

RUBBER CO-OPERATIVE SECTOR IN KERALA

PAST, PRESENT, AND FUTURE

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A. Evolution and development

History

The co-operative is the largest movement in India and it provides vast opportunity for employment. The co-operative movement originated in our country in 1904 by the recommendation of the Parliamentary Committee headed by Sir Edward Law. The idea of this movement was to improve thrift, self reliance and mutual help among farmers, artisans, other middle class and monthly salaried people. The Co-operative Law was enacted in 1912, and the first co-operative society (Kerala State Co-op. Bank) was started in 1915.

The first society to take up marketing of rubber was the Trivandrum District Rubber Planters Society Ltd. in 1962. In 1963-64 Kanjirappally Co-operative Rubber Marketing Society, Palai Co-operative Rubber Marketing Society, Ranni Co-operative Rubber Marketing Society and Kozhikode District Co-operative Rubber Marketing Society started functioning.

The growth rate of marketing societies in general and rubber marketing societies in particular was less in comparison with that of credit societies. There were only 23 such societies in 1969-70 and 81 at present.

The bulk of rubber comes from around one million small growers having on an average area of less than one ha. rubber planted. 88.25% of rubber holdings in India is owned by small growers which represent about 5.03 lakh ha. Around 90 % of total NR production in India is by small growers, ie. out of 6.4 lakh tonnes, 5.76 lakh tonnes is produced by small growers. This figure is likely to increase in the coming years. This necessitates action to attain higher efficiency in production, processing, and marketing in the smallholdings sector.

The southern states together contribute over 95% of the rubber production and Kerala has the largest share of the total NR

South India Kerala

production in India. The consumption in Kerala being relatively small the entire marketable surplus has to be channelled to consuming centres all over India and recently to the world market.

B. Present position

The estate sector has its own effective marketing system and has direct access to the consumers to secure the maximum price prevailing in the market whereas the smallholding sector has all sorts of problems in marketing their produce. The medium and small scale estates have already established their link with big dealers in Kochi and Kottayam and get comparatively better price. The small growers were not favourably placed in marketing their produce till the entry of marketing co-operatives.

There is a network of primary marketing co-operatives operating at taluk level, secondary co-operatives at district level and apex societies at state level. The state and district level societies procure rubber from their member societies and arrange to sell it at the terminal market through their sales branches located in various cities all over the country.

Table 1. Marketing co-operatives at a glance.

Type of rubber mktg.co-ops.	No.
Taluk level societies	69
District level societies	9
Apex co-operative societies.	3
Total mktg.co-operative societies	81
Mktg.co-operative societies in Kerala	78
" " outside Kerala	3
Mktg. co-ops. with TSR processing units	10
" " product manufacturing	3
" " processing & manufacturing	6
Mktg.co-ops. Exporting NR	4
" " with ISO 9000 certification	5
Approx. total share holders	2.8 lakhs.
Small holder share participation in co-operatives	28 %
Paid up share capital for apex co-operatives	Rs. 1740.3 lakhs
Total Paid up SC (including apex co-operatives)	Rs. 5860.3 lakhs

C. Objectives

The main objectives of rubber marketing co-operatives are listed below:

1. Trading of rubber produced by their members
2. Procurement and distribution of planting materials, manure, implements and other inputs to their members.
3. To advance money on hypothecation of the produce of members.
4. To establish depots for purchase, and godown for storage of rubber.
5. To own lorries for transport of goods and rubber.
6. To disseminate knowledge in the latest techniques in rubber cultivation and processing .
7. Act as the agent of the Government and the Rubber Board for implementing extension programmes.
8. Process raw rubber produced by their members and other growers.
9. Purchase raw rubber and undertake processing and product manufacturing activities.
10. Export natural rubber for price stabilization in domestic market.

D. Contribution of Rubber Board in co-operative marketing Sector.

The Rubber Board has been playing a key role in promoting and popularising group processing centre through co-operatives. Since 1960 the Board has been actively engaged in promoting co-operative marketing among small growers to improve their marketing. Several schemes were launched by the Board for financing and imparting technical assistance to marketing co-operatives, the functions of which include all activities including production and processing . Table 2 shows the financial assistance given to co-operatives by the Board during the last six years.

**Table 2 .Yearly financial assistance (Rs. in lakhs) given
by Rubber Board to rubber marketing co-op
societies**

Type of assistance	1998 -99	99 - 00	00 - 01	01 - 02	02 - 03	03 - 04	Present outstanding liability
SCC amount.	4.7	19.0	0.3	7.0	Nil	Nil	136.5
No.	5	8	1	4	Nil	Nil	43
MML amount.	Nil	Nil	5.0	Nil	Nil	Nil	39.2
No.	Nil	Nil	1	Nil	Nil	Nil	25
Total amount.	4.7	19.0	5.3	7.0	Nil	Nil	175.7
No.	5	8	2	4	Nil	Nil	(68)

Share capital contribution (SCC) = Rs 31 lakhs

Margin money loan (MML) = Rs 5 lakhs

Total =Rs. 36 lakhs

The assistance given by the Board included share participation, working capital loans, laboratory assistance, computer assistance, etc. At present 81 marketing co-operatives have come up in taluk, district and state level operational areas. The average planted area of members at these co-operative societies works out to 2.02 ha. Besides rubber trading and distribution of estate inputs, these co-operatives undertake processing activities like sheet rubber production (as a group processing activity), processing rubber to pale latex crepe, estate brown crepe, creamed latex, centrifuged latex and block rubber and export of rubber. A few co-operatives started product manufacturing and export, as well.

Assistance rendered by the Rubber Board for co-operatives are listed below.

1. Implementing schemes for financial assistance.
2. Provide training in grading and grading support
3. Organise training programmes and extension activities in processing and upgradation of quality.
4. Provide technical assistance for collection of latex and sheet.
5. Supply equipment and other inputs among co-operatives.
6. Promote activities of co-operatives among small growers.

7. Take such other steps as to improve co-operative marketing.
8. Provide technical assistance in setting up processing and manufacturing units.
9. Give financial assistance for quality upgradation of technically specified rubber
10. Grant share capital contribution for market development activities.
11. Provide financial assistance for procuring lab equipments and computer.
12. Assistance as working capital loan for sheet trading and inputs distribution.
13. Provide assistance for effluent treatment plants in processing units.

Table 3 provide a full list of schemes operated by the Board in 9th plan.

Table 3. Financial assistance (Rs. in lakhs) to mktg. co-ops. and RPS in 9th plan

Type of assistance	1997 - 98		1998 - 99		1999 - 00		2000 - 01		2001 - 02	
	Budget sanction	Expenditure	Budget sanction	Expenditure	Budget sanction	Expenditure	Budget sanction	Expenditure	Budget sanction	Expenditure
Smoke house	5.0 (5)	2.25 (4)	10.0 (4)	2.88 (7)	5.0 (12)	5.76 (12)	10.0 (10)	3.68 (8)	10.0 (10)	0.40 (1)
GPC	5.0 (10)	Nil	5.0 (8)	1.48 (2)	5.0 (24)	5.24 (10)	10.0 (10)	2.41 (7)	10.0 (10)	1.49 (6)
ETP/Bio-Gas generation for processing units	5.0 (5)	5.0 (5)	5.0 (5)	Nil	10.0 (10)	Nil	9.0 (10)	1.47 (3)	9.0 (10)	0.89 (3)
SCC - NR Mktg. (non-traditional area)	1.0 (1)	0.25 (1)	0.50 (1)	Nil	0.50 (1)	1.0 (1)	0.50 (1)	Nil	0.50 (2)	2.0 (1)
SCC - NR Mktg/Inputs.	20.0 (7)	20.0 (7)	20.0 (7)	2.4 (3)	15.0 (7)	13.0 (7)	15.0 (15)	Nil	15.0 (5)	9.0 (2)
SCC - Est. of Proc. Units.	15.0 (1)	15.0 (1)	Nil	Nil	5.0 (5)	Nil	5.0 (5)	Nil	5.0 (1)	5.0 (1)
SCC - Lab Equip./computer	10.0 (2)	6.75 (2)	5.0 (1)	1.28 (1)	5.0 (5)	Nil	5.0 (5)	0.79 (2)	5.0 (2)	Nil
MML - NF Mktg./Inputs	20.0 (6)	19.8 (6)	20.0 (6)	Nil	Nil	Nil	Nil	Nil	Nil	Nil
SCC - New ETP/Modernizn. of existing.	10.0 (1)	5.0 (1)	5.0 (1)	Nil	5.0 (1)	5.0 (1)	5.0 (1)	2.50 (1)	5.0 (1)	Nil
Total	91 (38)	74.05 (27)	70.5 (33)	8.04 (13)	50.5 (65)	30 (31)	59.5 (57)	10.85 (21)	59.5 (41)	18.78 (14)

No. of units that availed assistance is given brackets.

E. Rubber co-operatives and RPS

The rubber marketing co-operatives mostly function at taluk and district levels. Hence they have not been able to set active participation of the small growers located on the villages. To overcome this the Rubber Board has permitted rubber producer societies under Charitable Society Act to act as interface between the Rubber Board and small holders to adopting technology and cultivation practices harvesting, and processing. Seven small growers can promote an RPS. To qualify for Board's approval and assistance an RPS should have a minimum of 50 members. The maximum membership allowed in an RPS is 200. An elected 7 member Board of Directors govern the day to day functions of the RPS. The local extension officer of the Board is a member of the Director Board. At present there are 2152 RPS registered in Kerala. RPS are functioning effectively in implementing Board's extension programmes. Each RPS operate in an area of 2 to 3 km radius. It functions democratically and assist members for adoption of technology and group marketing. RPS operate GPC for quality upgradation of its members crop and promote group approach for new and replanting, productivity enhancement. RPS raises nurseries and supplies high yielding planting materials to its members. It receives supplies of inputs from the Board and distribute them among members. The byelaw of some marketing co-operatives have been amended to make RPS also eligible to become members to ensure their active participation on the function of the co-operatives. The trading and processing companies are promoted by RPSs with equity contribution of Rubber Board. There are at present 11 trading and 7 processing companies in the RPS sector. In addition the Board has recognized 35 RPS as model RPS to popularize group processing to improve quality of RSS grades.

Table 4. Natural rubber market share by co-operatives and RPS in lakh tonnes

Item	1998-99	1999-00	2000-01	2001-02	2002-03
Natural Rubber Production	6.05	6.22	6.30	6.31	6.49
Taluk Level co-ops.	0.33	0.47	0.54	0.67	0.95
Dist. Level Co-ops.	0.53	0.41	0.45	0.42	0.56
Apex co-ops.	0.28	0.57	0.59	0.47	0.89
Total of co-ops. (% of total production)	1.14 (18.8)	1.45 (23.3)	1.58 (25.1)	1.56 (24.7)	2.40 (37.0)
RPS trading companies (% of total production)	Not readily available				0.102 (1.6)

F. Future Strategy

Marketing co-operatives have to arm themselves to face the challenges of liberalisation and globalisation, where the fittest only can survive. Perform or perish is the rule to sustainable co-operative development. Performance of block rubber units in the co-operative sector needs improvement. Table 6 below depicts a few examples.

Table 5. Performance of Processing Co-ops. Compared with Pvt.Sector.

Processing unit code	Profit/loss (Rs.Lakhs)			Capacity utilisation (%)			Direct processing cost (Rs./Kg. DRC)			Scrap recovery %		
	2000-01	2001-02	2002-03	2000-01	2001-02	2002-03	2000-01	2001-02	2002-03	2000-01	2001-02	2002-03
Coc p 1	-143	-115	+26.74	113	108	116	4/66	5/19	5/10	82.7	82.5	80.2
Coc p 2	-16	-5.9	-2.6	106	103	113	5/34	5/62	5/52	82.9	82.4	88.9
Coc p 3	-65.8	-47.0	-13.8	31.6	35.3	62.7	6/67	6/44	8/14	81.0	80.5	83.4
Coc p 4	-10.3	-39.4	7.9 (after reserve adjustment)	Lock out	Lock out	73	Lock out	Lock out	5/00	Lock out	Lock out	79.3
Pvt 1	2.83	5.38	2.67	123.5	119.5	128.8	2/33	2/54	2/74	81.2	83.9	79.6
Pvt 2	1.84	2.61	2.16	39.7	30.4	70.2	2/48	2/95	3/48	88.84	79.15	78.4
Pvt 3	4.40	-15.1	25.0	83.1	79.5	102.5	3/95	4/25	4/44	81.0	79.0	80.0

1. Constraints

Major constraints faced by marketing co-operatives are listed below.

1. Competition from private and unlicensed dealers who purchase unaccounted rubber without paying purchase tax and cess.
2. Shortage of working capital. This forced some co-operatives to function as agents of apex societies for sheet collection.
3. Apex societies allowed agency or started their own depots near to the depots of marketing societies and started purchasing rubber at premium rates.
4. Non-availability of sufficient quantity of RSS 4 sheet.
5. Price fluctuations in the domestic and international markets
6. Non availability of hundi discounting facilities for marketing co-operatives making it difficult for them to make direct supplies to tyre companies.
7. Quality deterioration of sheet rubber on storage.
8. Lack of good storage facility.
9. Difference in tax rates in different states.
10. Private dealers prefer to sell rubber to large scale private dealers due to easy credit availability.
11. Lukewarm response of members even in general body meetings.
12. Co-operatives with processing units face severe loss in processing due to several factors.
13. Inadequate manpower utilization.

2. Action Plan

The action plan suggested to strengthen marketing co-operatives are

1. Carry out result oriented trading.
2. Arrange more working capital from financial institutions at attractive interest rate.
3. Open more depots and establish good storage facility
4. Graders and collection agents should be trained.
5. Affairs of the co-operatives should be performed professionally.
6. Staff and workers should be motivated and they may do hard work to show results.
7. Apex co-operatives may make prompt payments for rubber purchased from its member co-operatives.

8. Increase share participation of small growers (from 28%) to the maximum possible limit.
9. Rubber marketing societies may take maximum advantage of all financial and technical assistance provided by Rubber Board.
10. Enter into export market.
11. Increase market share of co-operatives from the present 37%.
12. Establish business and equity links between RPS and co-operatives.

Table 6. NR export through rubber marketing co-operatives, tonnes

Sl. No.	Co-op.	1998-99	1999-00	2000-01	2001-02	2002-03	2003-04
1.	Rubco	171	4032	10006	252	12578	4418
2.	Agreenco	Registered in April 2002 only				No trading	4370
3.	Rubber Mark	428	162	207	5400	27091	22300
4.	PMCS	Nil	Nil	Nil	Nil	517.4	900
5.	Total export of co-ops	599	4194	10213	5652	40186.4	31988
6.	Total export from India	1840	5989	13356	6995	55311	70000
7.	Percentage contribution co-ops	33	70	77	81	73	46

G. Conclusion

Over the years NR marketing system functioned more or less successfully ensuring remunerative prices to the producers. But the whole scene has changed in the context of liberalization. Now the NR marketing and processing sectors have been exposed to world market. Co-operative marketing has to be strengthened to face the future challenges brought in by globalisation. We have achieved an enviable global position in productivity and production. But we have to go a long way in modernization, quality improvement, value addition, cost reduction and diversification for achieving a better and sustainable co-operative marketing. It is certain that with the strength and dynamism, the Indian NR marketing systems will evolve with more vigour and greater adaptability to face the future challenges that it may have to encounter

LIST OF RUBBER MARKETING SOCIETIES

1.	Aarakunnam Co-operative Rubber Marketing Society, Aarakunnam.P.O., Ernakulam (Dist) – 682 313.
2.	Adoor Taluk Co-operative Rubber Marketing Society, Koodal.P.O., Pathanamthitta (Dist) – 689 693.
3.	AGREENCO, No.4437, II Floor, Abna Complex, Pallikunnu.P.O., Kannur – 670 004.
4.	Alakode Rubber & Agricultural Marketing Society, Karuvanchal.P.O., Kannur (Dist)
5.	Alwaye Kunnathunadu Rubber Marketing society, Perumbavoor, Ernakulam (Dist) – 633 542.
6.	Anikadu General Marketing Co-operative Society, Anikadu.P.O., Kottayam – 686 503.
7.	Athirampuzha General Marketing Society, Athirampuzha.P.O., Kottayam – 686 562.
8.	Ayarkunnam Panchayat General Marketing Co-operative Society, Ward No.4/441, Ayarkunnam.P.O., Kottayam.
9.	Belthangady Taluk Rubber Growers Marketing & Processing Co-operative Society, Ujire, Karnataka – 574 240. (D.K.)
10.	Cannannoor District Co-operative Rubber & Agricultural Marketing Society, Taliparamba, Kannur – 670 141.
11.	Chadayamangalam Rubber Marketing Co-operative Society, Chadayamangalam.P.O., Quilon – 691 534.
12.	Changanacherry Co-operative Rubber Marketing Society, Karukachal.P.O., Kottayam – 686 540.
13.	Chethackal General Marketing Co-operative Society Ltd., P.O.Chethackal, Ranny, Pathanamthitta (Dist) – 689 677.
14.	Devikulam Taluk General Marketing Co-operative Society, Adimali, Idukki (Dist).
15.	Ezhamkulam Agricultural Marketing Society, Parakode.P.O., Adoor.
16.	Gaico Ltd., Kuravilangadu.P.O., Kottayam (Dist)

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17.	Guthigar Rubber Growers Marketing & Processing Co-operative Society Guthigar, Sullia Taluk, Karnataka - 574 218.
18.	Indira Gandhi Memorial General Marketing Society, Meenadom.P.O., Kottayam.
19.	Iritty Block Rubber & Agricultural Marketing Co-operative Society, Edoor.P.O., Payam, Kannur - 670 704.
20.	Kaduthuruthy Co-operative Rubber Marketing & Processing Society, Kaduthuruthy.P.O. Kottayam (Dist) - 686 604.
21.	Kanjirappally Co-operative Rubber Marketing Society, Kanjirappally.P.O., Kottayam (Dist)
22.	Kanjirappally North Rubber Marketing & Processing Co-operative Society, Poovarani.P.O. (Via) Palai. PIN - 686 577.
23.	Kanyakumari District Rubber Growers Co-operative Marketing Society, Arumanai.P.O., Kanyakumari (Dist) - 629 151. Tamil Nadu.
24.	Kasaragode District Co-operative Rubber Marketing Society, Chittarickal.P.O., Nileswaram - 671 326.
25.	Kattappana Marketing Co-operative Society, Kattappana.P.O., Idukki - 685 503.
26.	Kerala State Co-operative Rubber Marketing Federation, Gandhinagar, Kochi - 682 020.
27.	Kiliyanthara Service Co-operative Bank, Kilianthara.P.O., Kannur.
28.	Kollam Jilla Rubber Marketing & Processing Co-operative Society, Pulamon Junction, Kottarakara - 691 531.
29.	Konni Marketing Co-operative Society, Konni.P.O., PATHANAMTHITTA - 689 691.
30.	Kothamangalam Co-operative Marketing Society, Kothamangalm - 686 691.
31.	Kottayam Taluk General Marketing Co-operative Society, Kudamallloor.P.O., Kottayam - 17.
32.	Kottayam Co-operative Marketing Society, Ettumanoor.P.O., Kottayam - 686 631.

33.	Kottayam District Tapiocca, Tubes & General Marketing Co-operative Society, Ayarkunnam, Kottayam – 686 564.
34.	Kottayam Rubber Marketing Co-operative Society, Kottayam – 686 004.
35.	Kozhencherry Taluk Agricultural Marketing Co-operative Society, Konni.P.O., Pathanamthitta.
36.	Kozhikode District Co-operative Rubber Marketing Society, Cherooty Road, Kozhikode-1.
37.	Lemon Grass Oil & General Marketing Society, Kuruppampady.P.O., Ernakulam.
38.	Malabar Rubber & Agricultural Processing Co-operative Society, Iritty.P.O., Kannur – 670 703.
39.	Malanadu Co-operative Rubber Marketing Society, Upputhara.P.O., Idukki – 685 505.
40.	Malappuram District Rubber Growers Co-operative Marketing Society, Nilambur, Malappuram – 679 329.
41.	Mavelikara Taluk Rubber Marketing Co-operative Society, Nooranad.P.O., Alappuzha – 690 504.
42.	Meenachil Rubber Marketing & Processing Co-operative Society, Palai – 686 575.
43.	Mendipathar Multi Purpose Co-operative Society, Mendipathar.P.O., East Garo Hills, Meghalaya – 794 112.
44.	Monippally Marketing Co-operative Society, Monippally.P.O., Kottayam (Dist).
45.	Muttupuzha Taluk Rubber Marketing Co-operative Society, Muvattupuzha.P.O., Ernakulam (Dist).
46.	Nedumangadu Taluk Marketing & Processing Co-operative Society, No.T-383, Market Junction, Nedumangad – 695 541.
47.	Nedumbasserry General Marketing & Processing Co-operative Society, Mekkad.P.O., Ernakulam (Dist).
48.	Neriamangalam General Marketing Society, Neriamangalam.P.O., Kothamangalam.

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49.	Neyyattinkara Marketing Co-operative Society, Kattakada.P.O., Thiruvananthapuram - 695 572.
50.	North Wynadu Co-operative Rubber & Agricultural Marketing Society, Mananthody.P.O., Wynadu - 670 648.
51.	Ottappalam Co-operative Marketing Society. Ottappalam, Palakkad.
52.	Ottappalam Taluk Rubber Marketing Co-operative Society, Ottappalam, Kottappuram (Via), Sreekrishnapuram, Palakkad (Dist).
53.	Palai Markeing Co-operative Society, Pala.P.O., Kottayam (Dist).
54.	Palakkad District Co-operative Rubber Marketing Society, G.B.Road, Palakkad - 678 001.
55.	Pampakuda Block General Marketing Co-operative Society, Bldg.219/9, Mannathoor.P.O., Ernakulam - 686 723.
56.	Panathady Panchayat Co-operative Rubber & Agricultural Marketing Society, Malakkallu.P.O., (Via) Rajapuram.
57.	Pandalam Co-operative Rubber Marketing Society Ltd., No.A.268, Pandalam - 689 501.
58.	Pandalam Co-operative Rubber Marketing Society, Pandalam - 689 501.
59.	Pathanapuram Taluk Marketing Co-operative Society, Valacodu.P.O., Punalur - 691 331.
60.	Pazhayannoor Block Marketing Society, Trichur, Elanad Centre, Trichur District.
61.	Peravoor Block Co-operative Rubber Marketing Society, Peravoor.P.O., Kannur - 670 673.
62.	Ponkunnam Marketing Co-operative Society, Ponkunnam.P.O., Kottayam - - 686 506.
63.	Pothanicadu Rubber Producers Society, Pothanicadu.P.O., PIN - 686 671.
64.	Punchavayal Rubber Industrial Co-operative Society, Punchavayal.P.O., Mundakayam - 686 537.

65.	Puthur Rubber Growers Marketing & Processing Co-operative Society, Sri Dharmastala Building, Puttur, Dakshin Karnataka. – 574 201.
66.	Quilandy Taluk Agricultural Co-operative Society. Pandirikkara, Kozhikode (Dist)
67.	Ranni Marketing Co-operative Society, Ranni – 689 672.
68.	Rubber Marketing & Processing Co-operative Ltd., (Rub Tech India), Sahakari Mahal, Mangalore – 575 001.
69.	Rubco (Kerala State Rubber Co-operative Ltd.) KVR Towers, 5 th Floor, Mahatma Mandir Junction, South Bazar, Kannur – 670002.
70.	Tellicherry Taluk Rubber & Agricultural Marketing Co-operative Society, Iritty.P.O., Kannur – 670 703.
71.	Thadikadam Rubber & Agricultural Marketing Co-operative Society, Oduvally.P.O., Chapparapadavu, Kannur – 670 581.
72.	Thirumeni Agricultural Marketing Society, Thirumeni.P.O., Kannur (Dist).
73.	Thiruvalla Taluk Co-operative Rubber Marketing Society, Chungappara.P.O., (Via) Mallappally – 686 547.
74.	Thiruvananthapuram District Co-operative Marketing & Processing Society, Market Junction, Nedumangadu – 695 541.
75.	Thodupuzha Taluk Co-operative Rubber Marketing Society, Thodupuzha – 685 584.
76.	Thondiyil Co-operative Rubber & Agricultural Marketing Society Ltd., Thondiyil.P.O., Kannur – 670 673.
77.	Travancore Rubber Marketing & Processing Co-operative Society, Palai – 686 575.
78.	Trichur District Co-operative Rubber Marketing Society, Trichur – 680 001.
79.	Ulikkal Rubber & Agricultural Marketing Co-operative Society, Ulikkal.P.O., Kannur – 670 705.
80.	Vamanapuram
81.	Vazhakulam Block General Marketing & Processing Co-operative Society, (S) Vazhakulam.P.O., Alwaye, Ernakulam (Dist)
82.	Venjaramood Co-operative Rubber Marketing Society, Venjaramood.P.O., Thiruvananthapuram – 695 607.