

**GOVERNMENT OF INDIA  
AGRICULTURE  
LOK SABHA**

UNSTARRED QUESTION NO:2118  
ANSWERED ON:10.03.2015  
PRODUCTION OF NEERA  
Teacher Smt. P.K.Sreemathi

**Will the Minister of AGRICULTURE be pleased to state:**

- (a) whether the Government proposes to popularise the production of neera (coconut) in the country including Kerala; and  
(b) if so, the details thereof?

**Answer**

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI MOHANBHAI KUNDARIA)

- (a) & (b): Yes, Madam. Government of India has taken initiatives to popularize the production of neera (coconut) in the country including Kerala through the following measures:-
- (i) Published 49 press releases;
  - (ii) More than 200 promotional material printed in different publications across the country;
  - (iii) Published a handful articles in different languages through Coconut Development Board, several national and regional publishing houses; and
  - (iv) Given thrust for production, processing and marketing of neera through Farmer Producers Organizations (FPOs).