

Palm Oil Promotion programme by Malaysian Palm Oil Promotion Council (MPOPC)

19th - 22nd September '96, Mumbai

by *Ashima Raheja

The first of its kind of mega project conceived way back in March '96 was launched this month after considerable planning and deliberation. The project was to be implemented as per CEO's vision of CORE PROGRAMMES integrating the various departments in MPOPC as well as institutes affiliated to palm oil.

The programme was organized in Mumbai, the commercial capital of India considering the rising Indian imports of palm **olein** and the prevailing information gap on its versatile applications. It was intended that this sort of promotion would assist in consolidating and further enhancing the palm oil **offtake** by India. The event was therefore divided into 2 sections.

1. **Individualized** interactions with various target groups as government officers, edible oil traders and business men, health and media professionals as well as consumer groups represented by organized ladies associations through seminars, conferences, talks, cooking demos and make up'contest.
2. Exhibition to accentuate pictorially the wide applications of palm oil in food and non food products.

Amongst the major highlights of the show were the participation of the Kuala Lumpur Commodity Exchange (**KLCE**) and **Liasari** Cosmetic Company - pioneers in palm based cosmetics and the only company in the world to manufacture and market these cosmetics. The presence of Union Minister of Commerce and State Minister of Civil Supplies during the inauguration and the most important; the participation of about 800 people in the 3 day show hosted by an impressive team of about **18** delegates representing Malaysian Palm Oil Promotion Council (MPOPC), Kuala Lumpur Commodity Exchange (**KLCE**), LIASARI and the Malaysian High Commission at New Delhi. To create a **forum** for an informal interaction, a glimpse into Bollywood - Bombays filmndom **was** provided through a musical extravaganza and grand dinner on the inaugural day impressively attended by about 500 delegates from nutrition and medical institutes across the country. 13 eminent speakers of national and international **repute** were invited to give state-of-the-art lectures on health and palm oil including the following:

- | | |
|---|---|
| 1. Dr. M Abeywardena , Australia | Cardiovascular Protective Actions of Palm Oil Antioxidants |
| 2. Dr. K Sundaram , Malaysia | Beneficial Modulation of Human Blood Lipids and Proteins by Dietary Palm Oil |
| 3. Mr. Chu Sing Koh, Malaysia | Palm Oil and Cancer |
| 4. Dr. S. Natesh , India | Oil Palm cultivation and production in India: status and potential |
| 5. Dr. Umesh Kapil , India | Feasibility of Incorporating Deodorised and Deacidified Palm Oil in a National Nutrition Supplementation Programme |
| 6. Dr. B.S. Narasinga Rao, India | Role of Palm Oil in Meeting Edible Oil Needs of India |
| 7. Dr. G. Sarojini, India | Stability of Carotenes and Tocopherols in Food Products Prepared with Red Palm Oil |
| 8. Dr. Kumud Khanna | Crude Palm Oil - A Newer Division to Vitamin A |
| 9. Dr. Nirmala K. Murthy , India | Quality, Storage and Stability of Crude Palm Oil and Its Blends |
| 10. Dr. R. Manorama , India | Red Palm Oil as a Vehicle for Vitamin A Supplementation |
| 11. Dr. S.L. Chadha, India | Dietary Fats and Coronary Heart Disease |
| 12. Dr. H.S. Wasir, India | National Congress on Health and Dietary Fats Oration: Role of Diet in Cardiovascular Disease |

*Country Representative - India
Malaysian Palm Oil Promotion Council

The delegate kit was provided by Messrs Poly Enterprises, the sole importer of CAROTINO brand of palm oil in India and the publications jointly contributed by AIIMS, MPOPC and Poly Enterprises. There was a parallel poster session also arranged for upcoming students and a brief press interaction with the key speakers during the lunch hour.

MPOPC - India also arranged a dinner reception for about 50 people including the speakers, chairpersons and the members of the organising committee and key government and industry representatives on 29th evening to provide forum for more informal discussions.

A pre-event press conference was organised on 22nd for AIIMS by MPOPC - India office as a curtain

raiser to the event. The news was extensively covered in 10 major dailies.

Consequent to the seminar various private organisations and technical institutes have come forward expressing interest in organising such events including ITC Agrotech in Hyderabad, Karnataka Oswal in Bangalore and Central Food Technological Institute in Mysore. In cognizance of the prevalent information gap on nutritional and health aspects of palm oil in the country seriously pursuing palm oil cultivation and emerging as one of the major importers of the commodity, the consensus is to replicate seminars of this scale in perhaps all metros (Calcutta, Hyderabad, Mumbai), representing the East, South and West zone of the country in the coming years.

National Congress on Health and Dietary Fats

held at New Delhi on 29th October '96

Malaysian Palm Oil Promotion Council (MPOPC) - India office in participation with India's premier medical institute All India Institute of Medical Sciences (AIIMS) organised a "NATIONAL CONGRESS ON HEALTH & DIETARY FATS" on 29th October 1996 at New Delhi. Considering the existing information gap on nutritional and health benefits of palm oil in India particularly among the technical fraternity, the congress was financially and technically backed by MPOPC with the objective of disseminating nutritionally correct and up-to-date information on palm oil.

The first of its kind of national level event "NATIONAL CONGRESS ON HEALTH & DIETARY FATS" was unique in the sense that it was the first time 7 mega associations affiliated with health and nutrition converged in support of a technical seminar in the capital city viz.

Indian Academy of Pediatrics
Nutrition Society of India



Dr. Harsha Vardhan, State Minister of Health and Chief Guest at National seminar giving his inaugural address.

Malaysian Palm Oil Promotion Council
Indian Public Health Association
Indian Dietetic Association
Indian Association of Preventive and Social Medicine
Delhi Dietetic Association

It was also creditable that 4 major Delhi based Scientific bodies came forward to support the event viz.

Council of Scientific and Industrial Research
National Academy of Medical Sciences

Indian Council of Medical Research
Department of Science and Technology

Among the major programme highlights were the keynote address by Tan Sri Dato Dr. Mohd. Y. Hashim, CEO. MPOPC outlining the many nutritional benefits and applications of palm oil and the lamp lighting by Health Minister for Delhi, Dr. Harsh Vardhan who also inaugurated the days proceedings.

□□

➤
*MPOPC booth at National seminar
on Health and Dietary fats
at New Delhi held on
29th October '96.*



➤
*Nutritionists, Economists and
Medical Doctors participating
in the seminar.*

USE RED PALM OIL FOR BETTER HEALTH

Cholesterol Free, like other vegetable oils

- ☞ Anti-thrombotic, prevents blood clotting in heart disease
- ☞ Decreases Lp(a), a potent indicator of heart disease
- Rich in antioxidant, vitamin E
- ☞ Rich in pro vitamin A, Beta-carotenes in its natural form
- ☞ Versatile Application, an excellent cooking oil even at high temperature
- ☞ Excellent ingredient in the production of margarine, shortenings and vānaspati. Requires little or no hydrogenation

Courtesy

INDIAN OIL PALM JOURNAL

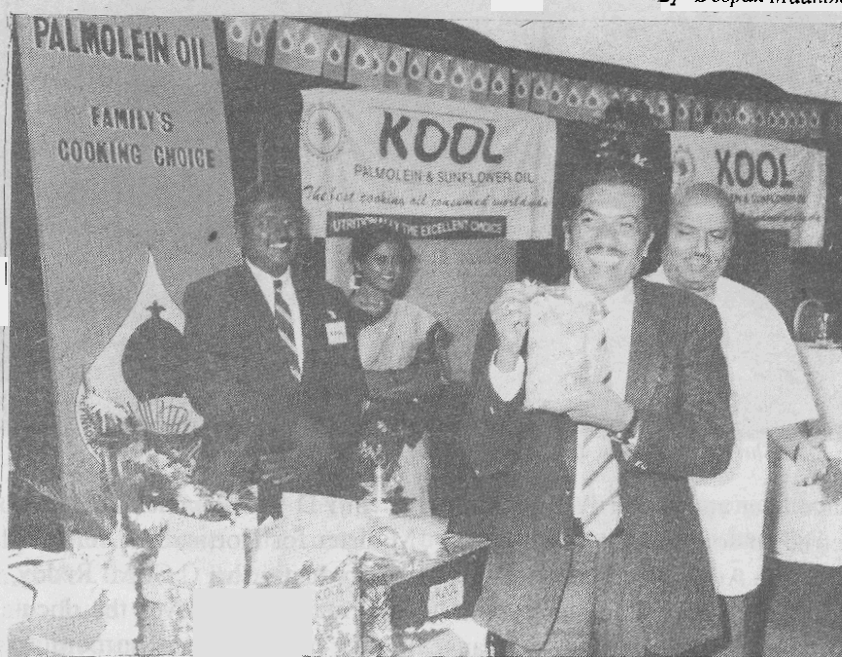
The Only Journal on Oil Palm

New Launches 'KOOL' edible oil products

By *Deepak Madhok

Karnataka Uswai Oil Palms Ltd. (KOOL) launched its edible oil products, Palmolein and Sunflower Oil, under its brand name 'KOOL' on 19th September 1996 at Bangalore. The products were released by Shri D T Jayakumar Hon'ble Minister for Horticulture. Shri C Gopal Reddy, IAS., Chairman of the Company and Chairman & Managing Director of KSIIDC, Shri Philipose Mathai, IAS, Chairman-Coffee Board, and Shri N Viswanathan, IAS, Principal Secretary to Government, Commerce and Industries Department were the Chief Guests. The function was attended by leading businessmen, industrialists, distributors, consumers, government dignitaries and journalists.

While welcoming the distinguished guests, Shri V K Abraham, Executive Director of the Company gave a brief on the Company, which

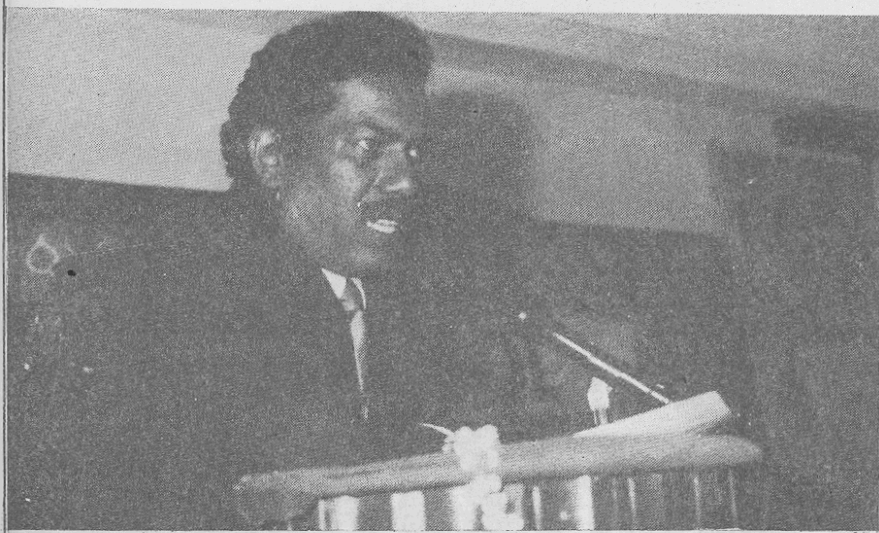


Minister of State for Horticulture Shri D.T. Jayakumar launches the first packet

is a Joint Sector Project with KSIIDC. He stated that this Company has been formed mainly to develop oil palm cultivation in the state of Karnataka as a programme of Government of India, Ministry

of Agriculture and Technology Mission. The Company was also asked to setup a most modern palm oil factory according to which a most modern factory has been set up with technical collaboration with Malaysia. The Company has also planted about 2,500 hectares in the district of Shimoga and now Red Palm Oil is extracted in the factory, from the fruits of these plantations.

Shri V K Abraham stated that the Company thought it fit to start marketing of edible oils like Palmolein and Sunflower Oil for consumption of public, though there is lot of confusion about merits and demerits of various edible oils. Some persons feel that palm oil and coconut oil are not good. In fact American Soybean Association states that tropical oil - palmolein, coconut oil etc., are not good for health and if these tropical oils are consumed one will



Shri D.T. Jayakumar speaking at the function

*General Manager, KOOL, Bangalore



Shri V.K. Abraham, Executive Director (KOOL) addressing the gathering

have hear attack. Mr Abraham referred to some of the books published in America giving details of deaths in America due to heart attack though 98% of the Americans consume soyabean and other oils which are mainly unsaturated fatty acids. In African countries farmers plant palm trees around the houses and each family is extracting Red Palm Oil for their own use. The people are found to be very healthy and no food is prepared without Red Palm Oil. Palm oil is a balanced oil with 50% saturated and 50% unsaturated fatty acid.

According to Mr Abraham the prospects of palm oil in the country are very bright mainly because of edible oil-shortage in the country. About one million tonnes of oil are being imported valued at Rs.2,800 crores by Government of India. He mentioned about the potential of oil palm development in the country in view of severe shortage of edible oils, and oil palm being the highest producer of edible oil per unit area, the prospects are very bright.

Shri D T Jayakumar, Hon'ble Minister for Horticulture released the products. Shri C Gopal Reddy, Chairman handed over the documents of first consignment to Mr C.I. Thomas of THOMSONS, Bangalore and also to other distributors - Mr Dalvi of Mahalaxmi Enterprises, Goa, Mr Joshi, Hubli and Mr Joseph of pioneer distributors who are the C&F agent for the state of Kerala.

In his address, Shri D T Jayakumar stated that there is a dearth of edible oil in the country and huge quantity of edible oil is being imported year after year. The minister said that Karnataka Oswal Oil Palms Ltd., promoted in joint sector with KSIIDC and Oswal Group of Ludhiana has set up a most modern palm oil extraction factory in Shimoga district and has started functioning. Oil palm plantations are raised by the farmers and the fruits are supplied to the factory by them. There has been steep hike of price of Areca - from Rs.8,000 to Rs.23,000 per quintal during the last 3-4 years which has attracted the farmers for areca cultivation. It is but natured that the farmers would go for any profit making crops. If the price of areca goes down tomorrow, they may switch over to oil palm if it gives more profit. This is a peculiar problem in Shimoga district and many farmers, have however, taken more care and are getting very good yield from their oil palm plantations and in turn making good profit. The minister further said that since this



Shri Gopal Reddy, IAS, Chairman and Managing Director, KSIIDC

is in joint sector with Oswals, it is expected that the project should come up well, unlike public sectors, as 90% industries in private sector are making profit. He cited an example of Bisleri water which has become popular which shows that people prefer to go for quality products.

It is hoped that 'KOOL' products will maintain standards and there will be no adulteration. There are complaints that some oils are adulterated. The minister further said that KOOL products are released in the market in the interest of public and we should really be proud of this product. Now palmolein is mainly distributed only through Public Distribution System. KOF and KOOL are the only companies distributing palmolein.

Shri C Gopal Reddy, IAS, chairman of the company said briefly that this company was established with KSIIDC participation towards the end of 8th Five Year Plan in which KSIIDC has a big stake of 49%. Mr Gopal Reddy concurred the view of the hon'ble minister that



Shri Phillipose Mathai, IAS, Chairman Coffee Board

commercial products will have lot of problems because of the increase in prices. In fact, the price of oil palm fruits in Andhra Pradesh is less than the price given in our state. This high price is fixed by the government to ensure the interest of farmers. Mr Reddy stated that the company's main aim is to give good, healthy and unadulterated oil to the consumers. It is hoped the company would maintain standards

in quality which will be appreciated by the consumers. He wished that this project would be a great success.

Shri N Viswanathan, IAS, principal secretary to government, C&I department expressed his happiness for having got an opportunity to associate in this function. He recalled that about 4½ years ago, when this project was conceived, the government wanted this to be a model for many more such units in Karnataka. The fruits are produced by the farmers and the same is purchased by the company for processing it. Therefore, there is an assured market for the produce as far as the farmers are concerned. Karnataka Oswal is the first project of this kind in Karnataka set up in Shimoga and similar five more projects are selected in the state. It is expected that oil palm will become an accepted crop for the farmers as there is ready market for their produce. Palm oil is also accepted by the public as a healthy oil and this is the reason why Government of India distributed the oil to public through the ration shops.



Shri N. Vishwanath, IAS, Secretary, Department of Tourism