

Coconut Parlours to Get Makeover

Express News Service

Kochi: With an intention to enhance the marketing of tender coconut in an aesthetic, healthy and hygienic manner, the Coconut Development Board has invited competitive models, for mobile carts for the sale of tender coconut, from six well known media houses in Kochi.

Among these, the Board has selected two models of good colour combination and attractive design.

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

The board is planning to carry out the sale at highways and shopping malls.

The Board will also provide financial assistance for promoting tender coconut parlours, under Technology Mission on coconut.

More details are available at www.coconutboard.nic.in.