

# Shri.Ramesh Chennithala, Hon'ble Home Minister of Kerala inaugurated Neera Processing Plant of Karappuram Coconut Producer Company Ltd, Alappuzha, Kerala on 10-July-2015

## Coconut Farmers Need to Focus More on Product Diversification: Ramesh Chennithala

Coconut farmers should focus more on product diversification and quality of the value-added products, opined Shri. Ramesh Chennithala, Home Minister, Govt. of Kerala, while inaugurating the Neera plant set up by Karappuram Coconut Producer's Company Limited at Ayyappanchery in Alappuzha on Friday. He also said that finding a market for the products is one of the important things to be kept in mind. The Home Minister also said that the farmer producer companies have to concentrate more on bringing out quality products, which would help them get an easy entry into international markets. The minister also praised the measures taken by Coconut Development Board and the Department of Excise for making Neera project successful in the state. Shri. Ramesh Chennithala also said that though the people in Kerala are late in realizing the potential of coconut, they have started bringing out value-added products from the crop, which is a laudable sign. He also added that both the state and central government is supporting the coconut farmers in all possible means.

While delivering keynote address, Shri. T.K. Jose IAS, Chairman, CDB said that the plant set up by Karappuram company would be a model for all the other Neera plants that are going to up in India in the near future. The CDB Chairman also congratulated the efforts put up by the directors of the company for bringing around six value-added products even before setting up the plant.

Dr. Thomas Issac MLA has distributed the share certificates at the inaugural event, which was chaired by Shri. P. Thilothaman MLA. The event felicitated the best coconut farmer, the best Neera technician and also Fr. Joshi, Vicar, Kannankara

Church, who has been supporting the activities of the company from the beginning. Dr. P.K. Mani, CEO, Karappuram Coconut Producer's Company, presented report. Adv. A.M. Arif MLA, Adv. U. Prathibahari, President, Alappuzha District Panchayath, Mr. Suresh Richard, District Excise Deputy Commissioner, Shri. Shajahan Kanjiravilayil, Chairman, Consortium of Coconut Producer Companies ets were present at the event. Adv. D. PriyeshKumar, Chairman, Karappuram Coconut Producer's Company Ltd (KCPCL) delivered the welcome speech and Shri. T.S. Viswan, Director, KCPCL, delivered vote of thanks. The inaugural ceremony kick started with a musical event lead by famous singer Kumari Kanmani.

The Neera plant, located at Ayyappanchery in Alappuzha, has a capacity to produce 2500 litres of Neera per day. The Karappuram Company has launched the plant with an initial cost of Rs. 1.5 crore. Of which Rs. 70 lakh has been collected from the farmer producer societies. The company is using the technology of Coconut Development Board for processing Neera and is using the machinery by H&G Company. The company also aims at coming up with value-added products such as Neera sugar, honey, vinegar, chocolate and syrup. The company has already set up four Neera stalls so far. The first Neer parlour is near Kanjikuzhy Block Panchayath building and other two parlours are in Kombady and Vazhichery in Alappuzha. The company also produces virgin coconut oil using hot processing technology by processing 100 coconuts per day. The company has plans to open six more Neera parlours in and around Alappuzha.



അയ്യപ്പഞ്ചേരിയിലെ കരപ്പുറം കോക്കനെട്ട് പ്രൊഡ്യൂസർ കമ്പനി ലിമിറ്റഡ്- 'നീർ' പ്ലാന്റ് ആഭ്യന്തര വകുപ്പ് മന്ത്രി രമേശ് ചെന്നിത്തല ഉദ്ഘാടനം ചെയ്യുന്നു. 10.7.2015



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