

# Neera Companies Join the Millionaire Group

The Coconut Producer's Companies in Kerala are all set to reach among the millionaire gang in the near future. Through the marketing, distribution and production of Neera, the wonder drink from coconut inflorescence sap, the companies have already generated around Rs 3.50 crore till now and have made sure that the farmers who have taken equities in the company received a fair amount of their share in return. This move by the Farmer Producer Organizations (FPOs) has succeeded in reviving the economic stability of the nation in a big way. The most income generator was Malappuram Coconut Producer's Company with Rs 1,08,97,470. It has been only three months since the 173 Coconut Producer's Federations (CPF) in Kerala have got the license to tap Neera. It is only after this that these companies have started producing and processing Neera on a commercial basis. There are still a couple of companies who have not yet started the production of Neera.

According to the weekly reports submitted by the companies to Coconut Development Board, which is updated on the Board's website regularly, shows that it is Malappuram Coconut Producer's Company stands top among the rest as far as the production of Neera (7544 litre) is concerned. Kaippuzha Coconut Producer's Company stands next to Malappuram with 5200 litres of Neera and Palakkad Coconut Producer's Company stands third with 3035 litres of Neera production. Among these only Kaippuzha Company has a well equipped



processing plant. Malappuram and Palakkad companies supply Neera through vending machines using cold chain system. Malappuram Company has already bought three acres of land and has started the works to set up a plant with a capacity of 10,000 litres/day.

Kuttiadi, Thejaswini, Thirukochi and Karappuram companies are racing behind. Karappuram Coconut Producer's Company is distributing processed and bottled Neera through three outlets in Alappuzha district and is producing 1080 litres of Neera. The company's processing plant which has the capacity to process 25000 litre/day, is scheduled to be commissioned in May 2015. Thirukochi Coconut Producer's Company is distributing processed and bottled Neera in Ernakulam district. The company is seeking the help of a private institute for processing and bottling of Neera till they set up their own processing plant. Thirukochi Company, which is planning to come up with two

processing plants in the district, has already signed pact with Alfa Laval for erecting equipment needed for the plant. Kuttyady and Thejaswini Coconut Producer's Companies are selling Neera through chilled dispensers set up in Coconut Points across the respective districts. Thejaswini Company is planning to come up with an Integrated Coconut Complex worth Rs 10 crore. The company has already bought four acres of land for setting up the processing plant and has already started the initial works.

Apart from these, the federations in Kottayam, Pathanamthitta, Wayanad and Idukki districts, which has not yet formed a company, also contributed Rs. 1100588 through producing 13809 litres of Neera. Onattukara, Kasargode and Anathapuri Coconut Producer's Companies are the ones which has not yet taken any actions regarding the production of Neera so far.