

Neera Tapping Licence to 173 Federations: Hon'ble Minister for Excise

Hon'ble Excise Minister of Kerala Shri.K.Babu launched Thirukochi Coconut Producer Company's Packed Neera "Premium Neera" at a function organized at Kerabhavan, Kochi on 13th Dec, 2014



Excise Minister K. Babu launching Thirukochi Company's Neera. Kochi Mayor Tony Chammanay, Coconut Development Board Chairman T. K. Jose, IAS, Company Chairman Babu Joseph and Elias K. Tharyan and other company representatives are also seen.



Kochi Mayor Tony Chammanay offering the Neera Cake produced by the Thirukochi Company to Excise Minister K. Babu. Coconut Development Board Chairman T. K. Jose, IAS, Company Chairman Babu Joseph and CEO Biju John are also seen.



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Shri.K.Babu said that all the 173 federations that had applied for tapping neera would be issued license soon. The minister was speaking at the commercial launch of the Premium brand neera and other value-added products from the Thiruckochi Coconut Producer Company at a function organised at the headquarters of the Coconut Development Board in Kochi. Shri.Babu assured that a decision from the excise department in favour of the coconut growers/farmers would be taken soon. Shri. Babu also opined that neera based products such as chocolate have good export potential. The decision to issue license to tap neera for the federations represent the amendment of the 112 year old system introduced by the erstwhile British rulers, said Shri.T.K.Jose, Chairman of the Coconut Development Board. "The decision to give more licenses is a Christmas-New Year gift for the farmers," said Shri.Jose. As per the projects submitted by the companies, only 40 per cent of neera would be sold as bottled neera and the rest would be converted as value-added products, Shri. Jose explained. The commercial launch of the Neera Cake prepared by the Thirukochi Company was performed by Kochi Mayor Shri.Tony Chammanay by cutting the cake. CDB chairman Shri.Jose said that the cake can be enjoyed even by diabetic patients without having any concern about health issues. Thirukochi Company chairman Shri. Joseph Babu, who chaired the meeting, said that the company's plant would be inaugurated by Chief Minister Shri.Oommen Chandy in three months' time. Shri.Elias K.Tharyan and Thirukochi Company CEO Shri.Biju John also talked at the function. The Neera cake would be up for sale within two days from CDB's NAFED showroom. 400 gm cake would cost Rs.160 and 800 gm would be sold at Rs.360.