

**PROBLEMS AND PROSPECTS OF PINEAPPLE  
CULTIVATION  
(IPR GEOGRAPHICAL INDICATION-VAZHAKULAM PINEAPPLE)**

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| <b>RESOURCE PERSONS</b> | <ul style="list-style-type: none"> <li>• DR. P.P. JOY, ASSOCIATE PROFESSOR, HEAD<br/>PINAPPLE RESEARCH STATION,<br/>VAZHAKULAM</li> <li>• SMT. A. RESHITHA, PINAPPLE RESEARCH<br/>STATION, VAZHAKULAM</li> <li>• MR.THANKACHAN MATHEW, PRESIDENT,<br/>PINEAPPLE AND RUBBER GROWER’S<br/>ASSOCIATION</li> </ul> |
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| <b>DATE</b> | <b>NUMBER OF STUDENTS PARTICIPATED</b> |
|-------------|--|
| 17-03-2016  | 98                                     |

**BRIEF REPORT**

Situated close to the pineapple hub-Vazhakulam, the college community has witnessed the immense possibilities of entrepreneurial activities associated with pineapples. Vazhakkulam Mauritius Pineapple is unique in aroma, flavour and sweetness due to its high sugar content and low acidity. Vazhakulam Pineapple was registered as Geographical Indication (GI) No.130 under Agricultural – Horticultural product at the GI Registry, Chennai on 4<sup>th</sup> September 2009. A seminar was organized by Department of Botany on “Problems and Prospects of Pineapple cultivation” with an emphasis on how GI registration has boosted the export of pineapple from the state considerably. Dr. P.P. JOY, Associate Professor, Head Pinapple Research Station, Vazhakulam was the resource person

He discussed about how GI helps to prevent a third party whose product does not conform to the applicable standards. Prof. Dr. P. P. Joy talked about the importance of pineapple to the local economy. He also explained the economics and the status of pineapple cultivation in Kerala. The speaker also gave insights into the research initiatives of Pineapple research station

(PRS) in developing the pineapple cultivation and various projects undertaken in helping the farmers in the sector. The talk empowered students to gain understanding about the research projects going on in the field. It also helped them to get awareness about various issues faced by the farmers in this sector. Ms. Reshitha demonstrated various dishes prepared using pineapple. Mr. Thankachan Mathew, president, pineapple and rubber grower's association discussed various techniques involved in pineapple cultivation. A total of 98 students and the public attended the meeting.

