METHODOLOGY

The first stage of the research involved reviewing academic literature to identify the research gap in terms of the nature of the product, its uses and the value it brings to the producer, manufacturer, transporter, seller and the final consumer. The second step will involve collection of the primary data, through one to one interviews.

The present study will be based equally on the primary data that will be collected from the various ‘neera vikri kendra’, the distributors and transporters of neera, the manufacturers, the neera tappers and also the consumers. Random Sampling method will be used and the sample sizes will be approximately 50 of the Farmers, 50 sellers, 10 transporters, 100 consumers and a few manufacturers. The collection of this primary data will be done across the Mumbai metropolitan area, consisting of Mumbai, Thane and Raigad districts. Different questionnaires will be made for different segment of the population associated with NEERA production, collection, processing, transportation, marketing and consumption. This will then be analysed using proper tools like SPSS data software to arrive at desired outcomes. The secondary data will be largely collected from the Internet and from journals published by the Coconut boards of Kerala, Karnataka, Tamil Nadu, Goa, Maharashtra, Andhra Pradesh, Gujarat etc. Data will also be collected from the KVIC, state boards for food processing industry, manufacturers of equipment for the processing and packaging of Neera. Due to the paucity of data, the internet has been accessed to collect necessary information.

The Kerala coconut board has done pioneering work in the field of neera research, production and marketing. Karnataka has also followed suit realizing the immense potential of encouraging the production and sale of this product. Maharashtra has not yet woken up to the immense potential of this product in terms of employment generation, income generation, increasing the states Gross State Domestic Product(GSDP) and changing the life style of the people of Maharashtra specially the less developed but the area with the greatest potential, the Coastal Maharashtra.