

Coconut Development Board plans to set up 5,000 kiosks

To sell tender coconuts on highways, shopping malls



To get value-added: Tender coconuts for sale.

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KOCHI, DEC 26: The Coconut Development Board is planning to set up 5,000 kiosks across the country to carry out tender coconut sales at highways, express highways, shopping malls etc.

The kiosks can be coined as tender coconut bars wherein the value-added products such as tender coconut lessee, shakes, chilled tender coconut also will be obtained.

The objective is to help the product to compete with other soft drinks which are packaged and promoted very attractively. In future, a common trade mark for kiosk will aid in the marketing of tender nuts all over the country.

Currently, the sale is undertaken often in an unhygienic environment on the roadsides. The quality of the nuts also suffers due to over exposure to sun, dust and pollution.

FOR HYGIENIC ENVIRONMENT

In order to attract more consumers, it is necessary to promote the sale through modern kiosks which will give a neat appearance, enhance the value and boost up the sales, a press release issued here said.

The Board also invited competitive models from six well known media houses in Kochi.

Among this, the Board has selected 2- models of good colour combination and attractive design having the capacity to sell minimum 200-300 nuts which depicts the messages on the health aspects of tender coconut water.

COCONUT PARLOURS

In future, the sale of tender coconuts will be carried out through these mobile tender coconut parlours, the release said.

The Board is also providing financial assistance for promoting tender coconut parlours, under Technology Mission on Coconut. It is expected that during the ensuing peak season, there will be a surge in demand for natural tender coconut water.

Further details can be had from www.coconutboard.nic.in. Interested entrepreneurs, individuals / farmers / co-operative societies / NGO's may also apply directly to the office of the Coconut Development Board at Kochi.

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