

भारत सरकार



Govt. of India



सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA

# A HANDBOOK ON THE **Schemes & Services of COIR BOARD**



कोयर बोर्ड  
COIR BOARD

**FOREWORD**

Coir Board has been set up in July 1954 under the Coir Industry Act, 1953 by the Govt. of India for the overall and sustainable development of the Coir industry through research and development, quality improvement, modernization and training, market promotion and welfare of all those who are engaged in the coir industry. Central Coir Research Institute, Kalavoor and Central Institute of Coir Technology, Bengaluru were established by the Board for conducting systematic studies for carrying out research, developing diversified products and machineries for different areas of application of coir and protection of environment using eco friendly technologies.



I am extremely happy to note that Coir Board has initiated various measures to popularize these technologies and machinery items among the entrepreneurs and end users in the industry. Coir Board is implementing various Schemes for encouraging the entrepreneurs to establish new units by way of providing financial assistance and technical support.

I compliment the endeavors of Coir Board for its efforts in promoting the development of the Coir industry.

**Kalraj Mishra**

**Hon'ble Minister for MSME**

**Govt. of India**



### PREFACE

Coir industry in India is an agro - based rural industry sustaining more than seven lakh workers predominantly women in the country. The industry plays a vital role in the economic development of rural areas of the coconut producing States. It also contributes significantly in empowerment of women in these regions.

However, the industry utilises only 40 percent of the total husks available annually. There is a potential for enhancing the utilisation to 60 percent. In that event it will be possible to provide gainful employment to one million workers in the coconut producing States of the country. The Government of India through Coir Board is implementing various plan schemes to achieve the target. Coir Board over the past 60 years has been endeavouring to create a skilled man power base required for the industry which has led to generation of additional employment in the existing industries and self employment opportunities through coir sector in the coconut producing states. The Board would be vigorously pursuing its activities to achieve the “one million” mark of employment in coir sector. This hand book is a useful compilation of the schemes and services of the Coir Board together with the trends in production and exports of coir and coir products.

I am sure the industry will make use of the information available in the booklet for the development of coir industry.

**S.N. Tripathi IAS,**  
**Joint Secretary, MSME**  
**and Chairman, Coir Board**

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## **COIR BOARD**

### **Formation of Coir Board**

Coir Board was established by the Govt. of India under the Coir Industries Act 1953 (No.45 of 1953) for the overall and sustainable development of coir industry in India. It is the duty of the Board to promote by such measures as it thinks fit the development, under the control of the Central Government, of the Coir Industry.

The Board shall consist of a Chairman and other members not exceeding forty to be appointed by the Central Government by notification in the Official Gazette from among persons representing

- a) Growers of coconuts and producers of husks, and coir yarn;
- b) Persons engaged in the production of husks, coir and coir yarn and in the manufacture of coir products;
- c) Manufacturers of coir products;
- d) Dealers in coir, coir yarn and coir products, including both exporters and internal traders;
- e) Parliament;
- f) Governments of the principal coconut growing States;
- g) Such other persons or class of persons who, in the opinion of the Central Government, ought to be represented on the Board.

### **Functions of the Board**

The main functions of the Board as laid down in Section 10 of the Coir Industry Act are given below:

- (a) Promoting exports of coir yarn and coir products and carrying on propaganda for that purpose;
- (b) Regulating under the supervision of the Central Government the production of husks, coir yarn and coir products by registering coir spindles and looms for manufacturing coir products as also manufacturers of coir products, licensing exporters of coir yarn and coir products and taking such other appropriate steps as may be prescribed;
- (c) Undertaking, assisting or encouraging scientific, technological and economic research and maintaining and assisting in the maintenance of one or more research institutes;
- (d) Collecting statistics from manufacturers of, and dealers in, coir products and from such other persons as may be prescribed, on any matter relating to the coir industry, the publication of statistics so collected or portions thereof or extracts there from;
- (e) Fixing grade standards and arranging when necessary for inspection of coir fibre, coir yarn and coir products;

- (f) Improving the marketing of coconut husk, coir fibre, coir yarn and coir products in India and elsewhere and preventing unfair competition;
- (g) Setting up or assisting in the setting up of factories for the producers of coir products with the aid of power;
- (h) Promoting cooperative organisation among producers of husks, coir fibre and coir yarn and manufacturers of coir products;
- (i) Ensuring remunerative returns to producers of husks, coir fibre and coir yarn and manufacturers of coir products;
- (j) Licensing of retting places and warehouses and otherwise regulating the stocking and sale of coir fibre, coir yarn and coir products both for the internal market and for exports;
- (k) Advising on all matters relating to the development of the coir industry;
- (l) Such other matters as may be prescribed.

### **Working of Coir Board**

The Head Quarters of the Board is located at M.G. Road, Kochi, Kerala. The Board is running 47 establishments including 30 showroom and sales depots and 2 sub depots set up in various parts of India. There are a total of 380 employees in the Board.

### **Coir sector –an employment provider**

Coir industry is a labour oriented industry which provides scope for generating maximum employment with limited investment. In the State of Kerala, coir industry is only second to agriculture in the case of employment generation. With the aid of an electronic spinning device costing around ₹3,000/-, we can provide employment to two women spinners. Thus the per employment cost in coir sector is also comparatively low. Coir Board in association with the State governments concerned is endeavouring to provide gainful employment in coir sector besides sustaining the employment in the existing coir units. This is achieved by creating a skilled manpower base required for the coir industry through appropriate training programmes in skill development through the Coir Board. Further, infrastructure support is also provided to the prospective entrepreneurs to start coir units and also modernize the existing industry through the Schemes like Development of Production Infrastructure, REMOT etc. The Board is also implementing Mahila Coir Yojana, a unique women oriented scheme for providing self employment opportunities to the women workers in the coconut producing states of the country. With the concerted efforts of Coir Board over the last 60 years, it was possible to achieve a

production of more than half a million metric tonnes of coir fibre per annum and generate employment for more than 7 lakhs of coir workers predominantly women.

A table showing the performance of coir sector during the last 5 years is given below:

<b><u>Performance of the Coir Sector during the last 5 Years</u></b>				
Year	Coconut Production ('000 MT)	Coir Fibre Production (MT)	Employment Generation	Cumulative Employment
2013-14	N. A	539815	3630	713450
2012-13	15609.4*	536185	7810	709820
2011-12	14940.00	531500	5320	702010
2010-11	10840.00	525000	13340	696690
2009-10	10824.30	515500	8450	683350
N.A - Not Available				
*Provisional				

## SCHEMES AND SERVICES

### **1.Science and Technology**

#### **Research Centers of the Coir Board**

The Central Coir Research Institute (CCRI) Kalavoor, Alleppey, and Central Institute of Coir Technology (CICT) Bengaluru, are the two research centers under Coir Board for



undertaking, assisting or encouraging scientific and technological research in the field of coir. The CCRI, Kalavoor was established in the year 1959 for carrying out research on all aspects of coir including extraction, processing, product development and diversification, waste management and utilization and the Institute has received the prestigious National Research and Development Corporation (NRDC) Technology Awards thrice for innovations in 1999, 2002 and 2004. The CICT, Bangalore was established in 1978 for economic utilisation of coir fibre produced in non-traditional coir producing states.

### Recognition of CCRI/CICT

The CCRI is recognised by the Department of Scientific and Industrial Research, Ministry of Science and Technology, Govt. of India, as a Scientific and Industrial Research Organisation (SIRO). It is also recognised by Cochin University of Science and Technology and M.G. University, Kottayam as a Research Centre for guiding research scholars for conferment of Ph.D degree. The Microbiology department of CCRI is recognized by the Australian Quarantine and Inspection Service (AQIS) for phytosanitary certification of coir pith to Australia. The Bureau of Indian Standards recognized the physical testing laboratory of CCRI and CICT as centers for testing of coir and coir products. The ASTM laboratory of CCRI is listed in the online ASTM International Directory of Testing Laboratories by ASTM.

### Area of Research

The Plan programmes under the Science and Technology in Coir Industry are undertaken through the following Plan Sub heads besides the collaborative research project with reputed research organizations.

1. Modernisation of extraction and processing of coir fibre
2. Development of Coir machinery
3. Product Development and Diversification
4. Development of Environment friendly technologies
5. Technology Transfer, Incubation, Testing and Service Facilities

### Activities of Central Coir Research Institute and Central Institute of Coir Technology

CCRI has come out with a faster process of retting in the RCC tanks using a bacterial cocktail named as 'Coirret', comprising of three bacteria namely, *Pseudomonas Desmolyticum*, *Mycoplana dimorpha* and *Mycoplana bullata* which takes only 3 months to carry out retting of coconut husks. If the mechanically extracted fibre bundles are treated with the 'Coirret' it can produce the retted quality of fibres in a period of 72 hours. An effluent treatment process has also been developed by the institute so that the



treated water can be recycled for retting.

The 'Coirret' treatment process has been simplified to simulate the process of dew retting by spraying vegetable oil in water emulsion on the mechanically extracted fibres along with urea and detergent so that the retting process can be completed in 24 hours with zero effluent.



### Mechanical fibre extraction

There are stationary huge defibering machines requiring one acre land and 60 HP power to operate a fibre extraction machinery.



### Mobile fibre extraction machine



Central Coir Research Institute, Kalavoor developed a Mobile fibre extraction machine which could be taken to the remote villages so that vast untapped potential for utilization of husks from such areas could be used for extraction of fibre and for manufacture of coir products and increase the husk utilization. The invention was adjudged for the NRDC technology award for the year 2010 and the prestigious World Intellectual Property Organization (WIPO) Gold medal



was conferred as the best invention of the year 2010. This machine works with only 10 HP and can be transported anywhere and operated by diesel engine also. The machine can extract fibre from 400 husks per hour.

### Biochem softening of coir fibre (Fibre Magic)

The coir fibre extracted through retting process will be superior in colour, staple length and texture. The fibre extracted by mechanical decortication will be inconsistent in colour and having harsh texture due to the variation in maturity of husk and heavy thrashing. The Biochem treatment for quality improvement of machine extracted coir fibre is carried out in open



areas on a tarpaulin sheet. It is a zero effluent process and cost effective. The treatment of coir fibre with selected strains of bacterial cultures in Biochem solution is capable of degrading aromatic compounds which are phenolic in nature thus yielding a fibre of better light fastness and softer feel for spinning into yarn by women spinners. The fibre can also be bleached along with the bio-chem treatment by adding bleaching agent during the process.

## Coir Yarn Spinning



In olden days women used to spin Coir yarn by hand which used to take a long time and also give less output.

Vasco Da Gama the ancient traveler had presented one such spinning wheel to the Muziris of Zamorin in Calicut. After which the spinning wheels were further



modified to spin coir fibre in different coir producing regions of Kerala known as Anchuthengu, Magadan, Ashtamudy, Mupiri, Arattupuzha, Beach, Alapatt, Vythiri, Parur, Quilandy, Beypore etc. This led to the production of unique quality of coir yarn from each of the above regions and the yarn was named after the place where it was produced. There were 23 varieties of coir yarn being produced in Kerala in the olden days.

The fibre was used to spin into yarn by women by hand and “charkhas” which was then upgraded to spinning by machines. The increased demand for hard twisted yarns for manufacturing coir fabrics was an important reason for the spread of ratt innovation. A ratt consists of a set of two spinning wheels, one mounted on a stationary stand and the other, a movable one and women generally operate ratt. The introduction of ratt (spinning wheels) in the nineteenth century significantly increased productivity.



Coir Board developed a treadle ratt in the 1980s in which the fibre fed manually and the motive power for synchronized action of the spindle assembly came from the treadle operation by the spinner in a sitting position, hence the name treadle ratt.

However, the low output of 5 to 8 kg and the strain required for treadling led to failure of adoption of this technology.





The Central Coir Research Institute (CCRI) designed and fabricated the first prototype of mechanized spinning machine using single head along with slivering machine. There is a lead thread in the single strand which is known as core thread. One spinning head can spin about 15 kg of yarn. The cotton thread which was used as core thread has been replaced by coloured polypropylene thread also to match with the natural colour of coir.



CCRI developed a compact motorized ratt that can spin all major types of coir yarn available in the trade. Following this ratt, other manufacturers developed different models of compact motorized ratts. Subsequently, due to lower productivity and day to day mechanical problems the motorized ratts were discarded by the spinners.



In the year 2004, CCRI had introduced a motorized traditional ratt by providing a quarter HP motor to the traditional spinning wheel which has been extensively popularized in the coir industry because of its low cost and reduced drudgery. Thousands of such ratts were provided by the Board to the beneficiaries under Mahila Coir Yojana and REMOT scheme.



Meanwhile, one of the entrepreneurs has brought out a tiny electronically operated ratt which is very compact and efficient for spinning coir yarn. CCRI standardized the ratt so as to increase its efficiency and quality of yarn. Further improvements were made by developing a power back up. Efforts are continued to operationalise the ratt using solar power.



The Board has recently developed a fully automatic versatile coir yarn spinning machine known as VA JRA with higher productivity that can spin a wide variety of yarn with a productivity of at least 50kg of single yarn per 8 hours. It does not require core thread and easily operated by the women workers. The machine was exhibited in the International Coir Tech Expo (ICTE) at Kochi and India International Trade Fair (IITF) at New Delhi in 2012 which received much public acclaim. A high speed doubling machine has also been developed which can cater to ten spinning heads in eight hours. This machine can be converted to multiple heads also which has been demonstrated initially by manufacturing a four head machine. It is planned to develop a ten head spinning machine.



## WEAVING

### Wooden Handlooms

Conventionally wooden handlooms are still used for weaving of coir mats and matting. There are about 20,000 hand looms for weaving of mats and matting in coir industry in Kerala. The traditional hand looms were standardized and drudgery was reduced by introduction of lever system.



### Uday Pneumatic Handloom

Uday Pneumatic handloom has been recently developed by the Coir Board in which a pneumatic cylinder was fixed on the traditional handloom.



### Semi-automatic loom

Normally healthy male workers only can operate wooden hand loom for weaving coir. To facilitate drudgery free weaving, semi automatic loom was developed by CCRI. In this loom Shedding, Beating, and Winding are performed through the 7HP motor to reduce drudgery in the weaving operation. As



a result, the women workers can also work on these looms without any drudgery. These looms are popular in the coir industry.

### Anugraha Handloom

A mild steel handloom “Anugraha” for weaving coir matting and geotextiles has been developed by CCRI. The women workers can operate this loom in their household and produce coir geotextiles without any drudgery.



### Pneumatic Anugraha Handloom

The pneumatic attachment in the loom takes care of the beating uniformity to keep the weft straight and to produce a uniform product of required density as per specifications. The operation of the handloom becomes further easier for the women workers to operate.



### Anupam loom

CCRI has developed a versatile semiautomatic loom for weaving all type of coir products. This is operated by pneumatic force to reduce the strain required in the wooden handlooms. The loom is versatile and able to weave all types of mats, matting, carpets, and geo-textiles whereas the traditional looms can produce only one type of product and separate looms are required for each type of product.



It can be operated by the single woman worker easily whereas the traditional looms require two healthy male workers. Only 300 gm foot pressure is needed for treadling whereas minimum 30 kg foot pressure is required on the wooden handlooms. The output of matting on

the loom is in between 1.5 to 2 meters/hour compared to 0.3 to 0.5 meters/hour in the traditional handloom .

## Power loom

Coir Board had developed a fully automatic power loom. In this loom beaming is eliminated through direct creel feed whereas both spooling and cop winding are also mechanized. On an average, this matting loom can produce 90-100 picks per minute. Output per weaver is around 20-25 times higher than the output of a manual weaver.



## Composting of Coir Pith

Coir pith was a waste product of coir fibre extraction for one and half century. Hillocks of coir pith were found in various coir producing centres in the country. Since 1995 Tamil Nadu has started exporting this product and the export has exceeded 140,000MT for a value of approximate Rs. 200



crores.

Coir pith is spread in a demarcated area of 5 M x 3 M, one layer weighing 100 Kg. One packet Pithplus and 1 Kg. Urea are spread alternatively between the layers upto a height of one metre. The heap is watered so as to maintain the water content at 200%. The composting process will be completed within a period of 30 days.

CCRI has also developed a technology for composting Coir pith hillocks. Perforated PVC pipes which have been inserted to speed up the composting process. Composting process generates a lot of carbon dioxide & methane which retard the decomposition process. The pipes flush out the gases and hasten the composting process to merely 3 weeks compared to 4 weeks in bed composting process to convert coir pith into valuable organic manure for agri/ horti purposes.



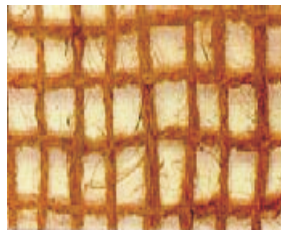
Organic manure is eco-friendly and it retains moisture ( eight times its weight) which can be used for all crops, floriculture, horticulture etc. Coir pith is a substitute for peat moss and



therefore it has a lot of potential for export and economic benefit for the coir industry. It can also be used for production of biofuel and lignosulphonates which are important industrially.

### Coir Geo textiles(Coir net)

Coir geo textiles (Coir Bhoovastra) are permeable fabric capable to control soil erosion. It protects the earth and promotes vegetation retaining precious topsoil. It is a woven fabric of two treadle in construction made from coir yarn in which the warp and weft strands are positioned at a distance to get a mesh (net) effect of  $\frac{1}{4}$ ",  $\frac{1}{2}$ " and 1". The netting (mesh) gives the grass plenty of room to grow, at the same time it provides large number of "Check Dams" per square meter of soil surface. The nettings are normally produced on coir handlooms out of 2 ply coir yarn, with a width 1-2meter and 50 meter length. Coir fibre is the strongest natural fibre therefore it is advantageous when it is applied as a fabric on the slopes for environmental protection to arrest soil erosion. The natural coir nettings, coir needled felts, cocologs etc. are used in modern soil conservation, landscaping and mulching, soil erosion control of road embankments, canal bank protection and other geo technical fields like rural pavement roads, road resurfacing, land fill sites and reinforcement of mud walls and other agro/ horticultural applications, as a bio degradable material.



**Leveling with red soil**



**Laying of coir geo textiles**



**Fixing of laid coir geo textiles**



**Spreading of soil**



During Construction



After Construction

### Cost of laying

The cost for reinforcement and laying of 4 meter wide 1 KM unpaved village roads using coir geotextiles as per Indian Road Congress Guidelines IRC SP 72:2007 would be Rs. 1.815 lakhs as per the detail furnished below.

### Cost of construction of rural roads of 1 km length reinforced with coir geotextiles.

Cost of coir geo textiles	Rs. 26 per m <sup>2</sup>
Cost of H <sub>2</sub> M <sub>6</sub> for 8m wide 1 km road (Considering overlapping in both directions and side wrapping) 1100x10x26	Rs.2,86,000.00
Cost of Bamboo holding 3.5x12x1000 (Rs 3.5 per piece, 12 Numbers per meter length)	Rs.42,000 .00
Labour charges for preparation and laying Rs. 350x100	Rs.35,000.00
Total	Rs.3.63 lakhs
<b>Cost of laying geo textiles for 4m wide road</b>	<b>1.815 lakhs</b>

### Strengthening the embankment of roads using coir geo textiles





*Eroded embankment of road*



*Coir geo textiles laid road embankment*

*Leveling of eroded embankment of road*



*stabilised road embankment*

It is used for the construction of rural roads under the Pradhan Mantri Gram Sadak Yojana (PMGSY).

### Garden articles



Woven coir nursery pots and shaped fibre pots, coir fibre poles, germination trays, moulded rubberized coir fibre liners, grow bags for plants are also getting more popular, as a replacement to plastics, in commercial plant nurseries and in home gardens. Coco peat or processed coir pith is increasingly used in modern agriculture and proved to be an excellent media for growing tomatoes, cucumbers, pepper, etc.

The liners are useful for climbers and hanging plants. The shaped fibre pots are supported by welded iron wire mesh, which can be kept in air by hanging it



**COCOLAWN™, a readymade soil less instant lawn from coir**

Garden and balcony arrangement have become areas of prestige, which express the personal style, and elegance of the occupants by decorating the available space in to a green living room. Plant climbers, coco pots, fibre baskets, liners, discs etc. made from coir show an increasing demand now a day. A readymade lawn using coir netting, coir non woven felt, coir pith and composted coir pith has been developed by the CCRI on which the lawn grasses could be planted and the lawn can be cut to any size and shape that is easy to transport and could be laid instantaneously at any site. The technology has bagged NRDC Meritorious Invention Award for the year 2002. Cocolawn™ is a natural, eco friendly lawn and a better substitute to synthetic lawns.



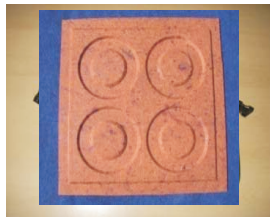
**Manufacture of fine yarn / fabric by blending coir fibre with other natural fibres**

The coir fibre is blended with other natural fibres such as Sisal, Jute, Pineapple, Banana and spun in to thin yarn for manufacture of thin fabrics and to make handicraft and other items like chappals, bags, umbrella, lamp shades, watch straps, pen stands and similar gift articles. We have even made jackets using these blended yarns which can be used for protection of Jawans in the Army at high altitudes.



**Coir wood**

CICT has developed coir wood out of coir and phenol -



formaldehyde resin which are economic as effective substitutes of commercial plywood. Coir is very strong due to its high content of crystalline alpha cellulose and lignin. It is highly resistant to borer, termite, water and other natural elements. These products find use for making false ceiling, doors and panels etc and are being extensively used by the CPWD. Coir composites can be made using coir as reinforcing material with or without plantation timber veneer like rubber veneer, bamboo, jute, glass in-between as a secondary reinforcement and then impregnated with polymeric matrix material like phenolic, polyester, epoxy etc. and processed under controlled temperature and pressure. The resultant coir fibre composites offer several advantages such as light weight, high strength and stiffness, non- corrosive, water resistant, long durability, low cost, etc. Coir composites are highly suitable for building and construction and transportation applications for cost effective substitute to wood and timber. Rigid sheets of coir composites can substitute wood/ plywood in various packaging applications.



One unit of coir ply with a production capacity of 40 cubic meters a day would be able to save about 22 trees per day which means 6,600 trees per year. Assuming that one such tree requires 40 sq.meter, then it that one coir ply unit could forest in every year. If 10% the manufacture of coir ply, it would save about 8, 80,000 tropical trees per year which corresponds to 8,800 acres of tropical forests per year.



Coir ply has also been used for establishing 500 shelters for the earth quake affected victims of Gujarat at Bhuj and has been proved as earth quake proof shelters.



### Binderless boards

Binderless boards are made by pressing coir bit fibres at a certain temperature and pressure for a definite time. These Boards can be used as packaging materials and teapoy etc.



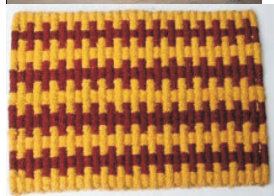
### Coir Moulded Handicrafts

CCRI has developed coir moulded handicrafts out of polyester resin and shearing waste/pith. The composites so produced are unbreakable and having good aesthetic appeal. Polyester resin is the material used for producing fibre glass boats and can be processed at room temperature.



### Natural Dyes on Coir

Coir is a natural eco-friendly material. The dyeing of coir fibre and yarn using synthetic colours which are derived from coal tar. Now since there is aversion towards using synthetic colours the Coir Board is extracting colours from natural plants like Padimukkam, Rakthachandanam, Kaduka, Henna, turmeric, tea and coffee waste, onion and pomegranate peels



and even from coir pith. These colours have been successfully used to dye coir in about 64 shades.

### Janatha mattresses

“Janatha mattresses“, made from softened coir fibre and cost half the price of the rubberized coir mattresses.No rubber latex is used. The softening of the fibres has been carried out using an ecofriendly conditioner.

### Mini Tufting machine for Coir

In the tufting machine, spooled coir yarn is placed on the creel stand which is cut into bits and positioned automatically upright over the moving conveyor platform over which PVC/Latex emulsion is pre spread. The conveyor in its forward movement passes over the heating oven and cooling zone and by doing so, the bits of coir yarn gets implanted firmly over the PVC/Latex base and forms the mats. The mat can be rolled out of the machine in continuous length or cutting to mat size by longitudinal and cross cutting. Starting from the creel stand to the delivery end, the machine performs automatically. The CCRI in association with M/s. Wheels Free, Calicut, Kerala has developed a mini tufting machine which can produce tufted coir mat having a width of 60 cms. This facilitated micro and small manufacturers to establish PVC tufted units at low cost.



### Coir Ornaments

Coir fibre is used for making ornaments such as chains, necklace, bangles, ring and earring as eco friendly tourist souvenir.



### Handmade Papers



Handmade papers was developed by using coir fibre upto 40% by weight.



## Patents and Standards

16 patents were granted and filed 2 patents for different technologies. The Bureau of Indian Standards has published 18 standards and 3 draft standards relating to coir mainly on product specifications, method of testing, terminology, etc.

## International Coir Museum

Coir Board has established an International Coir Museum at Kalavoor, Alleppey for showcasing the origin and growth of coir industry over the ages with the latest developments in product development and diversification sector, which has brought in a revolution. The museum depicts traditional processes of retting and fibre extraction, advent of mechanization in coir sector, Wood house made out of coir wood, various innovative coir products like coir chappals, umbrella, bag, ornaments, jacket, curtains, coir handicraft products, coir furnitures etc. are the main attractions in the Coir Museum.

A short video film takes the visitors through the world of coir over the ages and gives information on the origin and growth of the industry and the latest developments made through research and development.

## 2.Skill up gradation and quality improvement scheme

Creation of a skilled man power base is the basic requirement for any industry aspiring for development. Taking note of the need for training managerial/supervisory personnel, trainers/instructors and skilled artisans in adequate numbers, a three tier training system has been introduced by the Board.

- 1) Training for managerial/ supervisory personnel
- 2) Trainers Training Programme
- 3) Training for artisans and orientation programmes for skill upgradation

Under the Scheme “Skill Upgradation and Quality improvement scheme” consists of three distinct components viz.

- (a) Skill Upgradation,
- (b) Quality Improvement and
- (c) Mahila Coir Yojana (MCY).

The Objectives of the scheme are

- ☐ Train personnel in the cadres of supervisors/instructors/artisans and to meet the requirement of skilled man power for the development of coir industry.
- ☐ Help in transfer of technology to nontraditional areas through development of skill of coir workers.



- Help women empowerment through MCY and provision of coir yarn spinning equipment at subsidized rate after imparting appropriate skill development training.
- Provide self employment to rural woman artisans in regions producing coir fibre and enabling them to get better return through improvement of productivity and quality. Providing those with a better work environment and elimination of drudgery involved in the traditional methods of spinning.
- Encourage new entrepreneurs both in traditional and nontraditional areas under Entrepreneurship Development Programme to venture into coir industry and trade and thereby accelerate the development of the industry in the existing and new areas.
- Aim at including quality consciousness among the workers at grass root level and to educate them on proper methods of producing standard quality fibre, yarn and products.
- Create awareness among the coconut growers, entrepreneurs etc. to set up coir based unit and to modernize the existing units for better productivity, quality and also enhance earnings.
- Contribute to generate employment in rural areas of the coconut producing states.

### **Training through Regional /Sub regional Offices of Coir Board**

Skilled manpower development through “Training” is one of the major activities of the Board. The Board is having the following training institutions to impart training in coir processing and manufacture of value added products.



1. National Coir Training & Design Centre, Kalavoor, Alleppey
2. Regional Extension Centre, Thanjavur
3. Training is being imparted through the Field Training centers of Regional Offices at Rajamundry in Andhra Pradesh, Bengaluru in Karnataka, Bhubaneswar in Orissa, Pollachi in Tamilnadu and Attingal in Kerala, the Sub Regional Offices at Guwahati in Assam, Kolkata in West Bengal, Kannur in Kerala and Singampuneri in Tamil Nadu.

The Board is also imparting training at a number of field Training Centers in coconut producing villages. The Field Training centers are run with the help of NGOs/Co-Operative societies engaged in coir activities.

The functions of these training centres are:

- 1) To provide intensive training in advanced method of coir manufacture including spinning, dyeing, bleaching, weaving and designing etc. and to equip the coir industry with adequately trained personnel.

- 2) As a centre for refresher course for middle executives in the coir industry.
- 3) Organise entrepreneurship, orientation training to Govt. officials, Craft teachers, Business Managers and Secretaries of coir co-operative societies, Technical officers of Public Sector Undertakings etc.
- 4) Conduct training programmes in collaboration with organizations like Co-operative Training College, IIE, NCRMI, Research Institutions, Universities, Training Institutes, and Validated NGO's of the state Govt. etc.
- 5) A field for technical consultancy and extension service facility to the coir trade.
- 6) To carry out advanced studies in regard to product development and development of new designs, pattern and processes.
- 7) Supply of sample product album, designs and patterns to the parties on request.
- 8) Popularize new patterns, designs and coir products and handicraft products.
- 9) Manufacture of coir products for display purpose.
- 10) Organise field training in rural areas to train local artisans in spinning, weaving of coir mats & matting.

Coir Board conducts Advanced Training Course (one year duration) and Artisans Training Course (six month duration) at NCT&DC, Kalavoor. Hostel facilities are available for women trainees in the National Coir Training & Design Centre, Kalavoor, Alleppey. Stipendiary benefits are extended to the trainees at the rate of Rs. 750/- per month per trainee. In the case of field training units, an amount of Rs. 250/- per head per month is being paid as institutional expenses to sponsoring agency to meet the operational cost of the training including raw material, power charges and other incidental expenses. In addition to this, an amount of Rs. 5000/- per month will be reimbursed to the agency as honorarium to the trainers. Coir Board also conducts the Incubation Training, Trainers' Training Program and other training courses as indicated below.

Sl. No	Name of training course	Regular or short term	Duration
1	Advanced training course	regular	12 month
2	Artisans training course	regular	6 month
3	Manufacture of coir carpets	short term	2 month
4	Manufacture of loom mats	short term	2 month
5	Bleaching, dyeing & shade matching	short term	2 month
6	Manufacture of coir matting	short term	2 month
7	Manufacture of coir composites	short term	2 month

8	Spinning on automatic spinning machine	short term	1 month
9	Fibre treatment processes	short term	2 month
10	Spinning on motorised ratt/ motorised traditional ratt under Mahila coir yojana scheme	short term	2 month
11	Manufacture of frame mats	short term	2 month
12	Manufacture of coir handicrafts	short term	3 month
13	Pith composting & block making	short term	2 month
14	Manufacture of coir garden articles	short term	1 month
15	Manufacture of PVC Tufted coir mats	short term	1 month
16	Manufacture of Handmade grade Paper	short term	1 month
17	Manufacture of Polyester Coir Mouldings	short term	1 month
18	Trainers training course in coir handicrafts	short term	2 month
19	Trainers refresher training course	short term	3 month
20	Orientation training course	short term	15 days
21	Validation training course	short term	15 days

The syllabus of each of the training courses has been specified in the Manual on Training Courses of Coir Board.

### **2.1. Quality Improvement Programme**

Quality improvement programmes are organized by the Board for enhancing the quality for the products by avoiding the defects in the manufacturing process and proper selection of raw materials. Quality improvement programmes are organized by Coir Board on a regular basis in the coir producing centres

The details for conducting QIPs are given below;

- (i) QIP will be organized by the Regional/sub-regional Officers of Coir Board at places where industry has already taken root.
- (ii) The programme will include technical sessions, practical demonstrations, workshop, seminar etc., The duration of the programme will be three days.
- (iii) The workers will be paid an honorarium at the uniform rate of Rs. 50/- per day against loss of their wages for the days.
- (iv) Expenditure for conducting each QIP will be limited to Rs. 20000/-

In order to achieve the above objectives the Board organizes National Level Seminars, Regional Workshops, Awareness Programmes, Entrepreneur Development Programmes and Quality Improvement Programmes (QIP) etc. The Board conducts quality camps through its Regional offices as part of creating awareness among workers and manufacturers engaged in the

production of coir for maintaining quality. The expert spinners and other technical officers of the Board conduct the Quality Camps.

## **2.2. Entrepreneurship Development Programme**

The EDPs are conducting for the benefits of entrepreneurs in the coir sector. This is being done through Professional agencies having expertise in the field. The agency shall invite prospective entrepreneurs through regional level press advertisement. The agency will outsource faculty for conducting technical session as per the norms prescribed by Coir Board. A field visit to a nearby coir processing centre will be organized at the end of the EDP funded with 50% assistance on travelling expenses. During the EDP of 3 days, the following sessions will be covered.

- a. Entrepreneur motivation
- b. Setting up of industry
- c. Coir based industries
- d. Mobilization of finance and finance management
- e. Domestic market requirements
- f. Salesmanship
- g. Industrial rules and regulations
- h. Consortium approach and cluster networking in coir
- i. Project preparation and cost analysis
- j. Zero wastage concept in coir industry
- k. Export market analysis
- l. Personality development and confidence building experience
- m. Awareness of schemes implemented by Coir Board and Ministry of MSME viz. PMEGP, RGUMY and DPI etc.

## **2.3. Exposure Tour and Awareness Programmes**

Exposure tours are organized for the benefit of prospective entrepreneurs and artisans of coir processing centers to visit other coir producing centers engaged in the production of value added products and the functioning of the unit engaged in the coir industry

The expenditure towards exposure tour is limited to Rs.75,000/- per tour.

The above amount includes to and fro bus fare/train fare, service tax, permit for entering neighboring States, toll etc.

The minimum number of entrepreneurs required for organizing the exposure tour will be 20. In the case of workers, it will be 40.

In the case of entrepreneurs, 50% of the actual travel cost subject to Sleeper class train fare will be reimbursed and in the case of artisans engaged in the coir processing activities under co-operative Society/SHG/NGO and sponsored by the State Government 90% of the actual travel cost subject to Sleeperclass train fare will be reimbursed by Coir Board and the exposure tour has to be organized by the State Government agencies /Coir Industrial Cooperative Societies with proper recommendation of the Regional Office/Sub-Regional Offices.

An Awareness Programme will be organised for the general public for their introduction to the Plan Schemes of the Coir Board. The expenditure for conducting an awareness programme will be limited to Rs. 26,000/-.

### **2.4.Mahila Coir Yojana**

This scheme is intended to provide self employment to rural women artisans in regions producing coir fibre. Over the last two decades, production of coir fibre has substantially increased in India. Conversion of coir fibre into yarn on motorized ratts in rural households provides scope for large scale employment, improvement in productivity and quality of coir fibre, better working conditions and higher income, which ultimately leads to the improvement of standard of living of rural woman artisans. The scheme envisages distribution of motorized ratts/ motorized traditionalratts/electronic ratts for spinning coir yarn to trained women artisans. Not more than one artisan per household would be eligible to receive assistance under the scheme.

Coir Board will provide 75% of the cost of the motorized ratt/ motorized traditional ratt/ electronic ratts as one time subsidy subject to a maximum of Rs. 7500/- for motorized ratt and Rs. 3200/- for motorized traditional ratt/electronic ratts provided the other 25% is raised by the beneficiary through voluntary organizations/ financial institutions/ own sources.

### **2.5.National Seminar and Workshop**

Board is conducting one day national seminar for the benefit of entrepreneurs. Discussions on development of coir industry and investment opportunities offered by the industry will be done in the Seminar. Display of coir products, demonstration of new technologies etc. will be arranged at the venue of the Seminar. The expenditure envisaged for organizing the Seminar will be limited to ₹2 lakhs.

Workshops are organized on a product/sector specific manner and development aspects of a particular product will be discussed in the Workshop. The expenditure envisaged for organizing the Seminar will be limited to ₹50,000/-.

### **3. Export Market Promotion Scheme**

Coir Board is implementing the Central Sector Scheme of Export Market Promotion with a view to improve the export performance of Indian Coir Sector through various export market promotion activities such as sponsoring delegations, participation in seminars and conferences, organising participation in international fairs, undertaking generic publicity abroad extending financial assistance to Micro, Small and Medium Enterprises and Exporters, presenting Coir Industry Awards on an annual basis to recognize the outstanding performance in the areas of export, domestic trade, R&D, functioning of units & societies etc. The programmes are implemented in accordance with the approved Export Market Promotion Guidelines. The activities under the Export Market Promotion Scheme comprises of six sub-schemes as below:

- i. Delegation, Consultancy & Information Sourcing
- ii. Participation in seminars and conferences
- iii. Participation in international fairs/buyer seller meets
- iv. Publicity abroad
- v. External Market Development Assistance (EMDA) Scheme
- vi. Coir Industry Awards

#### **i. Delegations, Consultancy & Information Sourcing**

Under this scheme Coir Board is sponsoring delegation to identified markets to assess main competitors, product ranges, price, general setting and promotional strategies; to motivate distribution channels to promote coir products; to assess tariff/non tariff barriers on coir vis-a-vis competing products and pursue possible their elimination/reduction through bilateral negotiations with the objective to expand the share of Indian coir products in global market. The Board engages consultancy services/professional agents for specific assignments/projects relating to export promotion; to seek expert and professional advice on export related matters, foreign trade, etc.

#### **ii. Participation in seminars and conferences**

Participation in the International Conferences & Seminars is the simplest and most effective way of interacting with stake holders and people engaged in the field in different parts of the world and to keep abreast the latest developments in the field and for educating on the needs, trends and preferences of the end users. Coir Board used to participate in the Annual Conference and Trade Expo of the International Erosion Control Association, Inter Governmental Group (IGG) of FAO, WASME, INFO etc. Under this scheme the Board also organizes international workshops/Management Development Programmes on different export related matters by inviting eminent subject experts in the related fields for the benefit of the exporters and manufactures.



## iii.Participation in international fairs/buyer seller meets

As an effective tool for market penetration in the traditional as well as virgin market and with a view to showcase the capabilities of Indian coir sector before the global trading community, Coir Board organises participation of Indian coir sector International exhibitions/BSMs abroad. The countries and events are selected on a Focus-Country/Focus-Product basis giving special thrust for enriching existing market and capturing nascent markets. The Board also organises Reverse Buyer Seller Meets, exclusive trade fairs for coir and participation of entrepreneurs and exporters in international trade fairs in India which have ensured buyers' traffic from outside India.

## iv.Publicity abroad

Coir Board undertakes generic publicity through reputed trade magazines and home journals, having wide readership, search engines, print and electronic media etc. projecting the bio - degradable, environment friendly aspects and varied end use applications of coir products targeting retailers, consumer public and house hold sector in all existing as well as promising markets. The ultimate objective of this programme is to position the coir products as 'eco friendly home décor products' and find a better market position in the global scenario.

## v.External Market Development Assistance (EMDA) Scheme

The External Market Development Assistance (EMDA) Scheme provides direct financial assistance to the Micro, Small and Medium Enterprises and exporters for participation in fairs, BSMs, delegation, production of catalogue etc. to enable them to expand their export market. The scales of assistance to various beneficiary categories are as given below.

Sl.No.	Item	Norms/Scale of assistance
A. Participation in Exhibitions / Trade Fairs / Buyer-Seller Meets / Market Delegation		
1	Space rent (built up stall of minimum bookable area) * Charges fixed by the organizers and to be verified by Coir Board before making payment.	<p>For General Category Enterprises/Registered Exporters:</p> <ul style="list-style-type: none"> <li>□ Micro Enterprises/Exporters : 75% of the actual charges*</li> <li>□ Small Enterprises/Exporters : 60% of the actual charges</li> <li>□ Medium Enterprises/Exporters: 25% of the actual charges</li> </ul> <p>For the Entrepreneurs/Exporters belonging to North Eastern Region/Women/SC/ST category:</p> <ul style="list-style-type: none"> <li>□ Micro Enterprises/Exporters : 95% of the actual charges</li> <li>□ Small Enterprises/Exporters :85% of the actual charges</li> <li>□ Medium Enterprises/Exporters: 50% of the actual charges</li> </ul>

2	Airfare * (for one representative from one enterprise/registered exporter) * (Should be the cheapest fare available to be certified by Coir Board)	For General Category Enterprises/Exporters: <input type="checkbox"/> Micro Enterprises/Exporters : 85% of the cheapest economy class return fare <input type="checkbox"/> Small Enterprises/Exporters : 75% of the cheapest economy class return fare <input type="checkbox"/> Medium Enterprises/Exporters:25% of the cheapest economy class return fare For the Entrepreneurs/Exporters belonging to North Eastern Region/Women / SC / ST category : <input type="checkbox"/> Micro Enterprises/Exporters : 95% of the Cheapest economy class return fare <input type="checkbox"/> Small Enterprises/Exporters : 85% of the cheapest economy class return fare <input type="checkbox"/> Medium Enterprises/ Exporters: 50% of the cheapest economy class return fare																								
3	Freight charges	Actual, subject to a maximum of Rs.20,000/- per entrepreneur / exporter																								
4	Maximum amount of assistance towards air fare, space rental and freight charges	General Category enterprises / registered exporters <table border="1"> <thead> <tr> <th>Type of Unit</th><th>Latin American</th><th>Other Countries</th></tr> </thead> <tbody> <tr> <td>Micro Enterprises</td><td>Rs.1.75 lakh</td><td>Rs.1.50 lakh</td></tr> <tr> <td>Small Enterprises</td><td>Rs.1.50 lakh</td><td>Rs.1.25 lakh</td></tr> <tr> <td>Medium Enterprises/ Exporters</td><td>Rs.1.00 lakh</td><td>Rs.0.75 lakh</td></tr> </tbody> </table> Categories belonging to NER / Women / SC / ST <table border="1"> <thead> <tr> <th>Type of Unit</th><th>Latin American</th><th>Other Countries</th></tr> </thead> <tbody> <tr> <td>Micro Enterprises</td><td>Rs.2.00 lakh</td><td>Rs.1.75 lakh</td></tr> <tr> <td>Small Enterprises</td><td>Rs.1.75 lakh</td><td>Rs.1.50 lakh</td></tr> <tr> <td>Medium Enterprises/ Exporters</td><td>Rs.1.25 lakh</td><td>Rs.1.00 lakh</td></tr> </tbody> </table>	Type of Unit	Latin American	Other Countries	Micro Enterprises	Rs.1.75 lakh	Rs.1.50 lakh	Small Enterprises	Rs.1.50 lakh	Rs.1.25 lakh	Medium Enterprises/ Exporters	Rs.1.00 lakh	Rs.0.75 lakh	Type of Unit	Latin American	Other Countries	Micro Enterprises	Rs.2.00 lakh	Rs.1.75 lakh	Small Enterprises	Rs.1.75 lakh	Rs.1.50 lakh	Medium Enterprises/ Exporters	Rs.1.25 lakh	Rs.1.00 lakh
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In addition to the above 25% of the cost of production of product brochures/catalogues for use at abroad is extended subject to a maximum of Rs.15,000/- once in a financial year. The Application form and other conditions for availing the benefits are available in the EMDA Scheme.

#### **vi. Coir Industry Awards**

The scheme of Coir industry award is implemented with the objective of recognizing the excellent performance in various fields of coir industry such as export, product development & diversification, developing coir processing machineries, domestic marketing, small scale units, co-operative societies etc. in order to motivate the various players for targeting and achieving better performance and thereby to attain sustainable development of the industry. Presentation of Coir Industry Awards is an annual event and the guidelines are available in the Coir Industry Award Scheme.

### **4. DOMESTIC MARKET PROMOTION**

Domestic Market Promotion is one of the major functions envisaged under the Coir Industry Act 1953. Under the Scheme the Board is undertaking various measures for popularizing coir and coir products and expanding the domestic market. The following activities are undertaken by the Board for the purpose.

#### 1. Establishment and Maintenance of Showrooms & Sales Depots.

For Improving the market of coir and products within the country and preventing unfair competition the Board is maintaining 30 showrooms and 2 sub depots in potential towns in the country. The coir goods being sold through the Board's showrooms & Sales Depots are supplied by various small scale manufactures, co-operative Societies and Govt. Units on consignment basis, thus helping them to market their products

#### 2. Participation in Domestic Exhibitions

To popularize Coir and Coir Products and boost up the sales through the Board's showrooms the Board is participating in important exhibitions all over the country.

#### 3. Participation in Domestic Exhibitions

The MDA is linked with the sales performance of the concerned beneficiary organization and aims at providing incentives of better performance. The objectives of the Scheme are:

1. To promote the sale of coir and coir products manufactured by the co-operatives and Public Sector Enterprises committed to payment of minimum wages and other obligatory benefits to the coir workers and thereby encouraging sustained production and better employment opportunities.
2. To provide financial support on a continuing basis round the year to the co-operatives and public sector Enterprises who undertake market development programme in coir.

The Market Development Assistance Scheme has been introduced by the Coir Board w.e.f. 2000-2001 in lieu of the Rebate Scheme that was in operation in the Coir Sector till 1999-2000. The MDA Scheme envisages to provide financial assistance to the Apex Co-operative Societies, Central Co-op. Societies, Primary Co-operative Societies, Public Sector Enterprises in the coir industry and the Showroom and Sales Depots of the Coir Board. The MDA is granted at the rate of 10% of their average annual sales turnover of coir products including coir yarn and rubberized coir goods during the preceding three financial years. This assistance will be shared on 1:1 basis between the Central Government and the concerned State/Union Territory Government. The disbursement of central share of MDA will be subject to the budgetary outlay available with the Coir Board under the relevant schemes.

Apex societies, Central Co-operative societies, primary Co-operatives, Public Sector Enterprises, Showrooms & Sales Depots of the Board can apply and the MDA application form can be had from the Coir Board HO and also can be downloaded from the website.

The assistance provided under the Scheme shall essentially be utilized for the following purposes.

- i) Publicity
- ii) Opening of New Showrooms/Sales Outlet
- iii) Renovation of existing Sales Outlets
- iv) Market study
- v) Setting up of Market Intelligence net work/ up-gradation of design facilities like installation of computer, Aided Design Centre, engagement of qualified designers, introduction of e-commerce facilities, computerization of Showrooms etc.
- vi) Godown
- vii) Innovative Marketing Strategies including payment of discounts.

The expenditure on discount is limited to 75% of the total MDA availed of by the beneficiary organizations in the 1st year, 50% in the Second Year, 25% in the third year, 10% in the 4th year and Nil in the 5th year onwards.

### **DGS&D Rate Contract**

As per DGS(SD) 3(1) 2008 dated 17/09/2008, issued by Ministry of Commerce, Government of India, Coir Products required by Central Government Departments are reserved for exclusive purchase from Coir Board. A rate contract has been entered into between the DGS&D and the Coir Board for the period 03/04/2012 to 30/04/2013 (Mats Door and Matting Coir).

### **Appointment of Consignors**

The coir products being sold through Board's showroom and sale depots (Coir Bhavans) are consigned by various Small Scale Manufacturers', Co-Operative Societies, private units etc. A commission of 15% on the sale value will be charged by the Board before effecting payment to the consigners.

### **Publicity**

Coir Board is undertaking various publicity measures through print and electronic media, hoardings, scroller, sign boards etc. as part of development of domestic market for Coir and Coir Products.

### **Development of Coir Industry in North Eastern Region**

The North East Region consists of seven states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim. In order to aggregate the region with the other parts of the country, Government of India has taken more efforts to boost up the sale of coir products in that region. In view of this the Board is implementing various programmes for the skill development of artisans and for making them aware of quality in production and seeking new awareness for self development and self supporting.

### **Coir Mark Scheme**

With a view to ensure quality coir products to the consigners of Coir Board has introduced Coir Mark Scheme for inspection and certifying the quality of coir and coir products as per BIS stands.

## **5.REJUVENATION, MODERNISATION AND TECHNOLOGY UPGRADATION SCHEME (REMOT)**

Government of India has approved continuation of credit linked subsidy scheme called Rejuvenation, Modernization and Technology Upgradation of the Coir Industry to facilitate sustainable development of the Coir Industry in the country which in turn generate more employment opportunities especially for women and the weaker sections of people in rural areas. REMOT Scheme will be a Central Sector Scheme to be administered by the Ministry of Micro, Small and Medium Enterprises. The Scheme will be implemented by Coir Board a statutory organization under the Ministry of MSME as the Nodal Agency at the national level. At State level the scheme will be implemented through Board's Regional Offices, Sub Regional Offices, Coir mark Scheme Office and District Industries Centres, Coir Project Offices, Banks and such other offices from time to time. The Government subsidy under the scheme released to Coir Board will be routed through the identified banks for the eventual distribution to the beneficiaries/entrepreneurs in their bank accounts. The Implementing Agencies viz. Coir Board Offices, DIC, Coir Project Offices etc will associate with reputed Non Governmental Organizations (NGOs)/reputed Autonomous Institutions/National Small Industries Corporation/Panchayathi Raj Institutions and other relevant bodies in the implementation of the Scheme especially in the area of identification of beneficiaries, area of specific viable projects and providing training in Entrepreneurship Development, verification of units established under the Scheme.

The main objectives of the scheme are

- (i) To modernize Coir Industry by adoption of modern technology in production and processing of coir and coir products;
- (ii) Upgradation of the production and processing technology for improving the productivity, quality and product diversification;
- (iii) To increase the efficiency and productivity for enhancing the earnings of the workers engaged in the sector;
- (iv) To enhance the utilization of coconut husk and for increasing the production of coir fibre and coir products;
- (v) To generate employment in the rural areas of the coconut producing States/Union Territories;
- (vi) To provide more employment opportunities for women in the rural sector for gender empowerment;
- (vii) To enhance the socio-economic conditions of the producers/workers engaged in the industry;
- (viii) To contribute to inclusive growth of vulnerable sections of beneficiaries especially those belonging to Scheduled Castes (SC), Scheduled Tribes (ST) and North Eastern Region (NER);
- (ix) To give sufficient training to the rural youth of the coconut producing States with an eye on attracting them to the fold of coir sector.
- (x) To provide backward/forward linkages to the unit holders to whom assistance is given under the Scheme.

### **Quantum and Nature of Financial Assistance**

The pattern of assistance is 40% of the project cost as grant by subsidy by Govt. of India, 55% as term loan and 5% as beneficiary contribution .Maximum admissible cost of the project is Rs.10 lakhs plus working capital, which shall not exceed 25% of the project cost. The banks shall consider composite loan instead of term loan to cater to the working capital requirements also. This should be exclusive of Rs.10 lakhs limit proposed. However, subsidy will be computed excluding working capital component.

Eligibility conditions of the Beneficiaries

- (i) Any individual above 18 years of age with Indian Citizenship.



- (ii) There will be no income ceiling for assistance for setting up of project under REMOT Scheme.
- (iii) Assistance under the Scheme is only available for projects for the production of coir fibre /yarn/products etc. coming under coir sector.
- (iv) Assistance under the Scheme will be made available to individuals, Companies, Self Help Groups, Non Governmental Organizations, Institutions registered under Societies Registration Act 1860, Production Co-operative Societies, Joint Liability Groups and Charitable Trust. However the units that have already availed Govt. subsidy under any other Scheme of Govt. of India or State Govt. for the same purpose are not eligible to claim subsidy under the scheme.

Only one person from one family is eligible for obtaining financial assistance for setting up of projects under REMOT Scheme. The 'family' includes self and spouse.

### **6.Scheme of Fund for Regeneration of Traditional Industries (SFURTI)**

Ministry of MSME has launched this scheme in the year 2005 with the view to make the traditional industries more competitive, market driven, productive, profitable and capable of providing sustainable employment for traditional industry artisans and rural entrepreneurs. The Coir Board is the Nodal Agency for the implementation of the scheme. The scheme is being implemented by the Board through the Implementing Agencies engaged by the Board for each cluster. The scheme envisages for setting up of Common Facility Centres, Capacity building measures, Product development and design intervention centres and Market promotion assistance including setting up of outlets in the selected coir clusters. As on date 25 coir clusters have come up as per the scheme and many of the cluster have completed. The Scheme is continued during the 12<sup>th</sup> Plan period with certain modifications.

#### **Nature of assistance**

1. 75% Grant will be extended for establishing common facility centre, product development and design intervention.
2. 100% Grant will be extended market promotion assistance and capacity building measures These assistance will be based on the allocation of fund for each cluster. Artisans, workers, machinery makers, raw material providers, entrepreneurs, institutional and private business development service providers, Artisan guilds, co-operatives, consortiums, networks of enterprises, self help groups, enterprise associations, Implementing Agencies, field functionaries of govt. institutions/organizations and policy makers directly engaged in regeneration of traditional industries and working in the coir sector can apply in the prescribed format to Coir Board through state Government with recommendation for establishing clusters as per the guidelines.

#### **Financial Assistance admissible for clusters:**

Type of clusters	Per Cluster Budget Limit
Heritage Clusters (1000-2500 artisans)	₹ 8 Crore

Major Clusters (500-1000 artisans)	₹ 3 Crore
Mini-Clusters (upto 500 artisans)	₹ 1.5 Crore

## CRITERIA FOR SELECTION OF CLUSTERS

The Selection of Clusters will be based on their geographical concentration which would be around 500 beneficiary families of artisans/micro enterprises, suppliers of raw materials, traders, service providers etc., located within one or two revenue subdivisions in a District (or in contiguous Districts.) The potential for growth in production and generation of employment opportunities will also be considered in selecting clusters under SFURTI. The geographical distribution of the clusters throughout the country, with at least 10 percent located in the North Eastern region will also be kept in view while selecting Clusters.

The objectives of the Scheme are

- i. To organize the traditional industries and artisans into clusters to make them competitive and provide support for their long term sustainability and economy of scale;
- ii. To provide sustained employment for traditional industry artisans and rural entrepreneurs;
- iii. To enhance marketability of products of such clusters by providing support for new products, design intervention and improved packaging and also the improvement of marketing infrastructure;
- iv. To equip traditional artisans of the associated clusters with the improved skills and capabilities through training and exposure visits;
- v. To make provision for common facilities and improved tools and equipments for artisans;
- vi. To strengthen the cluster governance systems with the active participation of the stakeholders, so that they are able to gauge the emerging challenges and opportunities and respond to them in a coherent manner;
- vii. To build up innovated and traditional skills, improved technologies, advanced processes, market intelligence and new models of public-private partnerships, so as to gradually replicate similar models of cluster-based regenerated traditional industries

### **7. Development of Production Infrastructure**

This scheme aims on development of infrastructure for the sustainable growth of the coir sector and envisages providing financial assistance for setting up new coir units and modernization of existing units. All new coir processing units registered with Coir Board and DIC of the region of the entire coir sector with project cost exceeding Rs. 5 lakh each are eligible for assistance in the scheme. Subsidy will be provided @25% of the project cost subject to maximum of Rs. 6 lakh for setting up of de-fibering unit, Rs. 4 lakh for automatic spinning unit and Rs. 5 lakh for others and coir pith unit. For a composite or multiple units, the maximum monetary ceiling of assistance is Rs. 9 lakh. For calculation of subsidy amount, the cost of building will be restricted to a maximum of Rs. 8 lakh for defibering and coir pith unit and Rs. 6 lakh for others including automatic spinning unit. Coir Board, Kochi is the Nodal Agency.

To modernise the existing units, only the cost of new machinery and new work shed to be put up will be taken for subsidy limited to Rs. 2 lakh per unit. Land cost will not be included in the project cost for the new and existing units. The diesel generator/diesel engine expenditure towards the functioning of the unit will be included in the project cost for computing the subsidy.

Entrepreneurs who wish to start the coir processing units and who wish to modernize the existing units can apply through the GM, DIC of the respective region is authorized to receive the application and documents as per the guidelines and the same will be processed, inspected, scrutinized and duly recommended to RO/Sub RO of the Board who in turns conduct the joint inspection along with the officer nominated by the Chairman Coir Board for assessing the quantum of assistance and forward to HO for obtaining sanction from the competent authority. Technical intervention, wherever necessary, will be provided by Central Coir Research Institute (CCRI) and Central Institute of Coir Technology (CICT) and other institutes engaged in the development and promotion of coir industry. The scheme will be periodically monitored by Ministry of Micro, Small and Medium Enterprises (MSME).

#### **Objectives**

- Provide modern infrastructure facilities to the production units resulting in improvement of productivity and quality
- Establishment of new 'State of the Art' Coir Processing Units
- Spread of the industry to potential areas
- Enhanced utilization of available raw material
- Creation of more employment opportunities, especially for women in rural areas
- Attracting new generation entrepreneurs to the industry
- Modernisation of existing units
- Production of high value customer oriented products
- Make the Coir Industry competitive
- Adoption of eco friendly production techniques
- Achieve the target of a pollution free coir industry

All new coir processing units registered with Coir Board under Coir Industry (Registration) Rules, 2008 and registered with the DIC of the respective region of the entire coir sector of the country with project cost exceeding Rs.5 lakh each are eligible for assistance under the scheme.

Quantum of Assistance: The details of assistance provided under the scheme are given below

Sl. No.	Type of Unit	New units	Modernisation of units
		25% of the cost of equipment and infra Structural facilities subject to a maximum of (Rs)	25% of the cost of Modernization of equipment and Infrastructural facilities subject to a maximum of (Rs)
(i)	Coir Fibre Extraction Unit (Defibering Unit/ Decorticating Unit)	6,00,000	2,00,000
(ii)	Automatic/mechanized Coir Yarn Spinning Unit	4,00,000	2,00,000
(iii)	Curled Coir Production Unit	5,00,000	2,00,000
(iv)	Rubberised Coir Production Unit	5,00,000	2,00,000
(v)	Coir Product Manufacturing Unit (Semi automatic loom unit)	5,00,000	2,00,000
(vi)	Coir Product Manufacturing Unit (Automatic/Power loom Unit)	5,00,000	2,00,000
(vii)	Coir pith product manufacturing unit	5,00,000	2,00,000
(viii)	Coir Rubber backed/ Rubber Molded product manufacturing unit	5,00,000	2,00,000
(ix)	Coir Rubber Latex backed Mats & Matting product manufacturing unit	5,00,000	2,00,000
(x)	Coir Composite Product Manufacturing Unit	5,00,000	2,00,000
(xi)	Coir Needled felt production unit	5,00,000	2,00,000
(xii)	Coir Pith Manure Production Unit	5,00,000	2,00,000
(xiii)	Coir Garden Articles Production Unit	5,00,000	2,00,000
(xiv)	Coir Mats/ Matting/ Carpets/Printing /Finishing/Packing Unit	5,00,000	2,00,000
(xv)	Coir PVC Tufted Mats Production Unit	5,00,000	2,00,000
(xvi)	Automatic coir fibre/ yarn dyeing unit	5,00,000	2,00,000
(xvii)	Coir geo textiles/ Matting Production Unit (Anugraha loom)	5,00,000	2,00,000
(xviii)	Coir mats & mattings Production Unit (Anupam loom, pneumatic controlled)	5,00,000	2,00,000
(xix)	Any other coir processing unit as declared by Coir Board that the unit is exclusively for production of coir and allied products.	5,00,000	2,00,000

### **8. TRADE AND INDUSTRY RELATED FUNCTIONAL SUPPORT SERVICES SCHEME**

Coir Industry and trade now need to be assisted to adopt market oriented reforms to enhance their capabilities for marketing their products and to possibly promote effective public private partnership. Collection of statistics pertaining to various aspects like production, productivity, labour, infrastructure, raw material, marketing, etc., for providing periodical feedback to the trade, industry and for evolving appropriate policy formulations are essential pre-requisites for the overall organized and systematic development of the Coir Industry. Introduction of updated and effective IT related MIS can be ignored only at the peril of development in this competitive sector. The past few years in particular have witnessed growth in production, product diversification and other areas of development including technology, marketing and skill development, which has also necessitated a systematic feedback of information assisted by modern information technology to impose the effectiveness of delivery of services and identifying appropriate policy initiatives by Coir Board for the planned and rapid development of Coir Industry.

The Scheme "Trade and Industry Related Functional Support Services" has the following five sub-components viz;

- I. Trade Information Services
- II. IT related services for Coir Industry
- III. Economic Research
- IV. Human Resource Development
- V. Infrastructure for Trade Related Activities

#### **Trade Information Services**

Collection, compilation, analysis and dissemination of statistical data pertaining to coir industry is one of the major functions assigned to the Coir Board. Following are the activities to be undertaken under the programmes of Trade Information Service:

- (a) Coir Industry Survey;
- (b) Market analysis;
- (c) Economic Feasibility Study; and
- (d) Data collection

#### **Coir Industry Survey**

Collection and compilation of information on various aspects pertaining to coir industry is the main objective of conducting coir industry survey in the major coir producing states of the country. Market Survey will be outsourced by Coir Board for ascertaining the availability of raw material for the coir industry, utilization of raw material, production of coir fibre and allied products, infrastructure availability and the manpower available for the coir sector of the respective states. The survey will be conducted once in five years and the suggestions and recommendations incorporated in the survey report will be taken as a guiding parameter for preparation of schemes and programmes, in respect of the coir industry according to the requirement of the respective areas and their subsequent implementation. The outcome of the

implementation of the schemes will be ascertained by Coir Board by taking up an evaluation through outsourcing.

### **Market Analysis**

Market Analysis will be undertaken through outsourcing by Coir Board for the specific product range and specific market targeting both the domestic and international markets. Such market analysis will help the industry in effectively diversifying the product range for better end use and value realization by the industry. This is also essential for preparation of focused and well directed schemes and programmes by Coir Board that are relevant to the coir industry, including those activities that are market driven and would help in expanding the domestic market for coir and allied products.

### **Economic Feasibility Studies**

Economic Feasibility Studies will be undertaken through outsourcing for the development of coir industry including non traditional areas. This will help in development of prospective entrepreneurs for setting up coir based units and increased utilization of raw material potential besides enhancing market demand for coir and allied products, through studies on logistic support, market feasibility, economics and scales of production, skilled manpower requirement etc. Economic feasibility study report will form a part of the base document for the respective states for Coir Board for formulating schemes and programmes and to invigorate as well as adapt implementation procedures as per local environment.

### **Data Collection**

Periodical collection and compilation of data on production of coir raw material and coir products, domestic consumption, export and other trade related information will be done by Coir Board. Details of export of coir and coir products will be collected by Coir Board from various Ports and customs offices located in India, compiled, analyzed and disseminated to the Ministry, Trade and Public for the development of coir industry. The expenditure in this regard shall be met by the Coir Board from the Head earmarked for the scheme as for Government of India norms.

### **E-Office**

Coir Board is in the process of computerizing its departments for better efficiency and enhancing transparency. An E -Office package is being developed through NIC for implementation.

### **Website/Portal of the Board**

- (i) The website of the Board was developed by NIC, Kochi and hosted and maintained by NIC and officials of the Board.
- (ii) Daily updation of the website will be done by the Board under the supervision of NIC, on payment of required charges as per Government approved norms.



**Human Resource Development**

Coir Board organize tailor made HRD programmes through well equipped Organizations of repute including Central/State/others for improving the capabilities of the human resources of the Board as part of capacity building and, inter-alia, to provide effective market promotion support to industry and stake holders of the industry, manufacturers, coir workers and major market.

**9.Coir Board Coir Workers' Group Personal Accident Insurance Scheme**

The coir processing activities such as extraction of fibre, spinning of coir yarn and manufacturer of coir rope, finished products involves drudgery, strain and hardships. The workers engaged in processing of coir with the aid of machineries and equipments are prone to minor or major accidents at work site and elsewhere. Coir Board is implementing the Group Personal Accident Insurance Scheme as a welfare scheme for coir workers from 1<sup>st</sup> December 1998 onwards. The Scheme was envisaged for providing social security for the coir workers who are mostly in the unorganized sector and mostly are underprivileged. The scheme is aimed at providing insurance coverage against accidental death, permanent total disability and permanent partial disability to the coir workers in all coir producing states in India. The insurance scheme is renewed every year by inviting quotations from the reputed insurance companies. The Coir Board will pay full amount of premium for Group Insurance of Coir Workers to the Insurance Company every year

The scheme will cover 6.5 lakh coir workers all over India. The policy shall provide financial compensation to the disabled coir workers or nominee of the disabled/deceased coir workers. The accident is defined as death or disability caused by any external violent and visible means. Drowning, snake bite, automobile accident, poisoning, falling from tree, lightning, murder etc. are some of the accident coming under the purview of the policy.

**Compensation payable**

(i) Accidental Death	Rs.50,000/-
(ii) Permanent Total Disability	
a) Loss of two limbs/two eyes	Rs.50,000/-
b) Loss of one limb and one eye	Rs.50,000/-
(iii) Permanent Partial Disability	
a) Loss of one limb/one eye	Rs.25,000/-
Provision for Finger cut	Depending upon the finger and limited to applicable percentage of capital sum.

### Claim Procedure

In the event of an eligible admissible claim, the claim intimation shall be routed through Coir Board. The documents required to be produced are as follows:

1. Accidental Death	1. Death Certificate 2. Police Report/FIR 3. Post-Mortem Report wherever available 4. Identification of beneficiary, Certificate issued by the Coir Society/Unit/Establishment/Nominated Officer of Coir Board.
2. Permanent Total Disability (PTD)	1. Police Report/FIR 2. Disability Certificate from a Reg. Medical Practitioner 3. Identification of beneficiary, Certificate issued by the Coir Society/Unit/Establishment/Nominated Officer of Coir Board
3. Permanent Partial Disability (PPD)	1. Police Report/FIR 2. Disability Certificate from a Reg. Medical Practitioner 3. Identification of beneficiary, Certificate issued by the Coir Society/Unit/Establishment/Nominated Officer of Coir Board

### Hindustan Coir

The Indian coir industry has been traditionally a cottage industry confined to handloom sector. In order to meet the challenge from the competing countries in the world market, the Government of India has decided to introduce mechanization in the coir industry in phased manner. Accordingly it was decided to mechanize one third portion of the production of coir mattings. As a part of this decision, the Hindustan Coir was established in the year 1969 with 5 imported powerlooms. Hindustan Coir produces and supply quality powerloom mattings to the Coir Board Showrooms.

### Contact us

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**Web: [www.coirboard.gov.in](http://www.coirboard.gov.in); [www.coirboard.nic.in](http://www.coirboard.nic.in)**

## Authorized Offices of Coir Board

Authorized Office	Jurisdiction
Coir Board Regional Office, Door No.103, Vallalar Street, Venkatesha Colony, Pollachi 642001 Tel/Fax : 04259-222450	Tamil Nadu, Andaman & Nicobar Islands, Pondicherry
Coir Board Regional Office, Swaraj Nagar.A.C. Gardens, Rajahmundry-533 101 Phone:0883 2432065	Andhra Pradesh
Coir Board Regional Office, Near Attingal Municipal Town Hall, Attingal.P.O. Trivandrum -695 101. Phone: 0470-2628624	Thiruvananthapuram, Kollam and Pathanamthitta Districts in Kerala
Coir Board Regional Office, No. 3A, Peenya Industrial Area, Near TVS Cross, Peenya, Bangalore -560 058 Phone : 080 -28375023	Karnataka, Maharashtra, Goa and Gujarat.
Coir Board Regional Office, Jagamara (Udyogpuri), P.O.Khandagiri, Bhubaneswar-751 030, Odisha Phone:0674-2350078	Odisha, Bihar and Jharkhand
Coir Board Sub Regional Office, New Secretariat Building, C-Block, Ground Floor, 1 Kiran Sankar Roy Road, Kolkata-700 001 Phone:033-64586422	West Bengal
Coir Board Sub Regional Office, ASIDC Complex, Bhamuni Maidan, Guwahati-781022 Phone:0361-2556828	North Eastern Region
Office of the Coir Mark Scheme, Ababeel Complex, 1 <sup>st</sup> Floor, Near SBT Main Branch, CCSB Road Alleppey -688 011 Phone: 0477 -2254325	Lakshadweep, all Districts of Kerala except Thiruvananthapuram, Kollam and Pathanamthitta.
Coir Board Public Relation Office, Rajiv Gandhi Handicrafts Bhavan, II <sup>nd</sup> Floor, Baba Khadag Singh Marg, Cannought Place, New Delhi-110 001, Phone : 011-24337766	New Delhi, Uttar Pradesh, Jammu, Punjab, Chandigarh and other Northern States

### Trends in export of Coir and Coir Products

Coir Board is collecting statistical data on the exports of coir and coir products from different ports of the country, compile and publish the same for the benefit of the industry and decision makers at various levels. The coir export figures are published in 14 categories of coir and coir products on a monthly, quarterly, half yearly and annual basis.

The exports of coir and coir products have touched an all time high record during the year 2013-14 by exporting 5,37,040.38 MTs of coir products valued at ₹1476.04 crores whereas the exports were 2,94,508.05 MTs valued at ₹804.05 crores during the year 200910. Thus the exports of coir have achieved a growth of 82% in quantity and 83.5% in value over a period of 5 years. A statement showing the item wise exports of coir and coir products during the last 5 years are given below

Export of Coir and Coir Products during the last five years	
Quantity in MT	Value in (Rs. Lakhs)

	2009-2010 Q V		2010 - 2011 Q V		2011-2012 Q V		2012-2013 Q V		2013-2014 Q V	
PRODUCT NAME										
CURLED COIR	3365.70	668.33	5527.08	1056.52	11855.97	3171.30	8883.14	2112.46	11262.66	2947.93
COIR FIBRE	73074.93	9742.03	83393.01	12148.55	119684.54	20323.98	140692.93	20707.66	173901.72	32878.11
COIR RUGS	46.17	45.38	1146.81	826.22	191.00	185.55	94.83	133.37	93.43	105.99
COIR PITH	131916.67	12347.06	157854.93	14829.02	206424.57	22150.70	208399.28	24727.61	271494.76	34173.23
COIR ROPE	430.56	165.92	211.56	86.72	792.82	340.99	419.62	282.41	497.84	390.17
COIR OTHER SORTS	55.04	28.52	45.96	35.84	58.36	68.75	30.36	39.33	88.86	163.13
COIR YARN	6108.35	2461.21	5021.96	2685.34	5562.87	3140.70	4202.30	2387.22	4246.88	2848.26
GEO- TEXTILES	3754.44	2023.77	3266.63	1823.05	3680.91	2433.12	3597.30	2628.74	4468.27	3503.78
HANDLOOM MATS	36297.71	25428.01	29409.00	21525.80	27656.17	23545.00	24150.93	22810.10	22608.90	23623.82
HANDLOOM MATTING	1832.24	1425.28	1406.49	1244.72	1473.78	1582.83	1418.31	1702.76	3425.63	3353.91
POWERLOOM MATS	2.84	2.03	0.00	0.00	36.14	24.56	1.94	3.15	234.21	278.36
POWERLOOM MATTING	2.41	3.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
RUBBERISED COIR	629.78	713.39	383.39	476.89	415.60	549.80	321.47	495.02	965.43	1560.76
TUFTED MATS	36991.21	25351.24	33349.20	23968.41	33021.17	27745.26	37288.51	33572.91	43751.79	41776.39
TOTAL	294508.05	80405.21	321016.02	80707.08	410853.90	105262.54	429500.92	111602.74	537040.38	147603.84

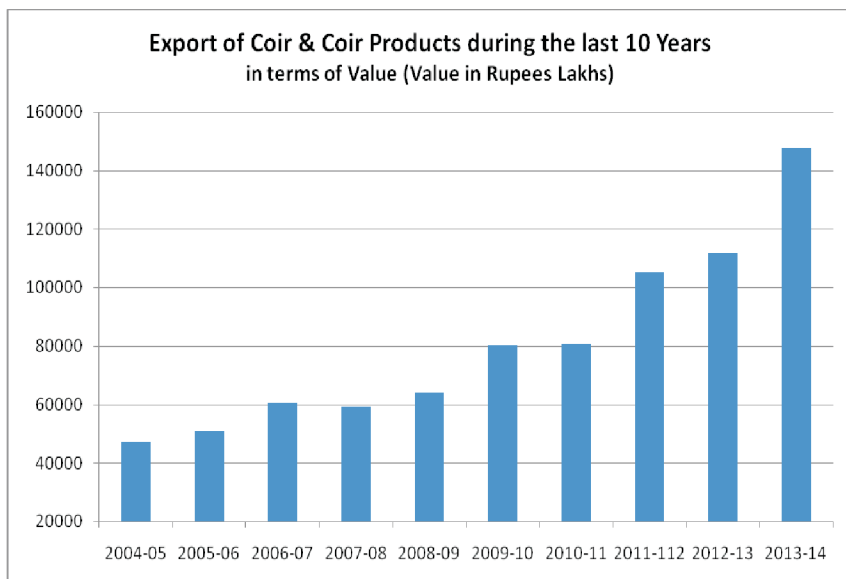
Coir sector has made remarkable achievement in the export sector and surpassed the export targets fixed by the Govt. of India from time to time. A detailed review of the exports of coir and coir products during the year 2013-14 are furnished below:

A total quantity of 5,37,040.38 MT of coir and coir products valued at Rs.1476.04 crores was exported from the country during the period April 2013 to March 2014 as against an export

of 4,29,500.92 MT valued at Rs. 1116.02 crores achieved during the corresponding period of previous year. There is an overall increase of 25% in quantity and 32% in value over the export achieved during the corresponding period of the previous year. The target fixed for coir & coir products for the year 2013-14 by the Ministry of MS&ME, Govt. of India, New Delhi, was Rs.1000 crores. The achievement upto March 2014 during the year is 147% of the target fixed by the Govt. of India which is an all time high in the history of coir industry.

### Export Trend in General

During the period April 2013 to March 2014 export of **Coir Fibre, Coir Yarn, Powerloom Mat, Handloom Matting, Geo Textiles, Coir Rope, Curled Coir, Rubberized Coir, Coir Pith and Coir other sorts** have shown an increase both in terms of quantity and value when compared to the previous year. The item **Coir Rugs & Carpets** shown negative growth both in terms of quantity and value when compared to the figures of the previous year. **Handloom mat** have shown decrease in terms of quantity and an increase in terms of value.



1. A table showing the item-wise export of coir and coir products from India during the period April 2013 to March 2014 and comparative figures for the previous is given below:

**SUMMARY OF EXPORT OF COIR AND COIR PRODUCTS FROM INDIA**

**April 2013    March 2014**

Q=Quantity in M.T V= Value in Rs.Lakhs						
	<b>April 2013- March 2014</b>		<b>April-2012- March-2013</b>		<b>%Growth Cumulative</b>	
<b>Item</b>	<b>Q</b>	<b>V</b>	<b>Q</b>	<b>V</b>	<b>Q</b>	<b>V</b>
Coir Fibre	173902	32878.11	140693	20707.66	23.60	58.77
Coir Yarn	4247	2848.26	4202	2387.22	1.07	19.31
Handloom mat	22609	23623.82	24151	22810.10	-6.38	3.57
Powerloom mat	234	278.36	2	3.15	11600.00	8736.83
Tufted mat	43752	41776.39	37289	33572.91	17.33	24.43
Handloom matting	3425	3353.91	1418	1702.77	141.54	96.97
Powerloom matting	0	0	0	0	0.00	0.00
Geo textiles	4468	3503.78	3597	2628.74	24.21	33.29
Coir rugs & Carpet	93	105.99	95	133.38	-2.11	-20.54
Coir rope	498	390.17	420	282.41	18.57	38.16
Curled Coir	11263	2947.93	8883	2112.46	26.79	39.55
Rubberised Coir	965	1560.76	322	495.01	199.69	215.30



Coir pith	271495	34173.23	208399	24727.61	30.28	38.20
Coir other sorts	89	163.13	30	39.33	196.67	314.77
<b>Total</b>	<b>537040</b>	<b>147603.84</b>	<b>429501</b>	<b>111602.75</b>	<b>25.04</b>	<b>32.26</b>

# Quantities Rounded

## 2. COMPOSITION OF EXPORT

Tufted mats constituted 8.15% in terms of quantity and 28.30% in terms of value during the period under review and it is one of the major items of coir product exported from India. Coir pith constituted 50.55% in quantity and 23.15% in value, Coir Fibre constituted 32.38% in quantity and 22.27% in value, Handloom mats constituted 4.21% in quantity and 16% in value. The table showing the composition of export of coir for the period April 2012 to March 2013 in quantity and value is given below:

### **Composition of Export**

(Share in %)

Name of the item	Apri2013-March 2014		Apri2012-March 2013	
	Qty %	Value%	Qty %	Value %.
<b>Tufted Mat</b>	8.15	28.30	8.68	30.08
<b>Coir Pith</b>	50.55	23.15	48.52	22.16
<b>Handloom Mats</b>	4.21	16.00	5.62	20.44
<b>Coir Fibre</b>	32.38	22.27	32.76	18.55
<b>Geo Textile</b>	0.83	2.37	0.84	2.36
<b>Coir Yarn</b>	0.79	1.93	0.98	2.14
<b>Curled Coir</b>	2.10	2.00	2.07	1.89
<b>Handloom Matting</b>	0.64	2.27	0.33	1.53

<b>Rubberised Coir</b>	0.18	1.06	0.07	0.44
<b>Coir Rope</b>	0.09	0.26	0.10	0.25
<b>Coir Rugs &amp; Carpet</b>	0.02	0.07	0.02	0.12
<b>Coir Other Sorts</b>	0.02	0.11	0.01	0.04
<b>Powerloom Mat</b>	0.04	0.19	0.00	0.00
<b>Total</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

### 3. COMMODITY-WISE ANALYSIS

Among the items of export, the items which showed major increase in terms of percentage growth in quantity and value and also declining trend are detailed below:-

#### INCREASE

##### **COIR FIBRE:**

Export of this item has increased from 140692.93 M.T to 173901.72 M.T in quantity (24%) and in terms of value it increased from Rs. 20707.66 lakhs to Rs.32878.11 lakhs (59%) when compared to the corresponding period of the previous year.

##### **COIR YARN:**

Export of this item has increased from 4202.31 M.T to 4246.88 M.T in quantity (1%) and in terms of value it decreased from Rs. 2387.22lakhs to Rs.2848.26lakhs (19%) when compared to the corresponding period of the previous year.

##### **TUFTED MAT:**

Export of this item has increased from 37288.51 M.T to 43751.79 M.T in quantity (17%) and increased from Rs. 33572.91lakhs to Rs.41776.39 lakhs (24%) in terms of value when compared to the corresponding period of the previous year.

### **COIR PITH:**

Export of this item has increased from 208399.28 M.T to 271494.76 M.T in quantity (30%) and in terms of value it increased from Rs. 24727.61 lakhs to Rs.34173.23 lakhs (38%) when compared to the corresponding period of the previous year.

### **HANDLOOM MATTING:**

Export of this item has increased from 1418.31 M.T to 3425.62 M.T quantity (141%) and in terms of value it increased from Rs. 1702.76 lakhs to Rs.3353.90 lakhs (97%) when compared to the corresponding period of the previous year.

### **COIR GEO-TEXTILE:**

Export of this item has increased from 3597.30 M.T to 4468.28M.T in quantity (24%) and increased from Rs.2628.74 lakhs to Rs.3503.78 lakhs (33%) in terms of value when compared to the corresponding period of the previous year.

### **POWERLOOM MAT:**

Export of this item has increased from 1.94 M.T. to 234.21 M.T in quantity and in terms of value it increased from Rs.3.15 lakhs to Rs.278.36 lakhs when compared to the corresponding period of the previous year.

### **COIR ROPE:**

Export of this item has increased from 419.62 M.T to 497.84 M.T in quantity (19%) and in terms of value increased from Rs.282.41 lakhs to Rs.390.16 lakhs (38%) when compared to the same period of the previous year.

### **CURLED COIR:**

Export of this item has increased from 8883.14 M.T to 11262.66 M.T in quantity (27%) and in terms of value it increased from Rs. 2112.46 lakhs to Rs.2947.93 lakhs (40%) when compared to the corresponding period of the previous year.

### **RUBBERIZED COIR:**

Export of this item has increased from 321.47 M.T to 965.42 M.T in terms quantity (200%) and in terms of value it increased from Rs. 495.01 lakhs to Rs.1560.76 lakhs (215%) in value when compared to the corresponding period of the previous year.

**COIR OTHER SORTS:**

Export of this item has increased from 30.37 M.T to 88.86 M.T in terms of quantity (193%) and increased from Rs. 39.32 lakhs to Rs.163.12 lakhs in terms of value (315%) when compared to the corresponding period of the previous year.

**Decrease in Quantity and Increase in Value****HANDLOOM MAT:**

Export of this item has decreased from 24150.93 M.T to 22608.90 M.T in quantity (6%) and in terms of value it increased from Rs.22810.10 lakhs to Rs.23623.81 lakhs (4%) when compared to the corresponding period of the previous year.

**Decrease in Quantity and Value****COIR RUGS & CARPETS**

Export of this item has decreased from 94.83 M.T to 93.43 M.T in quantity (1%) and in terms of value it decreased from Rs.133.37 lakhs to 105.99 lakhs (21%) when compared to the corresponding period of the previous year.

**4. EXPORT DESTINATION.**

During the period April 2013 to March 2014, 103 countries imported coir and coir products from India. China is the major importer of coir and coir products both in terms of quantity and value with a share of 36% and 24% respectively. USA which was the major importer of Coir Products for the past few years has now been ranked 2<sup>nd</sup> position with overall share of 20% in value. The combined exports to all the EU countries are 26.21% in terms of quantity and 32.90% in terms of value. The other countries, which imported substantial quantities of coir during the year under report, are South Korea, Australia, Russia, Canada, Brazil, and Japan.

## 4.1 The item wise and destination wise export of major coir items during

April 2013 - March 2014 and growth rate are furnished under:

## 4.2 COIR HANDLOOM MATS

Eighty one countries have imported coir handloom mats from India during the year 2013 - 2014 the important markets for coir handloom mats and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	36.35	41.18	-2.2	7.5
2	UK	9.11	8.50	7.3	16.4
3	Australia	4.58	4.44	-14.9	-5.4
4	Netherlands	4.46	4.39	29.1	37.9
5	Canada	3.04	3.41	3.9	22.0

## 4.3 COIR TUFTED MATS

Seventy Nine countries have imported PVC tufted mats from India during the year 2013-14. The important markets for PVC tufted mats and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	31.77	32.59	22.7	30.0

2	UK	13.34	12.36	-1.8	2.0
3	Germany	10.73	11.65	10.1	18.4
4	Italy	7.32	7.10	20.9	33.2
5	France	4.08	4.24	21.5	32.5

#### 4.4 COIR YARN

Twenty four countries imported coir yarn from India during the year 2013-14. The important markets for coir yarn and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Netherlands	32.77	37.35	13.0	29.1
2	Italy	17.40	15.06	12.3	25.4
3	USA	12.66	11.42	11.2	31.6
4	Belgium	8.24	8.66	-3.3	13.8
5	Kuwait	7.00	6.32	-17.5	10.4

#### 4.5 COIR PITH

Seventy seven countries have imported coir pith from India during the year 2013-14. The important markets for coir pith and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	South Korea	24.64	20.15	31.4	38.4



2	Netherlands	18.07	19.93	11.3	21.8
3	USA	10.70	11.32	-10.4	0.5
4	Spain	7.11	7.20	34.6	41.2
5	Australia	3.62	5.24	37.1	57.1

## 4.6 COIR HANDLOOM MATTING

Thirty six countries have imported coir handloom matting from India during the year 2013 14. The important markets for coir handloom matting and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013 14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	33.32	28.72	104.8	70.1
2	UK	10.64	14.42	46.2	48.0
3	Germany	9.98	13.46	116.5	53.9
4	Italy	8.35	7.45	-	-
5	Netherlands	4.75	5.84	196.4	122.7

## 4.7 COIR GEOTEXTILES

Twenty four countries have imported coir geotextiles from India during the year 2013 14. - The important market for coir geotextiles and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013 14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	29.04	27.78	-10.5	-1.0

2	Australia	23.98	18.84	109.6	100.0
3	Japan	11.34	14.89	21.0	33.8
4	France	13.51	13.95	20.3	43.4
5	Germany	6.56	8.61	30.2	61.5

#### 4.8. COIR RUGS & CARPETS

Seven countries have imported coir rugs & carpet from India during the year 2013-14. The important markets for coir rugs & carpet and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	UK	39.88	52.51	68.2	100.0
2	USA	28.95	28.73	-18.2	-33.3
3	Australia	23.21	7.59	-	-
4	South Korea	4.95	5.74	-	-
5	New Zealand	1.54	3.68	-	-

#### 4.9 RUBBERIZED COIR

Eighteen countries have imported rubberized Coir from India during the year 2013-14. The important markets for rubberized coir and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Estonia	50.10	49.91	-	-

2	Greece	8.40	8.80	-	-
3	Malaysia	5.80	6.89	-20.0	-10.0
4	UK	4.45	5.97	30.3	89.8
5	USA	5.44	5.92	65.6	76.9

### 4.10 COIR FIBRE

Twenty three countries have imported coir fibre from India during the year 2013-14. The important markets for coir fibre and the market share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Republic of China	98.54	98.45	24.4	60.7
2	USA	0.38	0.44	-20.8	-15.2
3	Netherlands	0.20	0.27	-42.0	-37.1
4	Greece	0.24	0.23	90.3	92.3
5	Yugoslavia	0.21	0.19	-	-

### 4.11 COIR ROPE

Four countries have imported coir rope from India during the year 2013-14. The important markets for coir rope and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	France	80.89	86.27	15.8	35.9

2	UAE	12.01	7.57	400.0	500.0
3	Maldiv Islands	6.92	5.98	78.9	35.3
4	USA	0.18	0.19	-	-

#### 4.12 COIR OTHER SORTS

Eleven countries have imported coir other sorts from India during the year 2013-14. The important markets for coir other sorts and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	38.95	56.36	-	-
2	UK	22.07	23.88	66.7	105.3
3	Netherlands	2.12	4.05	-	-
4	Ukraine	7.41	3.99	-	-
5	Belgium	2.39	2.87	0.0	25.0

#### 4.13 CURLED COIR

Six countries have imported curled coir from India during the year 2013-14. The important markets for curled coir and the share in terms of quantity and value and growth rate when compared to previous year is detailed below.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	Republic of China	48.42	47.49	85.4	136.5

2	Russia	44.42	44.66	-7.0	-4.1
3	Poland	5.26	5.67	32.4	42.7
4	Bulgaria	1.45	1.59	-	-
5	Germany	0.26	0.41	-50.0	-25.0

## 4.14 POWERLOOM MATS

Seven countries have imported Powerloom mats from India during the year 2013-14. The important markets for Powerloom mats and the share in terms of quantity and value are detailed below as against the nil export is recorded during the same period of the previous year.

Sl. No.	Country	2013-14		Growth Rate	
		Qty %	Value %	Qty %	Value %
1	USA	61.60	67.40	-	-
2	UK	30.32	23.58	-	-
3	France	5.52	6.95	-	-
4	Sweden	1.53	1.18	-	-
5	Poland	0.64	0.48	-	-