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CPCRI launches 'Kalparasa' neera

Staff Reporter

Signs MoU on technology transfer with Telangana, TN entrepreneurs



There is an urgent need to go for value addition and popularise technologies to enhance the income of coconut farmers, Central Plantation Crops Research Institute (CPCRI) Director P. Chowdappa has said.

Dr. Chowdappa was addressing a workshop on neera production technology jointly hosted by the CPCRI and the Kasaragod chapter of the North Malabar Chamber Of Commerce (NMCC) at the CPCRI here on Tuesday.

'Kalparasa,' the bottled neera brand developed by the CPCRI, was launched during the workshop, which was attended by over 200 farmers, entrepreneurs, industrialists and officials from other Telangana and Tamil Nadu. A bottle of the drink was handed over to P.J. Antony, executive editor, Jeevan TV, to mark the launch.

A memorandum of understanding on neera technology transfer was signed with select entrepreneurs from Telangana and Tamil Nadu. K.B. Hebbar, Head, Post Harvest Technology at the CPCRI, made a presentation on production of Kalparasa and value-added products of neera.

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