



**‘Neera, a truly  
indigenous drink’**

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# What is Neera?

Neera is a non-alcoholic beverage produced by tapping the Palmyra palm (*Borrasus flabellifer*) and other palms. Neera is collected overnight in earthenware pots from an incision made in the inflorescence axis of the spathe. Neera is collected the subsequent morning and transported under chilled conditions to a local collection centres where it is dispensed to the public as a healthy nutritious drink. It is very popular in the States of Gujarat, Maharashtra, Orissa, West Bengal, Andhra Pradesh, Kerala and Tamil Nadu. It is documented that the Chola kings fed their warriors and princes Neera on account of its health giving properties.

# Current Palm Wealth of India

Estimated 17 crore\* total palms:

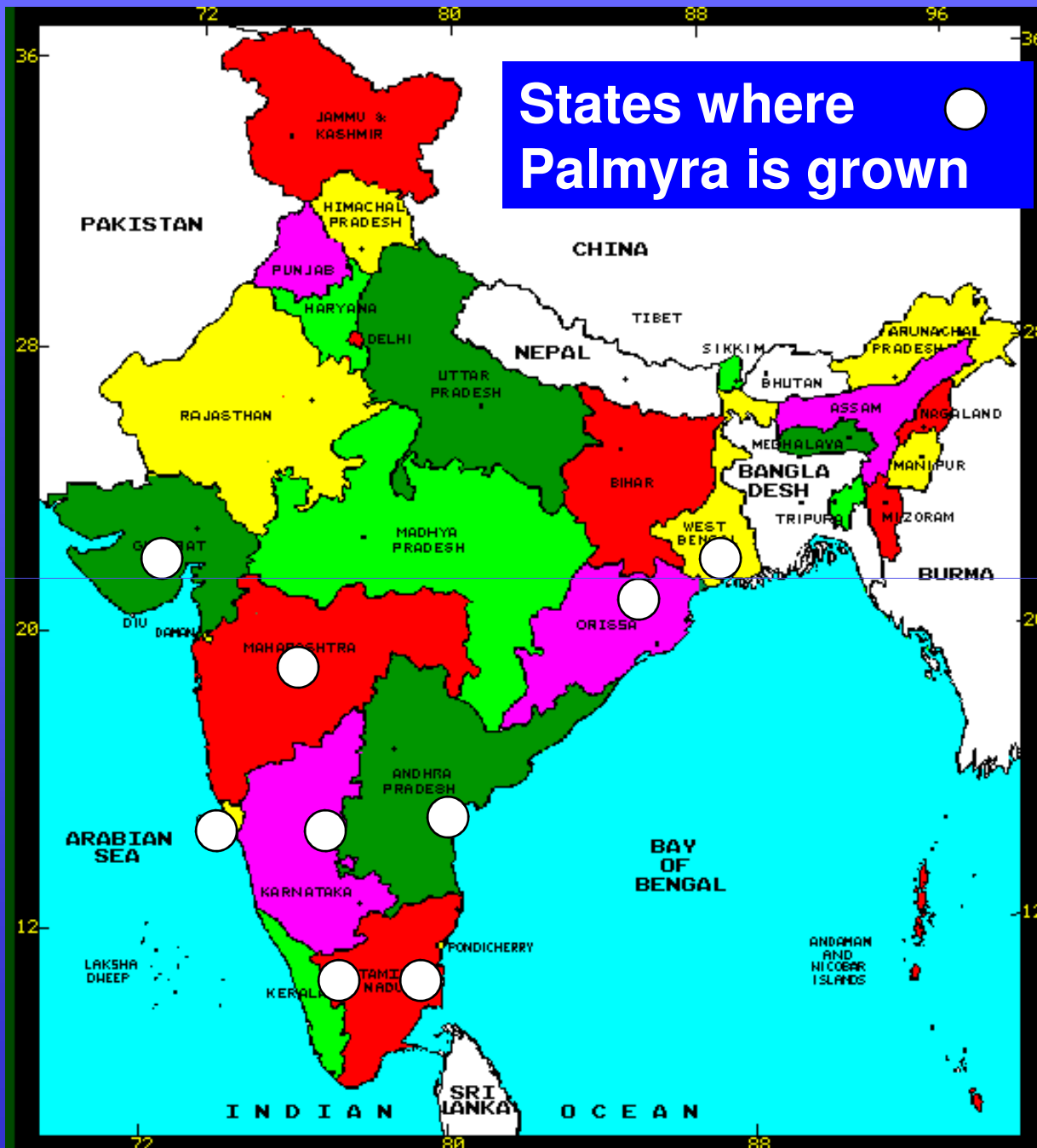
**PALMYRA** (*Borassus flabelliformis*),

**DATE** (*Phoenix sylvestris*),

**SAGO PALM** (*Metroxylon sagus*)

**FISHTAIL PALM** (*Caryota urens*) and

Of which Palmyra and Sago palm account for not more than 4 crore \* **(KVIC)**



Gujarat

Maharashtra

Karnataka

Goa

Andhra Pradesh

Kerala

Tamil Nadu

Orissa

West Bengal

# Caryota maximus





**Metroxylon sagu**

# Tapper climbing Palmyra tree







# The Palmyra Tree

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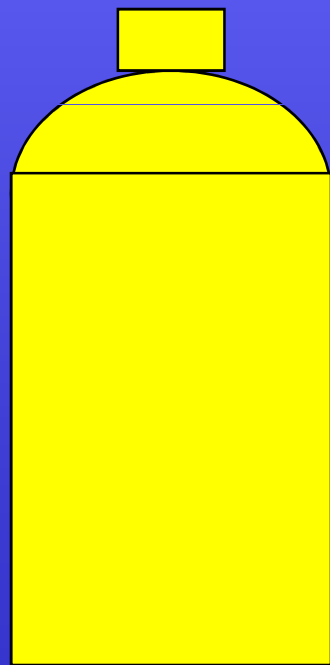
## Income from a single Palmyra tree per annum

Material	Quantity available	Finished Product	Value (Rs.)
Neera	150 L	pouched Neera	4,500/-
Fibre	1.0 kg.	12 brushes	60/-
Bark	2.5 kg.	2 baskets	20/-
Leaf	8 nos.	6 mats	60/-
Naar	16 nos.	1 basket	10/-

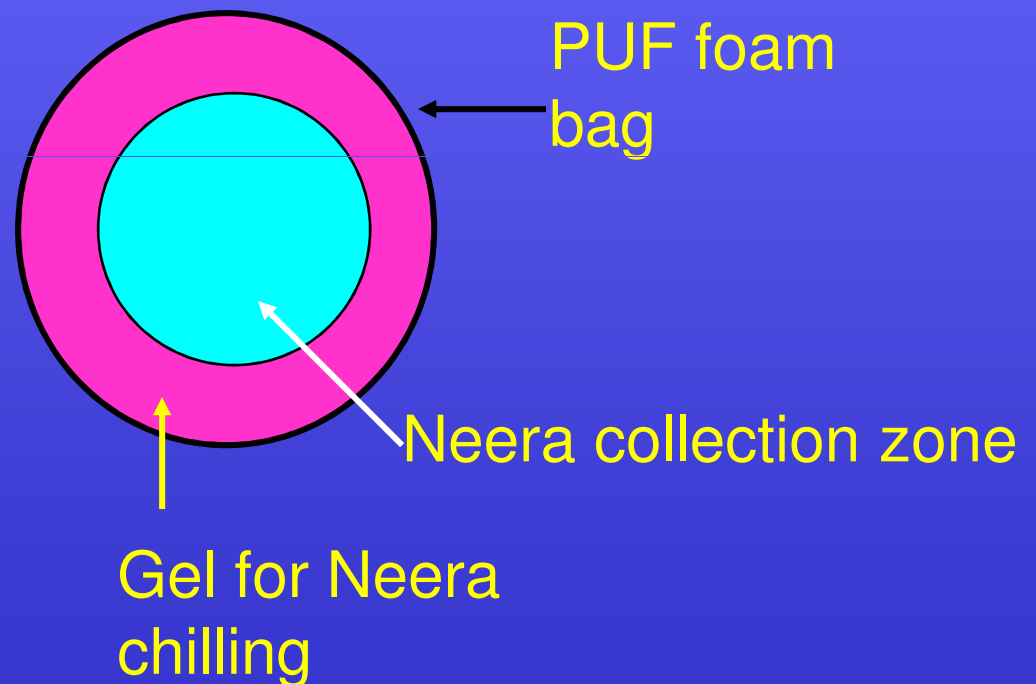
**ANNUAL INCOME PER TREE= Rs. 4650**

# Design of Polyurethane foam bag

Cost of PUF bag Rs. 50-75. Bag and Gel will be designed at NCL, subcontracted to vendor



3 liter pouch At 10° C



# Design of Pouch and container for cold collection of Neera

Neera earthen pots vs. Coolpots



## Nutrient Content of Neera analysed at NCL

<b>Test</b>	<b>Fresh Neera</b>	<b>MF 0 day</b>	<b>MF 10 days</b>	<b>MF 30 days</b>	<b>MF 60 days</b>	<b>MF 90 days</b>
<b>Total Sugar (g/100 ml)</b>	8.56	8.52	8.50	8.49	8.48	8.50
<b>Total Protein mg/L</b>	44.6*	19.43	19.3	19.3	19.28	19.25
<b><math>\alpha</math>-amino N (mg/L)</b>	2.18	2.12	2.15	2.16	2.16	2.18
<b>pH</b>	7.8	7.8	7.8	7.8	7.8	7.8
<b>Vitamins: <math>\mu</math>g/ 100 ml</b>						
<b>Thiamine</b>	97	93	98.2	97.8	ND	ND
<b>Pyridoxine</b>	45.5	35	33	33	ND	ND
<b>Riboflavin</b>	9.2	11.3	11	11.1	ND	ND

# Chill pouches



**Cost of each pouch is currently Rs.5.0 Each 10 L collection can will require 4 pouches**



# Discussions with GNF members



# Discussions with Tappers

