

Palakkad Coconut Producer Company Limited and CFTRI join hands to take Neera to newer heights

Palakkad Coconut Producer Company Limited, one among the 12 registered companies in Kerala formulated under the aegis of Coconut Development Board has entered into an agreement with CFTRI for research and development in Neera processing and packaging and development of Neera derivatives on the occasion of the foundation day of CSIR-CFTRI on 24th September, 2014 at CFTRI campus, Mysore. Palakkad Producer Company consists of over 26000 coconut farmers in Palakkad district. After signing the agreement, Dr.Ramraj Sekhar, Director CFTRI indicated that Neera intervention is a major technological and economic innovation providing economic security to the coconut farmers and the Neera technicians.

The MOU was signed between Sri P. Vinod Kumar, Chairman, PCPCL and Mrs.Mallika Kumar, Secretary, CFTRI. PCPCL's association with CFTRI is expected to be of futuristic nature and the terms and condition are that PCPCL will be paying a fee of 1% of its sales turnover to CFTRI and in turn CFTRI will extend a long term partnership in developing, standardising and commercialising technology for processing and packaging of Neera and its derivatives. A short video film on Neera production was showed after the signing of the agreement.

CFTRI had displayed 5 major Neera products developed – Neera concentrate, Neera honey and bottled Neera in pet bottles, glass bottles and cans. With this technological advancement, PCPCL is in a position to embark on commercial production of Neera from 10 Federations. PCPCL has already opened 6 retail outlets for Neera and 4 more will be started soon. A daily sales turnover to the tune of Rs.1 crore can be expected from the Neera produced by the ten federations. The estimated annual sales turnover of PCPCL will be around Rs.400 crores.



Seen from Right to left (Shri. P. Vinod Kumar, Dr.RamrajSekhar, Director CFTRI and Mrs.Mallika Kumar, Secretary, CFTRI)