

# Brain storming programme on value addition in Coconut

A Brain storming programme on value addition in Coconut was held for the Coconut Oil Millers cum Bulk Suppliers of coconut oil in Kangeyam on 26-11-15 in the Panchayath Union Meeting Hall, Kangeyam. 52 small and big Coconut Oil millers from Kangeyam attended the meeting. The meeting started with a prayer in Tamil. Welcome address was given by Sri.Manivel, AO of Agri Business, Kangeyam. This was followed by inaugural address by Sri Lunghar Obed, Director, Coconut Development Board, Regional Office, Chennai.

Sri. Lunghar Obed in his address stated that Coconut and Rice are largely cultivated in Kangeyam Area in Tiruppur District and Kangeyam is one of the richest towns. He further pointed out that there are Good Research Institutions and Researchers and Scientists and also availability of good technology. Kangeyam is well connected and enjoys a good climate. Hence he called the millers to initiate action to improve the quality and go for Value addition.

Smt.T.Bala Sudhahari, Deputy Director, CDB, Chennai in her speech mainly stressed on the need for diversification and value addition in coconut especially in the current situation when there is instability in the price of copra and coconut while the price of branded coconut oil remains the same. She invited the oil millers of Kangeyam who have been selling coconut oil in bulk to go in for the **production of unadulterated branded pure coconut oil in retail** rather than bulk supply which would eventually help in price stabilization. She informed them that by doing so they would be able to fix the price for their own products with a MRP. Also the price of any product that has a fixed MRP remains the same and hence the need for value addition and branding. She also emphasized the need for shifting from copra/oil based industry to processed food based coconut industries. She explained about the other value added products from coconut like Virgin Coconut Oil, Packed Tender Coconut Water, Coconut Milk, coconut cream, Flavoured Coconut Milk, Spray Dried Milk powder, Desiccated Coconut, Coconut Shell Powder, Coconut Shell Charcoal, Activated Carbon, Neera and Neera based Products. **She called upon the Oil Millers to get united under one umbrella of their own Association to form groups and go in for the production of all these products in their own brand with a fixed MRP for each product so that they complement each other and also earn better returns.** She advised these groups to take up one product each. Pure unadulterated branded oil should be taken up by one such group. She also informed that a 25% back ended credit linked capital investment subsidy up to Rs.50 Lakhs is available under TMOG Scheme of CDB for such projects on value added products. Ms.Jagadish Priya, Food Technologist spoke on the various technologies available for the various coconut based products. She also informed that a technical training for Vinegar and lemonade, spray dried coconut milk powder, desiccated powder, flavoured coconut milk etc for 4 days is available in CDB Institute of Technology on payment of Rs.2500/- per person with food and accommodation. Hence she invited the millers to undertake the training and to start fresh processing units. Shri.Ramasubramanian, DD Agri Business, Erode requested oil millers to raise to the occasion and requested Millers to give their suggestions/problems encountered by them and to improve the viability of coconut industry. It was pointed out by Deputy Director Agri Business, Erode that a study has revealed that Coconut Oil is the Promising Branded Product. He further stressed the need to improve the quality of coconut oil.

Sri Gunasekharan, ADA, Agri Marketing informed that Agmark is being done for 240 products in Kangeyam. He dwelt on the Agmark procedure and informed that it is simple to obtain certification. He further elaborated about various grading procedures for each products. Sri.Venkatesh of T & I Global Ltd having branch office in Coimbatore spoke on machineries available for production of various coconut based products. Sri.Ravi chandran of Balaji Agro Producer company, Sri.Shanmuga Sundaram PKB Oil mills, Sri.Pasupathi, Maruthi Oil Mills, Sri. Palani sami of PKG Oil Mill ( President of Kangeyam Oil Millers association) and host of other millers attended the gathering. They also informed that taking this as a first step towards new ventures in coconut they would discuss on this and arrange for another meeting of interested millers in their own association shortly in collaboration with CDB. The session concluded with the Vote of Thanks by Sri. Paramasivam, Field Officer, CDB, Chennai.

