

# One to One business Meet for Tender Coconut / Coconut Milk based entrepreneurs

Coconut Development Board organized one to one business meet for prospective entrepreneurs in coconut water and coconut milk based products at Woods Manor, Kochi on 15th and 16th October 2014.

Shri. T.K. Jose IAS, Chairman, Coconut Development Board, in his introductory speech informed that we need to set up 200 nos of tender coconut water processing unit in urban India to meet the demand of 10% urban population while urban India is having approximate population of 35 crores where as US population is 31.5 crores. 75% of urban India is having enough purchasing capacity. So far enough entrepreneurs had not ventured in this field because of non-awareness of suitable machineries, Information on technology development and technology transfer procedure. He mentioned about reputed tender coconut water / ice-cream brands available globally. With the objective to provide technical and research support to individuals / institutions for the development of technologies / adoption of technologies, helping to conduct market studies and market surveys and for positioning new products in the market, Coconut Development Board had been implementing TMOC projects on coconut from 2002 onwards. Selected entrepreneurs / institutions are eligible for 25% of the project cost subjected to sealing of Rs.50 lakhs. Money value of Rs.50 lakhs in 2002 is equivalent to approximate Rs.1.5 crore. He assured that Coconut Board will request Govt. of India to raise the amount. Now India is the largest coconut producer in the world. This is a real challenge / opportunity before us to become a global leader in value addition and export.

Prospective entrepreneurs from 7 states viz. Tamil Nadu, Gujarat, Maharashtra, West Bengal, Andhra Pradesh, Karnataka and Kerala attended the business meet with their own interest and passion for venturing into the coconut industry. Machinery manufacturers M/s.Alfa Level, M/s.SSP Pvt. Ltd, M/s.Ace Packs and M/s.H&G made presentation about their machineries. M/s.Majusree Technopack Ltd. briefed about bottling and packaging of products. 46 and 41 nos of prospective / genuine entrepreneurs participated in first and second day respectively.

Successful entrepreneurs shared their experiences with the new comers. Dr.Sabhapathy, Scientist, DFRL briefed about the technology and technology transfer of tender coconut water processing. Shri.Sugata Ghose, Chief Coconut Development Officer, Coconut Development Board, Shri.Hema Chandra, Dy.Director, CDB, Shri.Sreekumar Poduval, Processing Engineer, CDB, Dr.Mohan Kumar, Head Bio Technology Dept., SCMS, Shri.Sardar Singh Choyal, Asst. Director, CDB and Shri.Sebastian, Asst. Marketing Officer, CDB were the resource speakers in the meet.

