

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:6290
ANSWERED ON:05.05.2015
PROMOTION OF NEERA AS SOFT DRINK
Goud Dr. Boora Narsaiah

Will the Minister of AGRICULTURE be pleased to state:

(a) whether the Government has any proposal to tap the potential to commercialise and promote Neera as a parallel to soft drinks; and

(b) if so, the details thereof?

Answer

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

(a) & (b): Yes, Madam. Coconut Development Board (CDB) is giving thrust for processing and marketing of Neera as health drink through Farmers Producers Organizations (FPOs) in the country. Three units, viz.

(i) Kaipuzha Coconut Producers Company, Kollam district,

(ii) Kodungallur Coconut Producers Company, Thissur district and

(iii) Kozhikode Coconut Producers Company, Kozhikode district of Kerala with a combined capacity of 11,500 liters of Neera per day have started functioning. Further, Government of India has also taken initiative to popularize the promotion of Neera as a healthy alternative to soft drinks through print and electronic media on account of its health benefits and nutritional value.