

Report on participation of CDB, MDIC, Delhi in Food & Technology Expo 2014 held from 25th - 27th July 2014

The Coconut Development Board, Market Development & Information Centre, Delhi has participated in Food Technology Expo-2014 and concurrent show 'Government Achievements & Schemes Expo 2013' at Pragati Maidan, New Delhi from 25th to 27th July 2014 which was organized by NNS Media Group. The Expo was inaugurated by Shri.Naresh Tikait, President, Bhartiya Kisan Union, in the presence of other dignitaries, delegates and senior officers.

The Coconut Development Board's stall was arranged with exhibits of various value added products made of coconut and other parts of coconut tree. Attractive posters depicting the nutraceutical & health benefits of coconut and coconut products were also displayed in the stall. Board's informative publications on coconut cultivation, health benefits of tender coconut, food products made of coconut, shell based industrial products & handicrafts, Board's schemes were distributed to the visitors. About 20,000 farmers from various parts of the country, including thousands of people from more than 20 states visited the show. They were immensely benefitted by the information provided from the various central /State Government stalls.

Several Central Government departments/ organizations like, ICAR, National Seeds Corporation, National Science Museum Haryana Market Fed, DMI, State NHMs, New & Renewable Energy Resources, other central/ State Government Departments, private firms in the fields of agricultural processing had also participated in the exhibition.

Space in the Board's stall was also provided to manufacturers/ traders of various coconut products like coconut oil, virgin coconut oil (M/s Keratech (P) Ltd. Kerala), coconut oil based cosmetics, baby massage oil, packaged tender coconut water (M/s Anu Coco) for display cum sale as a supplementing effort of the Board in awareness creation & popularization of uses & goodness of the value added coconut products among the visitors. Business queries by visitors from various north Indian cities were also received by them, which will guided them to necessary follow up for extending their market chain.

Dr.Jitendra Singh, Hon'ble Minister for Science & Technology, Earth Sciences, PMO (GOI), Shri Gauri Shankar Chaturbuj Bisen, Hon'ble Minister for Farmers Welfare, and Agriculture Development, Govt. of M.P. Dr. Udit Raj, Hon'ble Member of Parliament, Lok Sabha, Shri Sanjeev Chopra (IAS) Jt. Secretary, Ministry of Agriculture, (GOI), Dr.H.P. Kumar, Chairman & Managing Director, NSIC, (GOI), Shri.P. Uday Kumar, Director, NSIC, GOI, Shri Rajesh Dubey, Director, MNRE (GOI), Dr. S.K. Malhotra, Horticulture Commissioner, and other senior officers from various central and State government establishments visited Board's stall. The visitors were explained about the achievements of the Board in the coconut sector and the advancements in the technological development in cultivation as well as value addition, apart from the recent initiatives like farmers collectives, FoCT, etc.

At the cessation of the three-day Expo, the Coconut Development Board was awarded the memento for participation and popularizing for the use of coconut products.

Photographs of CDB Stall in Food & Technology Expo 2014 held at Pragati Maidan, New Delhi from 25th-27th July 2014



Shri. Naresh Tikait, President, Bhartiya Kisan Union inaugurating the stall



VIP visitors in the CDB stall



Shri Gauri Shankar Chaturbhuj Bisen, Hon'ble Minister
Agriculture Development, Govt. of M.P visited CDB stall



Shri Sanjeev Chopra (IAS) Jt. Secretary, Ministry of
Agriculture, (GOI), visited CDB stall

