



# Geology, Disaster And Marketing In Kodagu District

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## Abstract

Coorgies still described themselves as tribes and have ventured into the caste and class equality is fighting for their own status in the category blog. Multiple attempts have been gone invalid just because their stand is more equal in their contribution towards patriotism and they are not backward in business. Their bravery is indeed remembered in all the fields. Main significance is their geological location plays a major role in identity in other hand it is also called as southern Kashmir. Its destructions are given much emphasis in this article and also investigate the trade relationship with the present society.

**Key words:** Coorgies-Set of people manages to uphold the tribal cult, Equality- Right to equal status, Patriotism – Nationality. Bravery - contribution toward Indian army, Southern Kashmir- comparison to Kashmir in geological location.

Kodagu a small district in Karnataka is known as the ‘South Kashi’. Its high eco-friendly natural beauty exhibits unique hospitality from natives which includes a mixture of Kodavas, Ammakodavas and Vokkaligas. Here all the caste, creed and religion are all exhibited in one name called “Coorg”. Coorg’s hill station and its cultural events attract tourists from all over the world, also its new ventures like the budding resorts, hundreds of home stays, luxury hotels and spas are also a source of prime attraction. The flood disaster which took place recently in the past years 2018, 2019 and 2020 was a great slap on the God’s own land as the district received highest rainfall. It led to many landslides with hundreds of home and properties being washed away. The management team was hence formed in order to study the cause and the measures to be implemented.

## Objectives

1. Highlights the scenic cultural attraction and the impact of disaster on its function.
2. Slowdown in economic developments.
3. Active participation in critical infrastructure of the district.
4. Remedies that could be brought to foreclosure of the district natural beauty.

## Reasons for Landslides

One of the most prominent reasons for all disasters in Kodagu district was the resorts and home stays constructed above hill station. The land meant for cultivation for more than 1000 years had been topped into commercialization, turned to be tourist spots which required all the amenities those urban hotels maintain in metropolitan cities to attract foreign tourists. Hence the cropping of the massive hill station into a tourist spot was like a small town on top of the hill with glasshouses leading to damaging of the deep earth, hence resulting in landslides. Some of the government licensed thermo projects have also swung their hands in industrialization, turning the whole district into ugly vulture for natives by accruing the plantation land through illegal procedures.

Secondly, natives of Kodagu started comparative profitable business than concentrating on coffee plantation and paddy, all were attracted towards commercial crops and calculations as loss and profits by the hereditary business and adoptive changes which started accumulating their wealth.

## Impact On Natural Beauty Of Kodagu District

1. Agitation of central government's plan to construct railway tracks and extract the natural resource may imbalance the eco system as it consists of thick forest and sandalwood which may lead to theft by the corrupted politicians.
2. Much encouragement to tourism than eco-tourism has polluted the Kaveri nisargadhama, Dubare elephant camp, Raja seat, Abbi falls, Brahmagiri hills, Pushpagiri wildlife sanctuary, Bhagamandala, Nagarahole national park, the Tibetan buddhist golden temple, Iruppu falls and Chelavara falls.
3. Drawing more financial economy from liquor leads to over pollution during night and attracts only the drunkards, rather than real nature lovers. It may cause faulty perceptions by the family tourists.
4. Increased number of luxury resorts washed out the agricultural lands and natives have lost their hereditary land for urban investors which leads to fall in coffee and paddy production.
5. Fertilizers and pesticides used by the Kerala state ginger cultivators leave the land soil into spicy. The land could not be used for further cultivation of other crops.
6. Most of the investors are none other than educated professionals migrated from Kodagu to urban areas. They have been in partnership with the external investors and have leased their land for 100 years which hits

majorly the next generation and they may not be able to continue the ancestral cultivation. It in fact hits the national economy of the country as Kodagu is the only district producing highest coffee product in India.

7. Tourists mainly IT and BT company employees visit this place for lavish life with their partners and have it as a composed private spot. This influences the native youths to adapt foreign culture though the district is famous for its rich heritage culture. Tourists in the name of tourism are spoiling the emotions of the natives too.

### **Impact on business and marketing activities:**

1. Kodagu oranges are known for their unique aroma and taste. Normally, oranges are ready for harvest twice a year, once in the rainy season and another during the winter. Kodagu orange which is a brand itself, has been low in terms of production over the years due to natural disaster. Adding to the problems, the Covid-19 lockdown has left a drastic impact on orange cultivation. The department of horticulture has been distributing saplings of oranges to the growers. Oranges were cultivated on 8000 to 10000 hectares of land 25 years ago and now it has come down to several hundred hectares as both inter-state transportation and tourism has been hit because of natural disaster. The contractors did not show any interest to purchase oranges from the growers during covid-19 pandemic.

2. Resorts and home stays have been greatly affected during covid-19 pandemic as their activities were strictly prohibited by the district administration.

3. Lack of proper infrastructural facilities is another problem faced by plantation growers and finding suitable markets for their products, particularly in disaster period.

4. Market for black pepper is also greatly affected by natural disasters like flooded monsoon and covid-19 pandemic. Also import of black pepper from other countries has adverse impact on the local market too.

### **Findings**

Above mentioned consequences caused hazard vulnerability in some parts of the district in the year 2017-2018-2019.

1. Natural physical events are disaster causing widespread injury or deaths and damages to public or private property. Land copings to convert topography of the region were too sensitive and changes made by the man caused landslides and slope failures affected the population.

2. Majority of slopes along the hills pose to significant risk dominantly from rainfall.

3. Factors generally responsible for the landslides are lithology structure, slope, morphometric, geomorphology, land use or land cover and drainage density.

4. According to the Kodagu disaster management plan submitted by the committee to the government of Karnataka in the year 2017-2018 :-

- a. Due to the floods which occurred in the month of August, many regions of the district were affected such as Bhagamandala, Talacauvery, Napoklu, Aiyengeri, Madenadu, Jhodupala in Madikeri taluk.
  - b. In Somwarpetta taluk-Nellihudikeri, Bettadakadu, Kalur
  - c. In Virajpet taluk-Betri, Karadigodu, Poojikallu, Nittur, Kondangeri, Guhya, Keerehole, Balyamandoor and Haihara.
5. Landslides in July and August 2017-20 caused severe effect mainly on two taluks - Madikeri and Somwarpet.
- a. In Madikeri-regions of Karike, Bhagamandala, Talacauvery, Madenadu, Jodupala
  - b. In Somwarpet-Chettalli and Abyathmangala
6. Environmental degradation-Deterioration of the environment in Kodagu has affected air, water and soil, distraction of ecosystems and the extinction of wildlife. The degradation is caused by the combination of an already very large and increasing economic growth or per capita affluence and the application of resource depleting and polluting technology.

**Measures implemented by the government to save the ecology of the district are:**

1. The environmental Protection Act 1986 was enforced to provide protection and improvement of environment and for the matters connected there with. To achieve the objectives and goal of the said Act, various rules have been framed.
2. The government of Karnataka under the power conferred at the section 8 of the said rules, issued a notification constituting the district crisis group for overall implementation of Environmental Protection Act and the rules made there under the Kodagu district.
3. As per the rules special projects proposed for preventing the disaster were as follows:
  - a. Construction of overbridge near Bhagamandala-Triveni sangama, Madikeri taluk.
  - b. Human resource development
  - c. Setting up of disaster management faculties in state
  - d. Programs for community participation and public awareness
  - e. Observing national disaster reduction day

## Suggestions

1. Setting up of committees to manage ecosystem is not sufficient unless it is strictly monitored by the central government.
2. Victims should be penalized for violating the rules of eco-friendly utilizations.
3. Industrialization should be roped in single law segments.
4. Each investor should have the pollution control certificate upgraded regularly rather than monotonous license issued by the corporation and revenue department.
5. Government lands should be recovered from the acquirers.
6. Sanctioned projects should be scrutinised regularly under the control of planned committee.
7. Involvement of local politics should be barricaded to save the district.

## Conclusion

Migrants from original land of Kodagu can lend their support to the district to save the natural beauty.

The district administration committee as well as the commissioner has to take up effective good steps in over fighting the disaster and the Covid-19 pandemic-a disaster too. The doctors of Kodagu origin can volunteer and return back to the district to help the patients and control situation, where the district has no sufficient health organizations and insufficient health care professionals to care for the population. This can be implemented in each state so that we can utilize our human resource to the fullest potential to save our country.

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