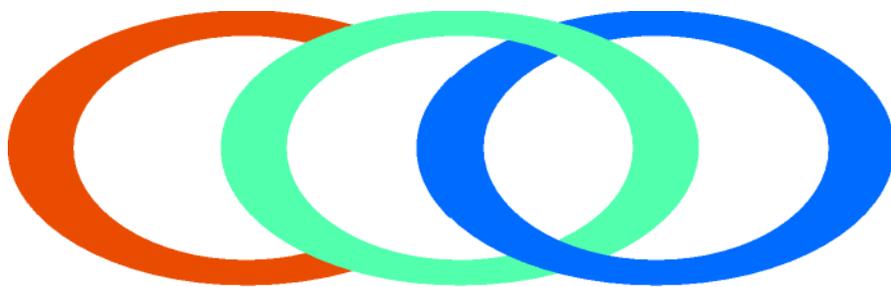


REPORT ON THE PARTICIPATION OF  
COIR BOARD

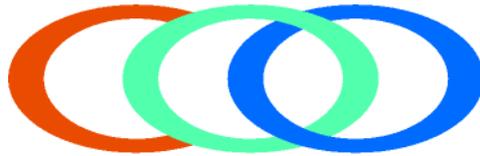
IN THE ANNUAL CONFERENCE OF



International **Erosion Control** Association



## PARTICIPATION OF COIR BOARD IN



International Erosion Control Association

Annual Conference & Expo held at Dallas, Texas, U S A  
from 16-20 February, 2010

The Government of India had deputed Dr. U.S.Sarma, Director RDTE, Coir Board, for attending the IECA Annual Conference & Expo held at Dallas, Texas, U S A from 16-20 February 2009. The report on the participation of the Board is furnished hereunder.



16<sup>th</sup> February, 2010

8.30AM REGISTRATION

17<sup>th</sup> February, 2008

## 7.30AM-8.00AM SPEAKER/MODERATOR MEETING



## 09.00AM SETTING UP OF EXHIBITION BOOTHS No. 262 & 264

The following exporters had set up their own booths:-

1. Shri. C.R. Devaraj,  
M/s.Charankattu Coir Mfg. Co. Ltd.,  
S.N. Puram, A.S. Road,  
Cherthala, Alleppey,  
Kerala-688 524.  
e-mail: [ccm@spectrum.net.in](mailto:ccm@spectrum.net.in)



Other exhibitors of coir products were as follows:



Mr. Calista Santha  
M/s. RoLanka International, Inc.  
155 Andrew Dr. Stockbridge,  
GA 30281  
e-mail: rolanka@rolanka.com

2. Mr. Siby Pothen  
M/s. Nedia Enterprises, Inc, 22187 Vantage Points Place  
Ashburn, VA 20148 USA  
e-mail: spothen@nedia.com



A large number of visitors had shown keen interest in the exhibits of coir geotextiles.

## 10.30AM to 12.00PM Presentation of paper by Dr. U. S. Sarma

Prevention of soil erosion through vegetation of mine dumps using coir geotextiles  
U. S. Sarma, Sesh Kumar Pulipaka, and V. S. Vijayraghavan, Kochi-682 016, INDIA



At the outset, Dr. Sarma had highlighted the importance of natural fibres in protecting the environment. He had pointed out that the coir geotextiles are not only eco-friendly but also strongest among all the natural fibres. He had further informed the audience that in India, Coir Board had carried out more than 20 field demonstrations in various places to establish the use of coir geotextiles against soil erosion. Sufficient data were therefore, available to prove that coir geotextiles are cost effective and most successful to arrest the soil erosion.

He had also mentioned that the Coir Board is also doing experiments to use coir geotextiles for rural roads.

Subsequently, the paper was presented by Dr. U. S. Sarma, Director, RDTE, which had generated wide interest in the audience. A number of queries were raised by the participants on the availability of the product, its longevity, and specifications etc., that were satisfactorily replied by the presenter.

The president of the IECA had come to attend the session and appreciated the product diversification works done on coir.

## 05.15PM to 08.00PM EXPO GRAND OPENING

Coir Board had hired two booths [262 &264].  
The booths were set up for display.



A large number of visitors were keen to see the versatile coir products. Executive Director Mr. Russel Adsit had come to visit the Booths of Coir Board and expressed hope that use of coir geotextiles will pick up in USA now that Coir Board was regularly participating in the Annual Expo and presenting papers in the Conference.

The literature on Cocolawn was in great demand considering its versatility of uses.

President of IECA, Mr. Michael Chase had also shown keen interest in the coir products especially in the Cocolawn.

18th February 2008  
08.30AM to 06.30PM

#### EXHIBITION

There was a continuous flow of visitors to the Coir board's booths.



19th February 2008  
10.00AM to 12.30PM

#### EXHIBITION

The booths of Coir Board continued to attract a large number of delegates to look at the products and enquiries were made to supply the products in USA.

#### CONCLUSION

The Coir Board had made an impressive presentation both as an exhibitor and as presenter of paper. This has no doubt opened up new horizons for export of coir as the products were well received by the visiting delegates. The exporters who had installed their own booths were benefited too by interacting with a large section of international buyers, contractors and decision makers as on the spot guidance was provided by providing relevant data available with Coir Board.

## ACKNOWLEDGEMENTS

Grateful thanks are due to Shri. Dinsha J. Patelji, Hon'ble Union Minister of State [Independent Charge], Ministry of Micro, Small and Medium Enterprises, Govt. of India, for kindly permitting Dr. U. S. Sarma, Director, RDTE to participate in the Annual Expo and Conference of International Erosion Control Association.

Grateful thanks are due to Shri. V. S. Vijayaraghavan, x. M.P. and Chairman, Coir Board for his keen interest and guidance.

Acknowledgements are due to Shri. Dinesh Raiji, Secretary and Shri. Sesh Kumar Pulipakaji, Joint Secretary, Ministry of MSME for their keen interest and encouragement in preparing the paper for presentation in the Conference.

Dr. U. S. Sarma