

GOVERNMENT OF INDIA
MINISTRY OF AGRICULTURE AND FARMERS WELFARE
DEPARTMENT OF AGRICULTURE AND FARMERS WELFARE

LOK SABHA
UNSTARRED QUESTION NO. 329
TO BE ANSWERED ON THE 05TH DECEMBER, 2023

CULTIVATION OF COCONUT

329. SHRI SHANMUGA SUNDARAM K:

Will the Minister of AGRICULTURE AND FARMERS WELFARE कृषि एवं किसान कल्याण मंत्री be pleased to state:

- (a) the details of steps taken by the Government to improve the cultivation of coconut and copra in Pollachi; and
- (b) the details of steps taken by the Government to promote the usage of coconut oil?

ANSWER

THE MINISTER FOR AGRICULTURE AND FARMERS WELFARE

कृषि एवं किसान कल्याण मंत्री (SHRI NARENDRA SINGH TOMAR)

(a): Government through Coconut Development Board (CDB) is implementing schemes namely “Expansion of area under coconut”; “Integrated Farming for Productivity Improvement”; “Replanting and Rejuvenation Coconut Gardens”; “Establishment of Regional Coconut Nurseries”, etc for improving the cultivation of coconut in the state of Tamil Nadu including Pollachi. During the last financial year (2022-23), a total of Rs. 1454.29 lakh has been released under these schemes to the State of Tamil Nadu. Further, during last three years, a total of Rs. 117.82 lakh has been released to the beneficiaries in Pollachi area (Coimbatore District) of Tamil Nadu under the schemes “Expansion of area under coconut” and “Technology Mission on Coconut”. The Board has also supported the establishment of a Coconut Oil Unit in the Pollachi region by M/s Pollachi Coconut Producer Co. Ltd with a financial assistance of Rs. 48.2 lakhs.

The Board has facilitated formation of farmers collectives which are extended with assistance for production of milling copra of Fair Average Quality (FAQ) through aggregation of coconuts produced by member farmers. The Board also provides recommendation to the Commission on Agricultural Costs and Prices (CACP) every year for the declaration of Minimum Support Price for Copra.

- (b):** The steps taken by the Government to promote the usage of coconut oil are as under :
- The Government through CDB extends support for the establishment of processing units for production of copra and coconut oil under the scheme “Technology Mission on

Coconut” (TMOC). Financial assistance is extended on project basis @ 25% of the project cost as credit linked back-ended subsidy.

- **Copra production:** Financial assistance has been extended for the establishment of modern copra dryers to 34 collectives.
- **Coconut oil production:** The Board has extended support to 75 coconut oil units across the country of which 12 units are established in Tamil Nadu.
- **Quality Testing:** Manufacturers are extended support for testing of the coconut oil through the Quality Testing laboratory of Coconut Development Board which is accredited under National Accreditation Board for Testing and Calibration Laboratories (NABL).
- **Brand promotion:** The Board extends support for brand promotion of coconut oil for registered brands. The support is project based and assistance extended on reimbursement basis @ 100% of cost subject to a maximum of Rs. 25 lakhs for Government agencies and cooperative societies and 50% subject to a maximum of Rs 7.5 lakhs for private sector.
- **Market promotion:** During the past five years, around 193 manufacturer exporters were facilitated to participate in 23 national trade fairs to promote their products including coconut oil.
- **Buyer Seller meets:** The Board organizes Buyer Seller meets for facilitating trade linkages and promoting market development. The Virtual Trade Fair organized by the Board in 2022 with the participation of 53 manufacturers of coconut products and 347 buyers participated. The Board facilitated five B2B meetings and 371 individual B2B meetings organized with major retail players like Amazon, Flipkart, Lulu India, Lulu Dubai and Nesto group.
- **Establishing nutritional and health attributes of coconut oil:** The Board has facilitated clinical studies on the health attributes of coconut oil in order to conclusively establish the goodness of coconut through scientific evidence. The Board, along with International Coconut Community organizes seminars in which discussions and deliberations on the prospects for coconut oil in the global market, the clinical studies across the globe on the health attributes etc are undertaken.
- **Generic promotion:** The Board undertakes generic promotion of coconut oil through release of advertisements in different media highlighting the goodness of coconut.
- **Export promotion:** Being the Export Promotion Council for coconut products other than coir, the Board facilitates promotion of export of coconut oil. The Board also facilitates participation of manufacturers of coconut oil in international exhibitions. During the past five years, around 57 manufacturer exporters were facilitated to participate in 14 international trade fairs to promote their products including coconut oil. One B2B meet was also organized alongside Gulfood 2023 at Dubai.
