

## **Infrastructure support for setting up of sales outlets or kiosks for value added coconut products**

The scheme envisages to extend support for establishment of Coconut kiosks/outlets for selling all kinds of quality products made from Coconut. The support will be provided to Manufacturers of branded value added coconut products and Farmer Producer Organisations (FPOs) registered with CDB, on project basis. The manufacturers/FPOs will have to submit a Detailed Project Report which explains about the location of the kiosk, the space and structure of the outlet, the source of coconut products, the mode of operating and monitoring the outlet, the expected daily sales and the economic viability of project.

The **provisions under the scheme** are as follows:

- 1) On approval of project, the applicant has to undertake the activities proposed and submit the completion report along with original bills and vouchers.
- 2) The Board will provide reimbursement of 50% of cost incurred on infrastructure, purchase of furniture, cupboards, racks, signage, refrigerator, electrical installation etc limited to a maximum of Rs.3 lakhs.
- 3) The applicant has to submit the claim after the project is implemented. CDB will conduct inspection prior to the fund release, in order to assess whether the project is implemented as explained in Detailed Project Report.
- 4) All assistance will be provided to manufacturer/FPO on reimbursement basis, only after submission of bills and vouchers (including TAN/PAN numbers).

### **Coconut kiosk / coconut point should have the following parameters:**

- i. Nature of possession of Coconut kiosk/outlet should be:
  - a. Owned by the applicant, or
  - b. On rent or lease for a period of at least 3 years
- ii. The Coconut kiosk/outlet should have a minimum area of 80 square feet
- iii. It should be a permanent or semi-permanent structure
- iv. It should have a permanent/semi-permanent sign board (made of wood or metal) which is properly visible to the public
- v. Different products of coconut should be made available at the kiosks viz. Virgin Coconut Oil, Desiccated Coconut, Coconut chips, Coconut milk, Tender coconut water, etc.
- vi. Provision should be made for proper display of products

**PROJECT PROPOSAL FOR  
SETTING UP OF A TENDER COCONUT PARLOUR  
AT .....  
..... DISTRICT**

..... Coconut Producers' Society (CPS),  
.....,  
..... District

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..... DISTRICT

1. OBJECTIVE:

Tender coconut processing and marketing is an area which offers immense opportunities to prospective entrepreneurs, more so in the case of CPS. The CPSs established with the initiative of the Coconut Development Board are gradually entering the coconut processing field and it is a right step in the right direction. Only by entering the processing activities the CPS can sustain their existence and ensure better price to its members.

It is in this context that the Perumbalam Coconut Society (CPS), Alappuzha District is proposing a tender coconut parlour to be set up as a retail outlet on the Ernakulam-Kottayam State highway at Udayamperoor close to the upcoming electronic park at Amballur. Apart from tender coconut the Society proposes to sell other value added products from coconut through this retail outlet.

2. PROMOTERS:

Perumbalam Coconut Society (CPS), Perumbalam, Alappuzha District, established as per the CDB programme, is located at the northern end of the Alapuzha District. It is a picturesque island on the Vembanad Lake lying close to Arookutty. The Society has 75 members and total number of palms under the purview of the Society is around 5000. The trees are very healthy and average yield is around 80 nuts per palm. Tender coconut harvesting is prevalent in some of the holdings in the island. The Society thought it fit to utilize the tender coconuts for processing and marketing the same through retail parlour.

Retail parlour will function in a leased building in Udayamperoor on the Ernakulam-Kottayam highway. The location is having the infrastructure facilities for starting such a parlour.

Tender Coconut Water with its natural flavour and taste is a refreshing natural drink. But once the water is mixed well with the pulp it becomes an excellent desert or fresh drink. Usually the roadside vendors after cutting the top of the tender coconut, facilitate drinking the tender coconut water by inserting a straw through the hole made at the top. The practice followed at present is after drinking the water, the husk with material inside is thrown away. Sometimes at the request of the customer the pulp inside is scooped out and given. But the process is quite unhygienic and is not advisable. This situation has prompted the Society to market the product in a sophisticated way so that the members could derive the benefit of value addition. Society's target consumers are tourists, floating population and local people in the area.

Retail out let will be having around 150 sq. ft. processing area with wall tiles, floor tiles, slab with granite top, equipments such as refrigerator, work table, stainless steel vessels, freezer and mixer grinder.

3. TOTAL CAPITAL INVESTMENT COST OF THE PROJECT  
(Rs. lakhs)

Sl.No.	Items	Cost
1	Floor tiles, wall tiles, storage devices, Display item such as showcases etc.,	1.20
2	Freezer (320 litre – Voltas)	0.20
3	Juicer	0.08
4	Fridge (1 No.)260 Litres L.G.Brand	0.18
5	Stainless steel vessels	0.14
6	Name Board, Display	0.25
7	Working tables(two nos.), cutting machines	0.25
8	Serving Tables, chairs, cupboard etc.	0.70
	Total	3.00

4. MODE OF FINANCING:

Promoter Society' contribution: Rs.1.5 lakhs (50%)

Subsidy from Coconut Dev.Board: Rs.1.5 lakhs( 50%)

Working capital requirement will be met from Society's own source.

5. PRODUCT:

Fresh Tender Coconut and Tender Coconut Water with the Pulp (meat inside the tender coconut) mixed together without sugar (tender coconut less) are the main products being sold through the parlour. Apart from this various coconut products such as coconut chips, coconut water based vinegar, coconut oil, Virgin coconut oil etc. are also proposed to be sold in the parlour.

6. INSTALLED CAPACITY:

Installed capacity is to process 150 nuts tender coconuts per day of which 100 nuts will be utilized for tender coconut water alone and 50 nuts will be for tender coconut lassi, ie. the water and pulp will be well mixed in the mixer-grinder. Capacity will be stepped up every year.

7. PROCUREMENT OF TENDER NUTS:

For regular supply of nuts the Society depends on tender nuts harvested from members' gardens and also collected from selected gardens which grow dwarf yellow/green in the nearby Societies. The Society proposes to collect nuts from the farmers at Rs.12 per nut at present. When price improves proportional increase in price will be extended to the farmers also. Tender Nuts collected from these areas are bigger in size and contain comparatively more water. On an average from one tender coconut two glasses of the tender

water plus pulp mixture can be made. They sell at the rate of Rs.20/- per 200 ml glass and tender coconut lassi at Rs.25/- per 200 ml glass.

**Assumptions:** 300 days in a year, 100 tender per day, 100 glass(2 glasses per nut) of lassi per day, Sale of Rs.2000/- worth coconut products per day in the first year, 200 tender, 200 glass(2 glasses per nut) of lassi and sale of Rs.2000/- worth coconut products per day, in the second year, 300 tender, 300 glass(2 glasses per nut) of lassi and sale of Rs.3000/- worth coconut products per day in the third year.

8. PROJECTED PRODUCTION, SALES AND PROFITABILITY:

(Rs. lakhs)

Sl.No.	Item	1st year	2nd year	3rd year
A.	Number of Nuts Processed for water	45000	90000	135000
B.	Number of glasses of tender coconut	30000	60000	90000
C.	Number of glasses of lassi sold	30000	60000	45000
D. (a)	Income from tender coconut water Rs.20/glass	6.00	12.00	18.00
(b)	Income from lassi sold Rs.25/glass	7.50	15.00	22.50
(c)	Income from other coconut product (lump sum)	3.00	6.00	9.00
	Total Income	16.50	33.00	49.50
E.	Expenses			
(a)	Cost of Tender Nuts Rs.12/nut	5.40	10.80	16.20
	Cost of other products	2.70	5.40	8.10
(b)	Salary to staff	2.40	4.80	7.20
(c)	Rent for retail outlet	0.60	0.60	0.60
(d)	Electricity charges	0.30	0.60	0.90
(e)	Ad. & Management Exp.	1.80	1.80	1.80
	Total Expenses	13.20	24.00	34.80
	Net Income	3.30	9.00	14.70
	Income Tax at 30%	1.10	3.00	4.90
	Net Income after taxation	2.20	6.00	9.80

9. QUALITY STANDARDS:

Strict quality control measures will be undertaken to ensure that the product is served in the most hygienic condition. Utmost precaution will be taken to see that there is

no deterioration in quality of the product. Since the product is served on the same day and is kept in a freezed condition, the quality of the product remains perfect. If there is any quality standards prescribed for such product, we are ready to adopt the same. The Coconut Development Board may advise us in this matter.

10. NET INCOME:

Selling price of tender coconut is Rs.20/- per nut and 200 ml glass of lessi is Rs.25/- where as the cost of material works out to Rs.15/- per tender nut(inclusive of harvesting, transportation etc.). Other coconut products are proposed to be sold at a profit margin of 10%. Net Income after taxation during the first year works out to Rs.2.20 lakhs which improves to Rs.6 lakhs in the second year and to Rs. 9.80 lakhs in the third year of operation of the project. Cumulative net income at the end of third year is Rs. 18 lakhs.



# नारियल विकास बोर्ड COCONUT DEVELOPMENT BOARD

(कृषि एवं किसान कल्याण मंत्रालय, भारत सरकार),  
(Ministry of Agriculture & Farmers Welfare, Government of India)  
कोची Kochi - 682 011

## APPLICATION FOR ESTABLISHING COCONUT KIOSK BY CPS/CPF/CPC

- 1) Name of CPS/CPF/CPC:.....
- 2) Registration no. of CPS/CPF/CPC:.....
- 3) Date of registration of CPS/CPF/CPC:.....
- 4) Date of renewal of CPS/CPF/CPC (if applicable):.....
- 5) Details of contact person:
  - a. Name:.....
  - b. Address:.....  
.....District.....Pin.....
  - c. Phone number:.....
- 6) **Details of coconut kiosk:**
  - i. Proposed location of kiosk: (*location map may be attached*)  
.....
  - ii. Nature of ownership:
    - a. Own:.....(*mention Yes/No*)
    - b. If leased, mention lease period:.....years; Date of expiry of lease period:.....
    - c. If rented, mention monthly rent: Rs...../-.
  - iii. Floor area of kiosk: .....sq ft.
  - iv. Nature of structure of kiosk: ..... (*Permanent/Semi-permanent/Temporary*)
  - v. Details of existing infrastructure/facility of kiosk at the proposed location:

Sl.No	Particulars
1	
2	
3	
4	
5	
6	
7	

- vi. Details of infrastructure/facility proposed for the kiosk:

Sl.No.	Particulars	Expenditure (in Rs)
1		
2		
3		
4		
5		
6		
	<b>TOTAL</b>	

7) Means of finance:

Particulars	Amount (in Rs)
Own fund	
Loan	
Other sources (specify)	
<b>TOTAL</b>	

8) List of coconut products to be sold through the outlet:

Sl.No	Coconut Products	Quantity	Proposed source of procurement
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

9) No. of coconut points already established by CPS/CPF/CPC:.....

10) Total amount of subsidy already availed by CPS/CPF/CPC from CDB: Rs...../-.

Date:.....

Name:.....

Place:.....

Designation:.....

**Declaration:**

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief.

Signature