

North-East India - an emerging hub of value added coconut products

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North-East India comprising of seven states-Assam, Meghalaya, Manipur, Mizoram, Nagaland, Arunachal Pradesh and Tripura is gradually becoming a potential market for value-added coconut products. Edible products like coconut biscuits and cookies, coconut water, coconut cream, coconut milk powder, coconut oil etc. are now available in the shelves of retail shops and shopping malls in the North East.



Bihu is the most important festival of Assam which is celebrated three times a year, during April-May, January and October, followed by Durgapuja which is celebrated in October. During these festivals, home-made coconut products locally called as pitha and laru are in huge demand amongst Assamese and Bengalis staying in Assam. During these occasions, these products are commercially available in bazaar, retail shops etc.

Out of non-edible items, it is an ancient tradition to use coconut hair oil amongst Assamese. Other than hair oil; coconut based shampoo and soap are also available in the market and are gaining importance.

The market potentiality of coconut products (edible & non-edible) needs detail survey in North-East India and accordingly market strategy may be framed regarding market promotion, logistics, backward and forward linkage etc.

Edible products like coconut biscuits, coconut milk, coconut milk powder, coconut cream, coconut water, coconut pickle, coconut toast pitha, coconut pickle and coconut squash and non edible products like coconut shampoo, coconut hair oil and coconut soap are available in various shops in the North East. ■