



Unite, Think big and Win big

Deepthi Nair S.

Marketing Officer, CDB, Kochi

Coconut farmers were passing through a tragic period due to severe price crash since the last one year. Concerted efforts from the Central and State Governments are crucial to revive the sector from the aftermath of the crash. Various programmes of the state and central schemes have to be dovetailed to recoup the coconut sector to the status it occupied as an important revenue generating crop. The coconut farmers are also now aware of the need to break the copra coconut oil nexus and move on to other promising diversified products from coconut. The number of CPSs and Federations taking initiatives in coconut processing is increasing day by day. Under these circumstances, it is essential to conceptualise and implement projects for the sustainable development of the sector with priority for the promotion of more processing units in coconut.

Talking of diversification, the most important value added product from coconut that has sought the attention of all the stakeholders in coconut is Neera. There have been many arguments both in support of and opposing the production of Neera. The potential of value addition of Neera and the urgency for product diversification to save the sector from the economic crisis it is facing has led to the weakening of the voices that opposed Neera. The situation is ideal for conceptualizing programmes for promotion of production of various value added products from Neera.

Since independence, a multitude of programmes have been implemented by the Central and State Governments for the development of the primary sector, agriculture. The programmes have been able to make the country

emerge the leader in various sectors of agricultural development. But at times, resources have been pumped in from various sources for achieving the same objective, each functioning in an independent way. This results in non optimal utilization of the physical and financial resources of the country. A convergence of the various plans and schemes pertaining to the development of a sector will enable optimal utilization of the financial outlay of the country for the betterment of the community. Also the results achieved will be sustainable and long lasting since the activities of various related institutions are converged for the purpose. Concentrated efforts by various institutions towards achieving a common objective will not only provide more strength for the activities, but also will make the monitoring and further progress

possible in a viable manner. Team work pools in ideas, financial resources and man power which will help in implementation in an ideal manner.

The nutritious non alcoholic drink, Neera has enormous market potential. The various value added products from Neera like palm syrup, jaggery and sugar have prospects in both domestic and export market. Neera production is permitted in Maharashtra and parts of Karnataka. Neera is sold in Maharashtra as a health drink. The Karnataka Department of Horticulture has introduced in the market packed Neera in pouches. The State Governments in major coconut growing states have been approached by CDB for permitting Coconut Producers Societies/Federations to tap Neera and produce various value added products from Neera. Government of Kerala has constituted a high level committee for exploring the possibilities for production of Neera and its products. In this context, a well conceived action plan is vital for implementing Neera production through Coconut Producer Societies/Federations/farmer groups etc.

Neera production is to be undertaken in a well disciplined manner. The whole production process demands transparency, efficiency and accuracy. Entrusting well functioning CPS/ Federations/ farmer associations with production of Neera will enable production in an efficient manner. Also, Neera

production can be done under the auspices of CPS and processing into various value added products can be undertaken by the Federation.

The tapping of Neera and its recovery is a process which requires skill and care. Skilled work force trained specifically for tapping Neera in a scientifically approved manner is required. This select group of Neera technicians can be trained in coordination with the developmental programmes of the State/Central sector. Training programme can be devised with a preconceived and finalized schedule so that technically equipped skilled personnel are developed for entrusting the work of Neera tapping.

CDB can work in convergence with the National Rural Livelihoods Mission (NRLM), referred as Aajeevika. The key objective of NRLM is poverty elimination through social mobilization, institution building, financial inclusion and a portfolio of sustainable livelihoods. NRLM extends short-term placement linked, market driven training for 6 to 12 weeks to rural poor youth between the age of 18-35. Capacity building of selected rural youth through such trainings can develop skilled Neera technicians.

Community managed sustainable agriculture (CMSA) under NRLM holds immense promise in coconut cultivation. With initiation of Neera tapping, in order to increase the production of both Neera and coconut, moving on to a

sustainable way of farming is important. The rejuvenation of senile plantations can be undertaken with inclusion of natural farming, multi layer cropping, high density planting, poly crop models etc for food security and sustainable livelihoods under this programme. Convergence with MG NREGS to improve soil and moisture conservation and soil fertility can be undertaken.

The Rural Self Employment Training Institutes (RSETI) under NRLM provide unique opportunity to train and nurture micro enterprises. Production of value added products from Neera can be promoted in association with this programme. The support of Entrepreneurship Development Institutions and other organizations working on micro enterprises can be converged to make the mission successful. Since Neera is a health drink and palm sugar has many nutritive and medicinal attributes, convergence with the Nutrition Programme of Social Welfare Department also holds prospects for popularizing production of such products.

Convergence of activities for community development of NRLM for promotion of Neera will enable rural employment generation, revenue generation and development of coconut sector. A planned systematic approach is needed for the same which will pave the way for the development of a concrete industry based on coconut.

If you wish to achieve big goals, thinking big needs to be constantly in your mind. Always ask yourself how to think big, and then how to think bigger. Read books about people who learned how to think big. Start thinking about bigger goals, and expect them to come true. Gradually, Situations in your life would improve and change for the better. Don't be afraid beyond your circumstances, beyond your means. Thinking Big Quotes. "Think little goals and expect little achievements. Think big goals and win big success." – David. J. Schwartz, Ph.D. We're going to win big in november. (Donald Trump Jr.'s version) We're going to win bigly in november. (Donald Trump's version). I still think Trump can actually speak coherently. So do millions of people -- that is why he won the last election -- months and months after his public speaking habits were well-known. Please don't confuse "elite upper-class English" with "how Americans talk". Yes, some percent of Americans talk that way. Big Data & Analytics is transforming our world. With Information On Demand 2013 next month you can learn how you can take advantage of IBM's unparalleled expertise to deliver game-changing results. At this conference you will be able to dive deeply into the subjects that matter most to your business. Hear from a variety of subject matter experts and thought leaders. Share this post: Big Data & Analytics is transforming our world. With Information On Demand 2013 next month you can learn how you can take advantage of IBM's unparalleled expertise to deliver game-changing results. At this conference you will be able to dive deeply into the subjects that matter most to your business. Hear from a variety of subject matter experts and thought leaders. Think big is not just a term it is a desire of being open n stretching ur mind to the extent that yes im open to everything thts knocks on the door. And it is necessary to be in sink with eve... Thinking big needs to be constantly in your mind if you want to achieve bigger things. You can start by thinking about bigger goals, and expecting them to come true. Gradually, many things in your life would change and improve. Every successful man of today was a mere dreamer once. It says: "Still using 'the big win' as the combination." Look for a cork pinboard and you'll see that the numbers 17, 38, and 07 have been circled. This means that the Safe Code Combination is 173807. Opposite the camper van is a building called MS Corporation Soft Drink Distribution Centre, but you can't get inside as the door is locked. Fortunately there's a crack in the wall on the left which you can squeeze between. You'll find the Safe inside. Enter the combination to unlock the Safe, and find the Hunting Pistol inside. For more information on the weapons in the game, refer to the following: The Last of Us 2: All Weapon Locations and Upgrades. Did you open the Big Win Safe in On Foot in The Last of Us 2?