

# Dr. Peethambaran C.K.

Dr. Peethambaran has a Masters degree in Agriculture from Kerala Agricultural University in 1967 and his PhD from G.B. Pant University of Agriculture and Technology in 1975. He has authored and published over 120 scientific articles and seven books in the field of Agriculture. He is the recipient of four National Awards for popularizing Information and Communication Technologies (ICT) among farmers.

Dr. Peethambaran has specialized knowledge and expertise in poverty alleviation program, setting up of farms in rural areas, large-scale establishment of commercial farms in India, Mozambique, Kenya, Liberia, South Africa and Myanmar. He popularized ICT in Agriculture among the farmers and was instrumental in setting up village electronic kiosks and virtual trading platforms in the State of Kerala to help farmers in getting a better market for their produce. This model has been widely accepted in India and developing countries. He has been responsible for evaluation of agricultural projects and schemes.

In 1982, Dr. Peethambaran was engaged by the Government of Mozambique as Agriculture Consultant for the restructuring of the cashew sector of the country. He was responsible for poverty alleviation program in the major cashew growing provinces of Nampula, Cabo del Gado and Maputo. The focus was on educating farmers in good agricultural practices, homestead farming and value addition of the agricultural produce in the farms. He conceived and carried out the first National plant protection program for the management of pests and diseases of cashew. He prepared the documents for the establishment of the National Research Centre for Cashew at Nampula, and for the financial assistance from the African Development Bank for the modernization of the cashew processing factories in Maputo.

In 1988, Dr. Peethambaran was a member of a multi-national advisory team of specialists from Australia, Israel, USA and India for the reorganization of cashew sector in Mozambique. The report of the team served as the basic document for distributing the nationalized farms to the villagers and restarting the village collection centers for cashew and other agricultural produce.

In 1990, Dr. Peethambaran was the team leader for drafting programmers for: developing cashew sector, rural empowerment in the Kilifi region of Kenya. Thereafter in 1994 he was a member of the team constituted for the mid-term review of the progress of farming sector in the Kilifi region of Kenya based on the report of March 1990.

In 1996, Dr. Peethambaran was a member of the Myanmar-Singapore joint team for the preparation of projects for cultivation of deforested lands in the Central States of Myanmar. Based on the project report large areas were set apart for distribution among the villagers for cultivation of crop plants. Thereafter in 1998, he was the team Leader of the Myanmar-Singapore joint venture for identifying sites for 12,000 acres cashew plantations in Toungoo District in Myanmar.

From 1998 to 2010 as the consultant to Myanmar Singapore Plantations, a joint venture of the Government of Myanmar and Wilson Impex, Singapore, he was the team leader for establishing and monitoring the commercial cultivation of cashew (12,000Ac), pulses, fruit crops and vegetables in Myanmar.

From 2005 to 2007 Dr. Peethambaran was the Domain specialist for Virtual University for Agricultural Trade for empowering small farmers by providing trade related information through an internet portal and providing a virtual platform where farmers could post the details of their produce and merchants their requirements.

From 2006 to 2009, he was engaged as the Consultant to the United Nations Development Project (UNDP) on E- Krishi – Creating an internet based trading platform for the farmers of the State of Kerala-first of its kind in India.

From 2009 to 2012, Dr. Peethambaran was the Consultant to Kerala State IT Mission for rolling out E- Krishi project in Kerala State and to prepare data base of farmers of Kerala for creating a virtual trading platform with a view to eliminate the role of Middle men. In this role, he was in charge of E- krishi trade web site and E-krishi data base web site.

In 2010 he became the Consultant and Head for revamping the agricultural sector in Liberia. Covering biodiversity, establishing the first gene bank garden in Liberia, multi crop commercial plantation and rubber plantation covering an area of 23,000 acres.

From 2012 onwards Dr. Peethambaran has been the Principle Investigator for the project “Crop Health Management” and Consultant to Indian Institute of Information Technology and Management in Kerala.