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CPCRI workshop on neera

Staff Reporter

The Central Plantation Crops Research Institute (CPCRI) is organising a workshop on the production and marketing of 'neera' here on March 10 to highlight its importance and develop entrepreneurship in the district.

The one-day programme in collaboration with the North Malabar Chamber of Commerce would be held on the CPCRI campus at 9.30 a.m.

Packaged bottles

It is also proposed to launch 'CPCRI packaged neera bottles' on the occasion.

The production technology of the neera brand 'Kalparasa,' developed by the CPCRI, is a natural non-alcoholic beverage, high in nutritional value.

Pamdew

In Kerala, the first fresh neera sale was launched in the brand name 'Pamdew' by Palakkad Coconut Producers Company Limited (PCPCL) at Vyttila Mobility Hub, Ernakulam, by adopting the coco-sap chiller technology developed by the CPCRI.

Since then its sale had gone rapidly and now it was being sold in more places and adopted by five coconut producer companies, CPCRI director P. Chowdappa said.

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