

Shri. V.K.Wadhwa,
Dy. Secretary to GOI,
Ministry of MS&ME,
Udyog Bhavan,
New Delhi- 110 011.

Sir,

Sub: - Material for inclusion in the significant events report of the Ministry for the month of August 2012 – reg.

As desired, the important events/discussions/decisions pertaining to Coir Board for the month of **August 2012** are furnished below.

I. S&T ACTIVITIES

COIR BOARD ORGANIZED INTERNATIONAL COIR TECH EXPO - 2012"

Coir Board organised the first ever technology exposition of coir industry at Marine Drive, Kochi, Kerala from 12th to 16th August, 2012. The Expo showcased all the major technologies available in the coir sector and the entire technologies developed by the CCRI/CICT were available for transfer to interested parties at the Expo so as to make available the same to the grass root level. The machinery and technologies and innovative products developed were displayed through 76 stalls. A total number of 22 private coir machinery manufacturers from the coir producing States of the country also displayed their machineries at the expo. The range of display included a mini fibre extraction machine to multi-headed coir spinning machine and coir pith block making machine. The Central Coir Research Institute

and the Central Institute of Coir Technology of Coir Board displayed various research and development products at the venue. Live demonstration of various production and manufacturing processes, end-use application of coir based products were also arranged in the exhibition area. The theme are comprised of composite boards which were demonstrated through various furniture items, modular kitchen cots, shelves etc. were arranged at the theme area of the pavilion. The latest contribution of the Central Coir Research Institute of the Coir Board, a multi headed coir spinning machine, which was the highlight of the Expo dedicated to the coir industry at the inaugural session of the Expo was displayed vividly in one of the stalls.

The International Coir Tech Expo was inaugurated on 12th August, 2012 by Shri Oommen Chandy, Hon'ble Chief Minister of Kerala at a function presided over by Shri Valayar Ravi, Hon'ble Union Minister for Overseas Indian Affairs, MSME and Science and Technology. Shri Oommen Chandy, in his inaugural address opined that coir industry is on the threshold of resurgence caused by the technological advancements. The Government of Kerala is ready to extend all support to the coir industry in the state and there is a need to attract more workers to the mechanized sector of this industry.

In his presidential speech, Shri Vayalar Ravi said that traditional coir industry in Kerala has kept away from adopting modern methods of production and this has been hindering the progress of this industry. He added that if we want to expand our volume of business the coir products should be made more attractive and thereby acceptable to the customers. He informed that for the XIIth Plan period, an allocation of Rs.870 cores has been proposed for coir industry which was only Rs.282 Cores during the XIth Plan. Shri. Vayalar Ravi congratulated the Coir Board in achieving an over all export figures of Rs.1,052 crores during 2011-12. He said that the exporters should be complemented for their hard work but he has expressed his

concerns over the present plight of the small scale manufacturers and coir workers in Kerala. Shri Vayalar Ravi informed that the REMOT Scheme is a boon to coir sector.

The Coir Technology Manual brought out by Coir Board was released by Shri K.C. Venugopal, Hon'ble Union Minister of State for Power. Shri K. Babu, Hon'ble Minister for Excise, Fisheries & Ports, Govt. of Kerala inaugurated the exhibition. S/Shri K.P. Dhanapalan, M.P, Ramasubbu, M.P, Hybi Eaden, MLA, Benny Behanan, MLA, Dominic Presentation, MLA, Anwar Sadath, MLA, Shri Eldose Kunnappally, President, District Panchayath, Shri N. Venugopal, Chairman, GCDA, Shri Subrata Hazarika, Vice Chairman, Coir Board etc. spoke on the occasion. Shri M. Kumara Raja, Secretary, Coir Board proposed vote of thanks.

In connection with the Expo an International Seminar, a Symposium on Problems & Prospects of Coir Industry, a National Seminar on Sustainable Development through new Technologies, a symposium on Women Empowerment through Coir Industry and a seminar on Coir Geotextiles and Coir Pith were organized.

The valedictory function was held on 16.08.2012. Shri M.C. Sampath, Hon'ble Minister for Rural Industries & Nutritious Noon Meal, Govt. of Tamil Nadu was the chief guest on the occasion. The Hon'ble Minister gave a brief outline of the coir sector in Tamil Nadu and sought the whole hearted support of Govt. of India and Coir Board for the development of the industry. Shri A.C. Jose, Ex. MP and former Chairman, Coir Board delivered the key note address. Shri T.N. Pratapan, MLA was the guest of honour on the occasion. Shri P.P. Thankachan, Former Speaker, Kerala Legislative Assembly and Shri Feby Verghese, Managing Director, Kerala State Industrial Enterprises Ltd. offered felicitations on the occasion.

Thousands of people from different states of the country including, Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, Orissa etc. visited the exhibition and made themselves aware of the latest technologies available in the coir sector and the investment opportunities offered by this industry.

From the venue of the Coir Tech Expo, the Board received a total number of 2178 expressions of interest for transfer of various technologies developed by the Board.

It is estimated that Rs.62 Crores worth business generated for coir processing machinery through the Coir Tech Expo - 2012.

- The technologies developed by CCRI were displayed in a National Seminar/Workshop organized at Kanakakkunu Palace, Thiruvananthapuram on 04.08.2012.
- Participated in the seminar organized by Gandhi Smaraka Foundation at Alleppey from 7th to 12th August 2012.
- Demonstrated the technologies developed in all the departments of CCRI at the International Coir Tech Expo-2012 organized by Coir Board at Kochi from 12th to 16th August 2012.
- The technology of biochem treatment was demonstrated in presence of Hon'ble Chairman, Coir Board on 23.08.2012 and 2 bale of coir fibre (treated & control) were handed over to M/s. Alleppey Small Scale Coir Mats & Mattings Manufacturers Co-operative Society Ltd., No. A-743, Alappuzha for spinning.
- A 28 member delegation from South Africa headed by Ms. Elizabeth Thabethe, Deputy Minister, Trade & Industry, Republic of South Africa visited CCRI on 27th August 2012 and were appraised of the different research activities at the research institutes of Coir Board. The

delegation members evinced keen interest in the research activities and in the diversified products developed using coir fibre.

II. EXPORT MARKETING.

Participation in Textil House Fair South America, Sao Paulo

Coir Board organized participation of Indian Coir sector in the 2nd Textil House South America 2012 held at Sao Paulo, Brazil during 19 - 22 August, 2012. An Indian Coir Pavilion measuring 33 Sq.mtrs space was set up for organizing participation of Indian Coir Sector. Seven entrepreneurs from Indian Coir sector participated through Coir Board Pavilion including two entrepreneurs in individual booths. Shri. K Viswanatha Menon, Research Officer led the delegation from Indian coir sector.

A common brochure incorporating the details of all co-exhibitors was brought out and distributed to the buyers who visited the Board's booth. Various publicity materials, product catalogues were also disseminated among the visitors.

Shri V K V Raman, Consul & Head of Chancery , Consulate General of India, Sao Paulo, Brazil, Shri Roberto Paranhos do Rio Branco, President, Brazil India Chamber of Commerce, Shri.Amit Ruparella, Chairman, Cotton Textile Export Promotion Council and Ms Manisha Sinha, Director (Skill & Export) Ministry of Textiles , Govt. of India visited the Coir Board Pavilion and appreciated the display and well thought out product range. The co-exhibitors were able to canvass orders worth Rs.9 Crores, besides gathering genuine trade enquiries.

III. DOMESTIC MARKETING

During the month of August 2012, Coir Board successfully participated in the following 10 Exhibitions.

Sl.No	Name of the Exhibitions	Place	Period
1.	3 rd National Nabarlugan Trade Fair-2012	Nabarlugan, Guwahati, Assam	29 th August to 9 th Sept. 2012
2.	2 nd National Mongaldoi Trade Fair	College ground, Guwahati, Assam	12 th to 23 rd August 2012
3.	Utkal Benga Utsav	Chandaneswar, Odisha	14 th to 20 th August 2012
4.	AIM-2012	Town Square, Alleppey, Kerala	8 th to 12 th August 2012
5.	Sri.Jeevan Sagar Trade Fair	Kothayudam, Guntur, A.P	1 st week of August to 50 days
6.	IICF, Vizag-2012	Hotel Vovatel, Viskhapatanam, A.P	17 th to 20 th August 2012
7.	Kadaloram Onam	Sangumugham, TVM, Kerala	24 th August to 2 nd Sept. 2012
8.	BACE Expo-12	Milan Mela, Kolkatta, West Bengal	24 th to 26 th August 2012
9.	Khanna Trade Fair	Khanna, Punjab	24 th to 2 nd Sept. 2012
10.	Udaipur Mega Trade Fair	B.N.College Ground Rajasthan	25 th August to 2 nd Sept. 2012.

IV. TRAINING

The details of training organized during the period held under report is given below:

Sl No.	Activity	Rajasthan	Bhubaneswar	Kerala	Karnataka	Maharashtra	Tamil Nadu	Pondicherry	Guwahati	Kolkata	Total
1	Value Added Product		400	392			296	22		90	1200
2	Mahila Coir Yojana		700	316			195	12		60	1283
3	Entrepreneurship Development Programme	01			01						02
4	Quality Improvement Programme					01	01		02	01	05
5	Awareness Programme			01					03	01	05
6	Seminar			01						01	02
7	Financial Assistance						4				4
8	Exposure Tour		01	01	01		17			01	21

The details of export of Coir and Coir products made during June 2012 are enclosed.

The Hindi version of the material will be sent separately.

This issues with the approval of Chairman, Coir Board dtd.05.09.2012.

Yours faithfully,

Sd/-
JOINT DIRECTOR (Plg.)

Similarly to: 1. Shri. Debashish Bandyopathyay,
Additional Industrial Adviser,
Office of the Development Commissioner (MSME),
Nirman Bhavan, 7th Floor, Maulana Azad, New Delhi- 110 108.

2. Shri Angshuman Dey, Director, Ministry of MS&ME,
Udyog Bhavan, New Delhi- 110 011.

3. Shri. M.K. Mishra, Under Secretary to the Govt. of India,
Ministry of MS&ME, Udyog Bhavan, New Delhi- 110 011.