



## GOVERNMENT OF KERALA

### Abstract

Agriculture Department – Kerala Agricultural University – Proposal for 'Establishing three Pilot Projects on Demonstration and training of production and distribution of 'Keramrutham (Neera) and 'Kerachakkara' from Coconut inflorescence sap – Administrative Sanction - Accorded – Orders Issued.

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### AGRICULTURE (FARMS) DEPARTMENT

G.O.(Rt) No.1386/2013/AD

Thiruvananthapuram, Dated 20.07.2013

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- Read:-
- 1) Letter No.R8/66645/10 dated 03/06/2013 from the Director of Research, Kerala Agricultural University.
  - 2) Letter No. TP(2)26966/13 dated 18/06/2013 from the Director of Agriculture, Thiruvananthapuram.
  - 3) Minutes of the meeting of Special Working Group held on 20/06/2013.

### ORDER

The Director of Research, Kerala Agricultural University and the Director of Agriculture, Thiruvananthapuram in their letters read as 1<sup>st</sup> and 2<sup>nd</sup> paper above, have forwarded the proposal for 'Establishing three pilot projects on Demonstration and training of Production and Distribution of 'Keramrutham' (Neera) and 'Kerachakkara' from Coconut Inflorescence sap. It was proposed to set up 3 units at an estimated cost of ₹540 lakhs (₹180 each). In the budget speech of 2013-14, it was announced that an amount of ₹15 Crores will be provided for 10 Neera Production units.

**I) Title: Proposal for establishing three Pilot Projects on Demonstration and training of production and distribution of "Keramrutham (Neera) and Kerachakkara" from coconut inflorescence sap**

**a) Objectives :**

Value addition has been accepted as an important strategy for ensuring remunerative prices for the farmers. However, value addition from coconut inflorescence sap remains still unexplored. Though Kerala Agricultural University has developed the technology for

making health drink and jaggery from coconut inflorescence sap, the technology needs to be scaled up by establishing the pilot projects for demonstration of production and distribution of "*Keramrutham* and *Kerachakkara*" for commercialization as a new mode of income generation for the farmers. The present proposal is an attempt in this regard so that new and frontier technologies can be developed, demonstrated and saleable products are prepared for the benefit of farmers with an objective of profitable commercialization.

**b) Components of the scheme**

Demonstration of production and distribution of "*Keramrutham* and *Kerachakkara*" from coconut inflorescence sap, trainings and seminars, product promotion through guided commercialization for popularising the commercial potential are the major components of the scheme.

**c) Materials and methods:**

The Kerala Agricultural University has developed technology for making "zero alcohol" health drink and jaggery from coconut inflorescence sap. The proposed project is to scale up the processing of coconut inflorescence sap to produce the value added products, "*Keramrutham*" (Neera) and "*Kerachakkara*" (palm jaggery) with a processing capacity of 1000 liters /day and also demonstration of processing and marketing of the above products. Appropriate demand creation strategies will also be resorted to.

Detailed methodology and action plan is given below:

**Components**

- a. Equipping the selected research stations under KAU for demonstration of processing 1000 liters of inflorescence sap/ day
- b. Training, demonstration, and guided marketing of the technology developed

**Physical Targets:** Purchase of equipments, recruitment of staff, construction/ renovation of Pilot unit, collection of raw material, product preparation and demonstration, trainings, market intervention steps, seminars.

- d) **Expected outcome:** Fetching additional income to the farmers from coconut garden by adoption of a popular and well accepted technology and various value added products from coconut inflorescence sap. viz: "*Keramrutham* and *Kerachakkara*" etc.

- e) **Duration of the project:** One year from the date of start.

f) **Man power required:**

1. Manager 1 No @ Rs. 25000 p.m
- (Contractual Appointment) 2. Tapper 15Nos@ Rs. 15000/- pm+ insurance coverage
3. Skilled Assistant 6No @ Rs. 12000/- pm
4. Workers Male : 5 nos@Rs.500/day (Driving license preferred)  
Female : 5 nos @ Rs. 350/day

g) **Budget provision for processing capacity of 1000 liters of coconut inflorescence sap /day**

Sl. No	H/A		Particulars	Quantity	Amount (2013-14)
1	120	Tech and SS (Qualification)	Manager 1 No @ Rs. 25000/- p.m Tapper 15No@ Rs. 15000/- p.m+ insurance coverage, (@ 10 palm/day) Skilled Assistant 6No @ Rs. 12000/- pm (Rs.400 per day 30 days) (All staffs on Contract basis)	1 15 6	3.00 27.00 8.64
2	210	Research material	Chemicals and Glassware, packaging expenses, bottles, pouches, laminates etc.		3.00
3	332		POI and other charges, maintenance of vehicle		3.00
4	142	Wages	Workers Male 5 nos @500/day (at least two with driving license) Female 5 nos @350/day	5 5	9.00 6.30
5	300	TA	Traveling expenses		2.50
6	418	Computer/IT maintenance	Computer with multifunction printer	1	1.00
7	420	Equipments & Furnishing	Electrically/steam-operated Boiler	1	50.10
			Autoclave	1	
			Liquid/ Bottle / Pouch filling machine	1	
			Membrane filter Assembly	1	
			Cold storage aseptic tetra packing unit	1	
			Refrigeration units, freezer, Refrigerated Centrifuge,	1 1	
			Carbonation unit, and automated boiling pans, moulds etc., for production of palm jaggery and packing machines etc.,)		
			Furniture & fixtures, Fruit crates, SS utensils, Storage racks, RTS crates, Working tables etc.		

			Vehicle for Transportation (Pick up) with covered insulated luggage area		6.00
8	812	Training	Demonstration of processing techniques and trainings, workshops and seminars, guided market interventions for demand creation		4.00
9	840	Others	Miscellaneous, contingency Marketing expenses (labeling, publicity etc.)		1.46
10	910	Civil Works	Construction/ Modification of building + Electrification		25.00
			<b>Sub Total</b>		<b>150.00</b>
11		Institutional Charges	Physical facilities and logistics		30.00
<b>Total</b>				<b>Rs.</b>	<b>180.00 lakhs</b>
<b>Grant Total for 3 units</b>				<b>Rs.</b>	<b>540.00 lakhs</b>

Three such units of Rs.180 lakhs will be started at RARS, Nileswar, KAU HQ, Vellanikkra/ARS, Mannuthy and Instructional Farm, COA, Vellayani. / CRS, Balaramapuram.

**The total cost for three units will be Rs.180 x 3 nos= 540 lakhs.**

(Rs. Five hundred and forty lakhs)

**h) Action plan:** The Kerala Agricultural University has developed technology for making health drink and jaggery from coconut inflorescence sap. The project envisages demonstration, conducting of training programmes and seminars to popularize the technology among farmers for wider acceptance so that farmer clusters already constituted can proceed for establishing processing units in various parts of the state on a commercial basis.

**i) Benefits and additional production targeted through the scheme.**

- Potential commercialization of new products like “Keramrutham, Kerachakkara” etc to the farmers.
- Training on processing techniques of coconut inflorescence sap for production of zero alcohol “Keramrutham” and other value added products.
- Additional employment generation
- Additional income generation

2) The second meeting of the Special Working Group During 2013-14 constituted for considering plan schemes with out lays exceeding ₹5 Crore, had its meeting on 20/06/2013 considered the proposal '*Establishing three pilot projects on Demonstration and training of production and distribution of 'Keramrutham (Neera), Kerachakkara'* from Coconut Inflorescence Sap and after detailed discussion approved the scheme for issuance of administrative sanction for ₹540 lakhs subject to the specific condition that post creation and purchase of vehicle are not admissible under the scheme.

3) The Government have examined the recommendation of the Special Working Group meeting on 20/06/2013 and are pleased to accord Administrative Sanction for the implementation of the proposal for '*Establishing three pilot projects on Demonstration and training of production and distribution of 'Keramrutham (Neera), Kerachakkara'* from Coconut Inflorescence Sap at an estimated cost of ₹540 lakhs subject to the specific condition that post creation and purchase of vehicles are not admissible under the scheme and the general conditions cited below.

#### **General Conditions**

1. The required fund shall be obtained through Supplementary Demand for Grants.
2. Tender / e-tender formalities shall be followed wherever necessary.
3. Store Purchase Rules shall be strictly adhered to.
4. For civil works, Public Works Department Schedule of Rates shall be followed.
5. The fund release will be based on actual requirement and fund released will not be allowed to be parked in banks.

4) The expenditure in this regard shall be met from the head of account '2435-01-800-94' Plan.

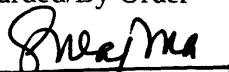
By Order of the Governor  
**K.R. JYOTHILAL**  
Secretary to Government

To

1. The Director of Agriculture, Thiruvananthapuram.
2. The Director of Research, Kerala Agricultural University, Thrissur.
3. The Registrar, Kerala Agricultural University, Thrissur.
4. The Agri Chief, State Planning Board, Pattom, Thiruvananthapuram.
5. The Principal Accountant General (Audit) Kerala, Thiruvananthapuram.

6. The Accountant General (A&E), Kerala, Thiruvananthapuram.
7. The Finance Department (Vide U.O.No.57219/Plg.B1/13/Fin dated 28/06/2013),  
(Agri.AW.B/Dept U.O. No.57219/AW-B1/13/Fin.)
8. The Planning and Economic Affairs Department.
9. The Stock File / Office Copy.

Forwarded/By Order

  
Section Officer

Copy to :- PS to Minister (Agriculture).  
PA to APC.  
PA to Principal Secretary (Finance).  
CA to Secretary (Agriculture).