

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:631
ANSWERED ON:26.07.2000
COCONUT DEVELOPMENT BOARD
UMMAREDDY VENKATESWARLU

Will the Minister of AGRICULTURE be pleased to state:

- (a) whether the Government have received representations to activate the Coconut Development Board;
- (b) if so, the details thereof;
- (c) whether the Coconut Development Board has not done any marketing studies for the sale of tender coconuts in non-coconut growing areas in the country;
- (d) if so, the reasons therefor;
- (e) whether the Government propose to introduce innovative marketing schemes for the benefit of coconut growing farmers; and
- (f) if so, the details thereof along with the funds to be made available for this purpose?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI SBPBK SATYANARAYANA RAO)

(a) & (b) No Sir.

(c) & (d) Yes sir, the Coconut Development Board conducted a consumer acceptability study of tender coconut water as a soft drink in important centres like Delhi, Bombay, Calcutta, Chennai, Hyderabad, Guwahati, Agartala etc. to ascertain its market potentiality. The study revealed that the product would have a fair potential for marketing.

(e) & (f) The Coconut Development Board has made innovative marketing schemes to be implemented during 9th Plan which include encouragement of introduction of modern copra dryers by giving financial incentives, promotion of domestic and foreign markets on need basis, market research studies and dissemination of reliable market intelligence on coconut and its products.

A sum of Rs.107.82 lakhs is earmarked for marketing promotional activities for the 9th plan period out of which Rs.45.00 lakhs is allocated under the annual plan for the year 2000- 2001.