

Shri. Anilkumar,  
Under Secretary to the Govt. Of India,  
Ministry of MS&ME,  
Udyog Bhavan,  
New Delhi- 110 011.

महोदय /Sir,

**विषय/ Sub:-** Material for inclusion in the report on the significant events of the Ministry for the month of April 2014 – reg.

The important events/discussions/decisions pertaining to Coir Board for the month of **April 2014** are furnished below.

#### **I. S&T ACTIVITIES**

- In connection with the Diamond Jubilee Celebrations of Coir Board Commemorative Coins of Rs.60/- & Rs.10/- were released by Her Excellency Smt.Sheela Dikshit, Governor of Kerala on 16.04.2014. The function organized at Trivandrum, Kerala was presided over by Shri.Oommen Chandy, Hon'ble Chief Minister of Kerala. Shri.V.S.Sivakumar, Hon'ble Minister for Health, Shri.Adoor Prakash, Hon'ble Minister for Coir and Revenue and Shri. K. Muraleedharan, MLA have attended the function.
- Developed 9 varieties of Silk Coir union fabrics in connection with the collaborative project with Central Silk Board.
- The pollution free process of coir fibre using “Coir Magic Solution” was popularized by demonstration at Thiruvananthapuram zone to the Societies/NGOs.

## II. TRAINING

A total number of 200 women workers were trained in spinning of coir yarn and manufacture of value added products. The details of SC/ST artisans trained during the month are given below.

	<i>Non NER</i>	<i>NER</i>
SC Artisans	59	.....
ST Artisans	.....	.....

## III. EXPORT MARKETING

### **Participation in Domotex Russia 2014, Moscow**

The Domotex Russia, the only flooring show in Russia was organized by M/s. Deutsche Messe who has over 25 years of expertise in staging flagship fairs such as Domotex Hannover. The erstwhile USSR was one of the important markets for Indian coir products, but with the disintegration, the trade with this region had almost been lost. Organizing participation of Indian coir sector in this fair was a part of its attempt to regain its erstwhile market. Shri. D Rajendran, Senior Manager, Coir Board led the delegation to the fair. The anticipated tensed situation in Russia consequent to the Crimea Crisis has badly affected the organization and results expected from the fair. However, an attractive display of novel products was made in Coir Board pavilion. Shri. Dilbagh Singh, First Secretary, Embassy of India, Moscow visited Board's stall and appreciated the display of Coir Products. The co-exhibitors of Coir Board received substantial spot orders for Coir Doormats like PVC Tufted Doormats, PVC Tufted Flocked Mats, VC1 Mats, Fibre Mats, Rubber Molded Mats, Inlaid Mats etc. There were good number of Trade enquiries for Coir pith, Coir Geotextiles and Garden Articles. On the whole, the participation of Indian coir sector was a success, even though the political tension in Russia has turned down the brightness of the fair.

#### **IV. DOMESTIC MARKETING**

During the month of April 2014, Coir Board successfully participated in seven Exhibitions in different cities in India.

Further Secretary, Coir Board attended the joint meeting organized by MSME DI Chennai to formulate common strategy to popularize schemes of ministry of MSME on 02.04.2014 and also participated in the SFC meeting of Plan REMOT Scheme at Ministry on 25.04.2014.

The details of Coir and Coir products exported during March 2014 are enclosed.

The Hindi version of the material will be sent separately.

This is issued with the approval of Secretary, Coir Board dated 07.05.2014

भवदीय/Yours faithfully,

**उप निदेशक (एस व टी)/ DEPUTY DIRECTOR (S&T)**

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