

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE, COOPERATION AND FARMERS WELFARE

LOK SABHA
UNSTARRED QUESTION NO.2746
TO BE ANSWERED ON THE 15TH DECEMBER, 2015

NEERA HEALTH DRINK

2746. SHRI ANTO ANTONY:
SHRI MULLAPPALLY RAMACHANDRAN:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) whether the Government is encouraging development, production and marketing of 'Neera' a value added product from coconut tree;
- (b) if so, the details thereof, along with the production of Neera, State-wise;
- (c) whether the Coconut Development Board is providing assistance in this regard; and;
- (d) if so, the details of such assistance and the number of beneficiaries?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्रालय में राज्य मंत्री (SHRI MOHANBHAI KUNDARIA)

(a) & (b): Yes, Madam. Coconut Development Board (CDB) is encouraging development, production and marketing of 'Neera' as a natural health drink.

Neera production is done on a commercial scale in Kerala only. Government of Kerala has issued the Neera Rules, 2014 and neera production is being done through 17 Coconut Producer Companies (CPCs) affiliated with CDB, with a weekly production of 43025 litres in Kerala. As per CDB recommendations, production of Neera is to be done by Farmer Producer Organizations, neera production through Coconut Producer Societies (CPSs) under the strict supervision of the Coconut Producer Federations (CPFs) and processing, packing, branding and marketing to be done by the Coconut Producer Company (CPC). The status of CPS, CPF and CPC registered with Board from the four major coconut growing states are given at Annexure-I.

(c) & (d): CDB is providing financial assistance to an extent of 25% of capital cost as back ended credit linked subsidy for a maximum of Rs 50.00 lakhs per project for establishing neera processing plants under the scheme Technology Mission on Coconut (TMOC).

Three Coconut Producers Companies CPCs and One Coconut Producer Federation (CPF) in Kerala have established neera processing plants with a total project cost of Rs 8.03 Crores and CDB has released an amount of Rs 0.86 Crores under TMOC. Details are at Annexure-II.

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State wise details of Farmers Producers Organizations affiliated to Coconut Development Board for Neera production.

Coconut Development Board (CDB) recommends that production of Neera is to be done by the three tier Farmer Producer Organizations, neera production through Coconut Producer Societies (CPSs) under the strict supervision of the Coconut Producer Federations (CPFs) and processing, packing, branding and marketing to be done by the Coconut Producer Companies (CPCs). The status of CPS, CPF and CPC registered with CDB from the four major coconut growing States are as given below:

	States	CPS registered with CDB	CPF registered with CDB	CPC affiliated with CDB
1	Kerala	6939	425	28
2	Tamil Nadu	439	50	13
3	Karnataka	371	113	7
4	Andhra Pradesh	739	58	3
	Total	8488	646	51

Annexure II**Details of assistance provided by Coconut Development Board for production of Neera**

The details of Coconut Producer Companies (CPCs) and Coconut Producer Federations (CPF) granted assistance under the scheme Technology Mission on Coconut (TMOC) for Neera processing is given below :

Sl. No.	Name of the CPC/CPF	Total Project Cost	Amount released under TMOC.	Amount that can be given as back ended subsidy under TMOC
		(`Rs. in lakhs)		
1	M/s. Kaipuzha Coconut Producer Company Ltd, Kollam, Kerala	250.00	45.00	50.00 Lakhs to each unit
2	M/s. Karappuram Coconut Producer Co. Ltd, SN Puram, Alapuzha , Kerala	165.00	6.805	
3	M/s. Kuttiady Coconut Farmers Producer Co. Ltd, Vadakara Taluk, Kuttiady, Kozhikode, Kerala	309.53	25.00	
4	Muthalamada Federation of Coconut Producer Societies, Palakkad	78.82	9.57	
	Total	803.35	86.375	
