

Prospects of coconut value added products in Delhi and NCR

● **G.R.Singh**, Director & **Arun Paul**, Technical Officer, CDB, MDIC, New Delhi

Coconut provides a diverse range of products. It is a unique crop, where every part is useful in one way or the other. The main commercial product of coconut is copra out of which coconut oil is produced. The other value added coconut products include desiccated coconut, coconut cream, virgin oil, vinegar, tender coconut water, coconut milk based product, Neera and its by products and other industrial non- edible products such as coir. Out of these many products are available around the globe, but some are not. Majority of the north Indian population are not aware about the various value added coconut products available and its usage in daily life.

A random survey was carried out in some of the malls and retail outlets in New Delhi and NCR area to get an idea about the availability of different coconut products in the area. The survey revealed that coconut hair oil and tender coconut water are the products that are having high demand in Delhi and surrounding areas. Coconut oil for edible purpose is mainly available in south Indian stores. Coconut hair oil of different brands are available in all the small retail outlets which indicates that majority of people in northern region are still considering it as a good hair oil and not as a cooking medium. However beyond any ethnicity everyone is fond of enjoying the tender coconut water and tender coconut pulp. Understanding the scope of tender coconut water in northern India especially in summer months,

many business men are doing the distribution and marketing of packaged tender coconut water. As a result, packaged tender coconut water could be seen in many retail outlets. It is felt that if tender coconut water is having this much acceptance among the people of Delhi, Neera, the nutritious health drink from coconut will replace all the carbonated soft drinks, once the people of Delhi get a chance to taste it during the severe and prolonged summer.

Apart from the domestic products many foreign coconut products are also available in the super markets which include mainly coconut products from Thailand. Among these, coconut water with



pieces of suspended pulp or nata-de-coco or enriched with lychee or mango juice are also getting popular in this area, though it is having a high price compared to Indian products.

Coconut milk and cream are also imported from Thailand and marketed by Indian business men, which is popular among the chefs and bakers. The coconut milk /cream marketed by Dabur and Nestle are having wide acceptability among the homemakers, small scale sweets makers and bakers. Eventhough many of the coconut based companies from south India are manufacturing and marketing the same products they are familiar only among a limited number of people from the south. Wide public campaigning and TV advertisements will create a very good demand among the people for these products which are used in the preparation of a variety of sweets and deserts.

The milk chocolate bars with coconut fillings (Bounty) manufactured and marketed by Mars International is one of the favorite chocolates for all ages. Indian made chocolate with coconut fillings is not found in any of the shops. It seems that there is good scope for such chocolates provided if there is good publicity.



The availability of foreign coconut products in Delhi markets are increasing day by day irrespective of its high price compared to the Indian products. This indicates that there is huge demand for high quality processed products in north India. In addition to this, there is a huge south Indian population residing in New Delhi and NCR who is habitual to different coconut products. The present supply of these coconut products is not at all sufficient

to cater to their demand. Hence there is large scope for marketing of coconut based products in and around Delhi.

Agro industries have always been given significant priority in economic development of India. Mahathma Gandhi's emphasis on developing village based agro industry in the movement for independence marked the beginning. Coconut based industries are one of the best suitable tool for such

village based industry. The present survey has revealed the ample scope of coconut based products in particular, packaged tender coconut water, sweets and coconut based hair oils. Moreover, awareness creation on different coconut products and its nutritional and medicinal benefits has to be augmented among the common folks through mass media which will wipe out the misconceptions about the palatability and ill effects of coconut products. ■