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F.No:0102(152)(1)TMOC/MKG-2013

Date:14.06.2013

NOTE

Subject: Estimated benefits of Neera production undertaken by Farmers collectives to Farmers & Neera Technicians.

Ref: Discussion held in the LA, Chamber of Hon. Minister of Fisheries, Ports and Excise, Govt. of Kerala on 13.06.2013

Coconut Development had suggested production of Neera through Federated Coconut Producer Societies (CPS) registered with CDB. The Board has facilitated formation of grass root level farmer collectives called Coconut Producer Societies(CPS) comprising of 40-100 coconut farmers having a range of 4000 - 6000 coconut palms. Further, 15-25 CPS are integrated to form Coconut Producers Federations (CPF) consisting of about 1 lakh palms. Coconut Producer Companies are being formed integrating 10 federations with around 10 lakhs coconut palms in its area of operation. Two Coconut Producer Companies have already been registered at Kannur and Palakkad and the registration of another 8 Producer Companies is in progress.

CDB had requested permission for Neera production to CPFs registered with CDB for tapping 1000 palms in a federation in the initial phase on a pilot basis. The expected benefits to the farmers and the Neera technician is detailed in Annexure-I attached. If tapping is done on 1000 palms for a period of 30 days (1 month), It is expected that 30000 litres of neera will be obtained on the assumption that a palm produces 1 litre of Neera per day. If 2 litres of Neera is produced per day, the monthly quantity will be 60000 litres. It is assumed that the consumer price of Neera after processing and packing would be Rs.100/- (exclusive of distribution costs). It may be noticed that a **good Neera technician who can tap around 20 palms per day can earn income up to Rs. 30000/- per month.**

Initially the CPFs can undertake production of Neera and coconut palm jaggery / syrup. Subsequently Neera processing and packaging can be coordinated by the coconut producer companies. They can also go into processing of Neera into palm sugar, packaging, branding and marketing on a commercial scale. Branded Neera (as a nutritious health drink, better than all fruit juices) with longer shelf life in appropriate packaging can be introduced into the Pan-India market.

(Dr. K. Muralidharan)
Director

To

Shri. A. Ajith Kumar IAS.
Secretary to Govt. (Taxes)
Govt. of Kerala
Thiruvananthapuram

Economics of Neera production from 1000 palms

<i>No. of palms tapped</i>	<i>Yield/palm/day (in litres)</i>	<i>Total volume of Neera produced in litres/month</i>	<i>Value of Neera per litre (Rs.)</i>	<i>Total value of Neera produced/month (Rs. in lakhs)</i>	<i>Income to Farmers /month (Rs. in lakhs)</i>	<i>Income to Neera technician / month (Rs in lakhs)</i>
1000	1	30000	100	30	15	7.5
1000	1.5	45000	100	45	22.5	11.25
1000	2	60000	100	60	30	15

Assumptions :

Cost of cultivation of 175 palms in a hectare is around Rs.60000/-

Consumer price of Neera is taken as Rs.100/- per litre which is exclusive of distribution costs

Farmers share could be 50% of consumer price

Share of Neera technician could be 25% of consumer price.

Expected monthly income to a Neera Technician (NT)

<i>Yield per day per palm (in Litres)</i>	<i>No. of Palms tapped per day by a Neera Technician (NT)</i>		
	15	20	Average 17.5
1	Rs.11250	Rs.15000	13125
2	Rs.22500	Rs.30000	26250
Average 1.5	Rs.16875	Rs.22500	19687