

Second Entrepreneurs Meet on Coconut held in Tamil Nadu



The II entrepreneur meet on coconut was organized by Coconut Development Board on 03.02.'16 in RVS Padmavathy College of Horticulture, Sempatty, Dindugal District. About 300 potential entrepreneurs from the districts of Dindugal, Madurai, Theni & Tiruppur participated in the meet. **The uniqueness of this meet was that four interested businessmen cum buyers from Malaysia (Mr.Dato Nadzir, Mr.Eiilarasan & Mr.Machendran) and Indonesia (Mr.Mohammed Tauffick)** also were invited for the meet who had also participated in an effective manner

An exhibition consisting of 9 stalls was also organized wherein the Pollachi CPC, Udumalpet CPC, Madathukkulam CPC & Vinayaga CPC from Tamil Nadu; Palakkad CPC from Kerala ; Entrepreneurs benefitted from CDB ; CRS, TNAU, Aliyar , Five Machinery Suppliers and CIT,CDB participated in a big way. Wide product range of pure coconut oil, VCO, Packaged tender coconut water, Fruit Blended tender coconut water , Flavored coconut milk, Neera & neera based products, coconut chips, chunks, cookies , coconut jiggery, spices jiggery, Bath soap from coconut oil etc were exhibited along with the Machineries for value addition.

Another highlight of the meet was that right from snacks, food served for lunch, refreshments & beverages were all coconut based only. The meet was organized amidst a coconut garden and the decorations were all made of coconut leaves only.

The meeting started at 11.00 AM with Tamil Thai vazthu followed by lighting of Kuthuvizaku by the dignitaries on the Dias. **Shri Lungher Obed , Director CDB** welcomed the dignitaries. Introductory remarks was given by **Dr.M.Rajendran, I.A.S, Director of Agriculture, Government of Tamil Nadu** who informed the gathering that TN is the leading state in coconut production and third in cultivation area in the country. It also stands first in productivity. The need to cultivate coconut by organic farming was also stressed by him .He informed that increasing productivity without increasing area is the best approach for the farming community. He also spoke about the DSP farm of Coconut Development Board that is being established by CDB with the support of Govt of Tamil Nadu in the state in 100 acres in Dhali , near Jallipatty, Amaravathi in Tiruppur district.

The inaugural address was given by **Dr.K. Ramaswamy, Vice Chancellor, TNAU, Coimbatore** .He stressed the need for 2 research stations for coconut in T.N which has to be established at the earliest. Coconut is also referred as "Thennam pillai" (child) and hence the need for adequate care to be given & on research guidance from the university to the farmers and stressed the need for farmers to take up scientific coconut cultivation .



The presidential address was delivered by **Shri T.K .Jose I.A.S, Chairman, CDB , Kochi** .He said that India is the largest producer of coconut apart from Indonesia, Philippines and Sri Lanka. Modern science proved that coconut oil is suitable for edible purpose and it is good for health , when compared to other vegetables oils .He gave valuable information that it reduces cholesterol and it is a main ingredient in baby food in USA . Sodeliciousdairyfree – an US based company offers 65 types of food products from coconut including varieties of coconut flavored milk. Coconut milk is equal to mother's milk and contains less than 1 % fat .He narrated that the Americans who had a wrong notion on coconut earlier have now understood the beneficial aspects and started importing more coconut products into their country. He invited the entrepreneurs to this sector using the best technology for coconut production and processing .According to him T.N is blessed with advanced Agricultural colleges and technologies but only 8 districts have coconut processing units in which Tirupur is in the lead (20) and least in Theni (1) . According to him CDB is a potential guide and a 3 dimensional approach to be followed with production company , best technology and entrepreneurs with availability of coconut products. Thus more coconut processing companies have ample avenues in TN. He invited all farmers to come to coconut processing sector and emphasized the need to improve the productivity and there is no need to increase the area.

With this inaugural session was over and immediately technical session started by 12.30P.M.

Ms.Jagadish Priya, CBD Institute of Technology, Vazhakulam gave a lecture on various technologies for value addition. She spoke on recent technologies available with CDB and shared her views on coconut products like coconut juice with different flavor, coconut chunks , coconut cookies , coconut chips ,virgin coconut oil etc. She narrated different techniques developed by CDB with different Institutes like CFTRI, DFRL, CIT, CPC . She gave an idea on coconut vinegar ,the best preservative .She shared her views on snowball tender coconut & desiccated coconut which are popular in places where coconut is unavailable .She also explained the packing methodology of coconut water. Then she briefly explained the courses available in their Institute. Next presentation was by **Dr.Radhai Sri, HOD, Dept. of Food Processing Technology, PSG College of Arts and Science, Coimbatore** . She narrated the preparation of coconut water, coconut flakes, coconut sugar, coconut aminos, coconut milk, coconut yoghurt, coconut water vinegar, coconut jam. Wide range of coconut products and coconut byproducts was explained by her. The demand for diversified and value added products of coconut is increasing in India and abroad.

Dr.R.Murugesan, Director, DABD, TNAU presented a list of value added products from coconut with its value in both Indian and International markets. Technology Mission on Coconut and Opportunities for value addition and Processing in Coconut was explained by **Mrs.T.Bala Sudhahari, Deputy Director, Coconut Development Board, Chennai**. She projected an Overview on Coconut scenario, Need for structural change, potential and opportunities for value addition, Technology Mission on Coconut, Re orientation of coconut cultivation, Availability of raw material, Availability of technology, Financial support from Central and State Government agencies, Export incentive schemes of Government of India, Big domestic market for value added products, Potential for export of value added products, FPO's for aggregation of produce and value addition activities. She also explained about the Eligible Institutions, Pattern of Assistance and Impact of TMOC finally the Coconut Industries assisted under TMOC in Tamil Nadu along with Other traditional coconut Industries available in the state. **Mr.K.S.Sebastian, Assistant Director (Marketing), Coconut Development Board, Kochi** shared his views on Market potential of value added coconut products. He also explained about the Coconut scenario in India and global along with its Basket of value added coconut products and its market potential. The way coconuts hitting the global market was also given. The scope of coconut for entrepreneurship using a variety of coconut products was also discussed. The next session topics were regarding project financing-banks & financial institutions - by **Shri.Joseph , Vice president , Axis Bank** on loan facilities available in Banks and by **Shri. V.K. Venkateswaran, DD, Dept.of Industries and Commerce district industries centre** who explained the schemes of District Industries Centre. The topic of next session was processing and packaging machineries in which 4 firms namely Alpha Level, Kochi, TEAKRAFTS Ltd, Coimbatore, Ace pack Machineries, Coimbatore and H&G Technologies & Packaging, Coimbatore presented their machineries for mature coconut water concentration/ coconut milk powder/ VCO/ Neera processing/ desiccated coconut/ tender coconut processing & packaging/ virgin coconut oil & neera processing.

Next was an interaction between the Businessmen from Malaysia & Indonesia, and entrepreneurs present. The Malaysians & Indonesian who had come asked for the samples, along with the quality check certificate. The businessman's main aim was on the reasonable price of the product along with the packaging quality which had to be on international standards. Proper packaging is very important for export, they said. The businessmen requested for the standards to be on par with the Malaysian requisites for Malaysian market and UAE requisite for gulf market. The entrepreneurs like CPC, Pollachi, SKR Exports, Ponnamaravathi, Vama Oil Production, Coimbatore, Supee Coco Company, Pollachi, Moon Charc, Perundurai were the ones who interacted well with the foreign delegates. The entrepreneurs were mostly interested for virgin coconut oil and desiccated coconut powder. The businessmen were more interested in pure coconut oil, desiccated coconut and coir mats to start with as they are in huge demand in their country.

Finally vote of thanks was proposed by **Dr.B.Balaganesh, Asst. Prof, RVSPCH, Sempatty** in which he thanked all the dignitaries in the forenoon session and the resource persons in the afternoon session. He also thanked the RVS institution, its

management, staff and students for making this function a grand success.

The function ended with national anthem by 5.30P.M.







