

World Coconut Day To attract more investments in Coconut sector

September 2 is celebrated as World Coconut Day to generate more awareness on the importance of coconut and to attract more investors in the coconut sector for the welfare of the coconut farmers.

India is third in area under coconut cultivation next to Indonesia and Philliphines, our production is highest. Thanks to the development and release of high yielding varieties and hybrids by CPCRI for specific purposes like copra, oil and tender coconut suitable to different agroclimatic zones. However, the major concern is India lags behind in export of coconut products as compared to many of our coconut growing neighbor of South Asia.

There are great opportunities and potential for production, processing and marketing of value added products of coconut. CPCRI has developed various processing technologies like Virgin Coconut Oil (VCO) either by hot or fermentation technique, coconut chips, snow ball tender coconut, vinegar, desiccated coconut powder, coconut cookies, biocontrol formulations, vermicomposting, coconut and arecanut tissue culture protocols and a host of other technologies. Recently developed technology on fresh and unfermented neera (Kalparasa) collection by CPCRI has immense potential to market either as a health drink or for the preparation of sugar, jaggary, honey, syrup etc. It has been commercialized to two firms each in Karnataka and Tamil Nadu and 3 firms in Kerala. Fresh neera is collected from the farmers, transported in cold chain and sold under refrigerated condition both in Karnataka and Kerala.

One such kiosk where fresh neera is sold by adopting CPCRI technology is there in Vyttila Mobility Hub, Ernakulam, Kerala by Palakkad Coconut Producers Company Limited (PCPCL). Many more such kiosks are expected to open within a short period of time throughout Kerala. Farmers whose trees are being tapped for the production of kalparasa are already realized the benefit of this technology. On the eve of the world coconut day CPCRI scientists and staff wishes that many more entrepreneurs will come forward to adopt the technologies developed by the Institute and make the coconut sector more vibrant and improve the livelihood of farmers who depend on it. The Incubation cum Business Planning and Development (BPD) Facility created at the Institute will provide techno-economic feasibility, market identification and commercialization support for fresh entrepreneurs and start-ups, who wish to involve in commercial production through coconut based technologies. The facility will also serve as a platform for those start-ups with innovative ideas for coconut technologies to fine tune and scale up through hand holding support from CPCRI, Kasaragod.

