

# KVIC and Palm Industry

June 30, 2020

The Khadi and Village Industries Commission (KVIC) has rolled out a unique project to produce **Neera and Palmgur** which has huge potential to create employment in the country. The project aims at promoting Neera as a substitute to soft drinks while also **creating self-employment to Adivasis and traditional trappers.**

## KVIC Initiatives

KVIC distributed tool kits for extraction of Neera and making palmgur to 200 local artisans who were given 7 days training by KVIC. The tool kit comprises food grade stainless steel Kadai, perforated moulds, canteen burners and other equipment like knives, rope and axes for extraction of Neera. The initiative will provide direct employment to 400 local traditional trappers.

Neera, **extracted from the palm trees before sunrise, is a nutrient-rich health drink** consumed in many Indian states. However, due to lack of institutionalized market technique, the commercial production and large scale marketing of Neera has not commenced yet. There are approximately 10 crore palm trees across the country. Further, a wide range of products like candies, milk chocolates, palm cola, ice-cream and traditional sweets can be produced from Neera if properly marketed. At present palmgur Neera worth Rs 500 crore is traded in the country. The turnover is likely to increase manifold with commercial production of Neera.

It is aligned with the Prime Minister's call of self-reliance and **vocal for local**. At the same time, Neera has **high export potential** as it is also consumed in countries like Sri Lanka, Africa, Malaysia, Indonesia, Thailand, and Myanmar. India has an abundance of palm fields in states like Maharashtra,

Gujarat, Goa, Daman & Diu, Dadra and Nagar Haveli, Tamil Nadu, Uttar Pradesh and Bihar that can make India a leading producer of Neera globally.