

## Coconut Development Board participated in Life style Expo 2014 held at Sangarmall, Srinagar, J&K from 11-20<sup>th</sup> June 2014

Coconut Development Board had participated in the Life style Expo 2014 at Srinagar held at Sangarmall, Srinagar, J&K from 11-20<sup>th</sup> June 2014. The fair was organized by Events Paradise, New Delhi in association with the Real Host, in order to make awareness, on the developmental activities of different organizations from central & State Governments, NGOs and private sector from the northern part of India to create various opportunities in the State of the Jammu & Kashmir. This is an opportunity to the local manufacturers to show their products with a low cost of publicity.

The visitors comprised of housewives, employees in government & private organizations, traders, students, scientist & technical personnel from various institutions/ organizations. Officials from Indian Forces etc. located in and around Srinagar. The people were aware of coconut products like packed tender coconut water, coconut milk, coconut milk powder apart from coconut oil based cosmetics & toiletries.

The Board's stall was informative with posters portraying the nutritional benefits of tender coconut, matured coconut, coconut oil and other value added products like desiccated coconut, coconut milk/ cream, coconut milk powder, packed tender coconut water, etc derived from the tree. Developmental initiatives of the Board were also briefed to the visitors. Brochures revealing of the uses and health aspects of value added coconut products were also distributed to them. The Board publications and periodicals were kept for sale and subscription of ICJ, More than 50000 visitor visited in the Life style Expo 2014, In this fair about 70 participants with their products in this 10 day fair participated.

