2 lakhs per acre within a span of 10-12 months period.





Cuddalore Vetiver Movement by CKA

I Persuaded six engineering graduates led by Mr.Enbarasan to take up vetiver farming. About 700 acres came under vetiver cultivation. This is perhaps the largest in India for commercial farming. Our farmers and suppliers must always offer good quality essential oil. This can be done by more land for vetiver cultivation.

1000 ACRE VETIVER CULTIVATION

Vetiver is playing a big role in the Green Revolution of the coastal district of Tamilnadu.

The demand in international market plays a vital role for the production of the fragrant variety. This variety of root production is high in Cuddalore. CK Ashokumar who stood by these educated youth Prasannakumar, Enbarasan and Senthurvelan to make this revolution possible. He helped them to

learn about cultivation of vetiver and earn from the production of the roots and its by-products like handicrafts. CK Ashokumar of the CK family stated "I Learned that only 10% of the



vetiver production is met by the global demand".

So he took the initiative to drive these youngsters for vetiver cultivation in cuddalore. The journey for Prasannakumar began with just 300 rupees which

hetransformedwithhis perseverance and hard work to cultivate 1000 acres with the team of 20 young entrepreneurs which has created Green revolution with vetiver in Cuddalore this makes him feel happy.

The cropping happens every 8 to 10 months and can withstand water drought. The yield is 3 tons of roots per acre with profitability 1 lakh to 2.5 lakhs rupees per acre for a farmer. The cultivation is carried out near beach, near lake and lighter soil. Marudhamalai Traders and Sri Raksha Biotech jointly held a conference on 13.05.2018 at CKCET to inaugurate the Vetiver Centre OF Excellence.

The Cuddalore district collector Mr.V.P.Thandapani IAS was present for the occasion along with him Chief guest Nagoor Ali Jinnah ex-CGM NABARD Tamilnadu and Puducherry, Dr. Rajamani TNAU, Coimbatore, Dr. M.Ravi Senior scientist CSIR , Trivandram and others scholars were also present.



The India Vetiver Network (INVN)

The INVN was re-established at Tamil Nadu Agricultural University, Coimbatore in 2017. A National Workshop on Vetiver was conducted on 14.2.2017 in which Dr.Paul Truong, Mr.Haridas, Dr.Ashok Kumar participated. Many imminent persons shared their research accomplishments in vetiver for bio-remediation, river embankment lining to conserve soil, vetiver planting for contour slopes, water treatment. The INVN activities got intensified by subscriptions among farmers, students and environmentalists.



ISHA RIVER RALLY



The INVN and TNAU took up a major drive by associating with the ISHA foundation of Coimbatore and embarked on a major drive on River Restoration in India for the revitalization of rivers in India. As vetiver is important for riverside conservation, a One-day Training program for the Volunteers of ISHA Foundation was held on 19.04.2018. Nearly 100 volunteers from ISHA were trained on the role of vetiver in erosion control.

SABUJAYAN

Devastating floods in 2000 and 2015 caused extensive damage.

In search of a way out, the district administration decided to protect 743 KM long river embankments in the district through vetiver plantation.

Named Sabujayan by the hon'ble Chief minister, the ambitious project seeks to strengthen the river embankments all across the district, thereby preventing soil erosion and putting a stop to the phenomenon of eroded embankments.



Flood Situation in Santipur Railway Station



Rapid Erosion at Embankments of River Bhagirathi



Nursery Visit by Dr P. Truong

Sabujayan is designed with three Components



01. Nursery Raising

Multiplication of vetiver slips

02. Restoration work

Vetiver plantation in river sides with proper slopes aims to riverbank stabilization

03. Handicrafts Making

Livelihood generation for SHG members through making handicrafts by using upper parts of the vetiver grass

Lake Restoration - Floating Garden Bio-phytoponic Solar Aeration System



1.



2.

Floating Garden system with Solar Panels, Battery Bank, Aerators, and IoT based automatic control systems.

Canal Eco Restoration



**Project consultant for IRRIGATION & WATERWAYS DEPARTMENT (I&WD)
Govt. of West Bengal for restoration of canals, water bodies. Lakes & River embankment stabilization**

BOKARO STEEL & POWER PLANT - SLOPE STABILIZATION, SOIL EROSION CONTROL, WATER & AIR POLLUTION MANAGEMENT



Area – 100 mt. Height x 55 mt. width - 5500 Sq.m

Fly ash mount stabilization & Pollution control by Bioengineering & Green capping

RIVER / IRRIGATION CANAL EMBANKMENT STABILIZATION



Project consultant to IRRIGATION & WATERWAYS DEPARTMENT (I&WD), Govt. of West Bengal
Project Site - Irrigation canal , Bankura , West Bengal

Vetiver Oppurtunites in India

Oil Extraction

Handicrafts Units

Carbon Sequestrations Projects

River Restoration Projects





Thank You

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