

# Pamdew - Neera Retail Sale inaugurated at Vytila Mobility Hub, Ernakulam, Kerala



Shri. N. Venugopal, Chairman, GCDA officially launched 'Pamdew', the coconut neera produced by Palakkad Coconut Producer Company Ltd (PCPCL) at its coconut Kiosk at Vytila Mobility Hub, Ernakulam on 9th July 2014 by accepting a glass of Pamdew from Adv. Siby J. Monippally, Director, NAFED. Shri. Thomas Joseph, Director, PCPCL presided over the function. Shri. Ramadas M.K, Director, PCPCL and Shri. Sasidharan K., Director, PCPCL were present during the occasion.

Pamdew is sold at Rs. 25 per glass of 200ml. PCPCL is also selling tender coconut water, tender coconut shake and various other coconut-based value added products from different manufacturers. Some of the popular and fast-moving items include Coconut Chips, Coconut Milk and Desiccated Coconut Powder.

Neera is the non-fermented sap extracted from inflorescence of coconut palms. It is a natural non-alcoholic beverage, high in nutritional value and is an instant thirst quencher. The most significant characteristics of the product is its high percentage of sodium, potassium, vitamins, several other minerals and sugar with low Glycemic Index (GI is 35). This ensures that the person taking Neera will feel rejuvenated within minutes, thus making it a perfect health drink. In addition to its utility as a health drink, a diverse range of by-products including palm jaggery, palm honey and palm sugar can be made from Neera.

The production of 'Pamdew' is done by trained 'Neera Technicians' who collect the sap from the spathe of healthy coconut palms from select groves identified for this purpose. The extracted sap is kept away from external elements from the moment of origin and is collected in ice boxes at the palm top itself. The collected sap is then stored in deep freezers and transported in refrigerated vehicles, thus maintaining the temperature in the range of 2° to 8°C throughout extraction, processing and transportation stages. Quality is ensured at each stage by following standard procedures. In order to preserve its natural constituents and properties, the product is collected directly from the inflorescence untouched by human hands. Addition of preservatives is strictly avoided to ensure that only the best product in terms of taste and aroma is available in the market.

PCPCL is an initiative of the coconut farmers of Palakkad District formed in June 2013. It is at the apex of the three-tier Farmer Producer Organisation that comprises of Coconut Producer Societies, Coconut Producer Federations and Coconut Producer Companies. This is the second Producer Company formed in Kerala under the aegis of the Coconut Development Board. The mission of the company is to initiate and implement activities which ensure a fair stable and remunerative price for the coconut farmers.

PCPCL is involved in coconut farming, trading and processing for the benefit of its coconut farmer members. The company is running a Neera processing plant in Mangalore, Karnataka, operating a Modern Copra Dryer in Muthalamada, Palakkad, and running a Coconut Kiosk in Vytila Mobility Hub. PCPCL is foreseeing diverse activities and products including production, sales and distribution of Neera, tender coconut water and various coconut based value added products.



# Neera commercially launched in Kochi

K.A. Martin

**KOCHI:** Neera, the unfermented sap from coconut flowers, was commercially launched here on Wednesday after nearly two years of a campaign by Coconut Development Board which said that farmers in the State could earn up to Rs. 50,000 crore a year from tapping about 10 per cent of the estimated 18 crore coconut trees in the State.

PamDew brand of neera from Palakkad Coconut Producer Company Limited was launched at a brief function at the Vyttila Mobility Hub by Chairman of the Greater Cochin Development Authority N. Venugopal.

The PamDew brand of cooled neera comes for Rs. 25

per 200 ml. PCPCL is among the nearly a dozen farmer producer companies under the aegis of Coconut Development Board, which will tap the market potential of neera through sale of the health drink and derivatives like palm sugar and jaggery.

Neera, rich in sugars, minerals and vitamins, has gained popularity as a health drink and a few foreign brands are already doing brisk business in Kerala.

Coconut Development Board's Vazhakkulam technology centre, which has been producing neera and selling it on a laboratory scale, saw market demand rising significantly.

With the first commercial launch on Wednesday, neera from more farmer producer

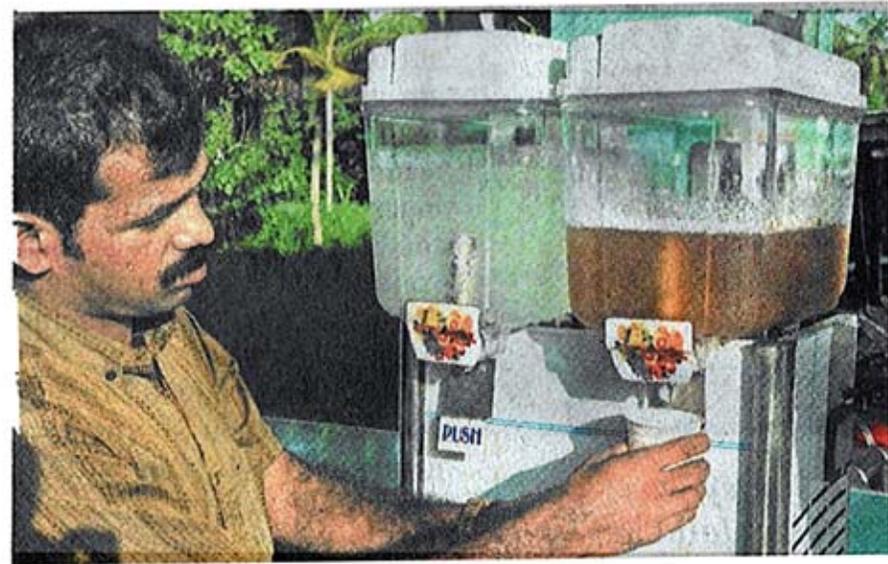
companies are expected to hit the market in September.

Board sources said the commercial launch of neera was made possible through an amendment of the Abkari Rules, which controls the sale of alcoholic drinks, including toddy.

A high-level committee appointed by the State government early last year had recommended that neera be brought out of the purview of the Abkari Rules to unleash its potential.

The committee had also said that neera sales undertaken by coconut farmers' societies under the Coconut Board could be overseen by the Excise Department.

The Committee's opinion was that even if only one per cent of an estimated 14 crore



*Palakkad Coconut Producer Company launches sale of neera brand PalmDew at its kiosk in Vyttila Mobility Hub on Wednesday.*

- PHOTO: K.K. MUSTAFAH

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coconut trees in the State would have a big impact on the economy of the State. could be tapped for neera, it