

Shri. M.K.Mishra,
Under Secretary(KVI) 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 December 2014 - reg.

The Important Events/discussions/decisions pertaining to Coir Board for the month of December 2014 are furnished below.

Shri. Kalraj Mishra, Union Minister for MSME visited coir industry units in Kerala during 20-21, December 2014.

Shri. Adoor Prakash, Minister for Revenue and Coir, Govt. of Kerala, Shri.P.H.Kurian, Principal Secretary (IT), Shri. Sathyajith Rajan, Principal Secretary (Industries) and Smt. Rani George, Secretary, Culture and Coir Department were also present during the discussions.

The issues relating to the MSME Sector of Kerala was discussed at length and it was decided to have a more closer coordination with the Central Govt. organizations and the State Govt. departments.

Further discussions were also held in detail about the MSE-CDP cluster proposals submitted to the Ministry and other issues related to KVIC, NSIC and MSME DI.

Besides, the following important events also took place at the meeting:

- 1) Formal launching of the modified central scheme (REMOT) implemented through Coir Board.
- 2) Releasing of C.Ds on e-learning programmes of Coir Board.
- 3) Releasing a film on "Coir Darshan" in Hindi.

The inaugural session was followed by Seminars, on various topics on MSME funding and Coir, for the whole day.

The meeting was also attended by the Grama Panchayath President and other officials of the Coir development department of Govt. of Kerala

Thereafter on the way to Kalavoor, the venue of the public function, visits were made to household units functioning in and around Alleppey. The following units which were provided assistance under various Schemes of the Govt. of India were visited.

1. Maji Coir Works (Shri. N.M. Joseph), Nadeeparambu, Thumbolly P.O., Alleppey (4 handlooms for Mats weaving. Assisted under REMOT Scheme of Coir Board.
2. Shri.Thomas Pooney, Venice Coir Consortium, Kalavoor P.O., Alleppey.

In both the units, production activities were being carried out.

The need for adaptation of modern techniques of processing, quality improvement and competitiveness was brought to their notice and Coir Board officials for progressing further in the matter of more operational efficiency.

The present definition and categorization of MSMEs may be revised by suitably enhancing the limits.

1. Imposing a ban on the import of rebounded foam.
2. A National Coir Policy to be formulated and announced.

Concluding the meeting, the need for emphasizing on quality improvement, competitiveness, enhanced raw-material utilization were appraised in general. The above suggestions and other issues came up in the meeting will be examined in greater detail and decision taken. It was clarified that the Central Government is very keen in developing industries like coir which provides employment to lakhs of rural artisans and bringing in valuable foreign exchange.

A meeting with the entire staff of Coir Board at the Coir Board Headquarters was held. The employees were given opportunities to express their opinion and grievances if any. The representatives of the staff of the Board who spoke on the occasion said that they implementing the directives of the Union Govt. under the Swatch Bharath Abhyan and implementation of e-office in the Coir Board is under progress. The following were the major aspects brought to the notice by the employees' representatives:

- 1) Expeditious rectification of anomalies in the Recruitment Rules.
- 2) Filling up of vacant posts under the Coir Board.
- 3) Enhancement of non-plan allocations or granting permission to meet a portion of salary component from the plan allocations, to meet the committed expenditure towards salary and pension.

Responding to this, the employees were informed that the issues relating to staff problems will be considered on merit and appropriate action taken at the Board's / Government level wherever required. The employees were told that their performance will have to be rated with reference to the positive responses they are able to create within the stakeholders of coir industry and the public in general. All the employees should come forward and put in their best efforts for the speedier and efficient delivery of their services to the beneficiaries and Coir Board.

I. S&T ACTIVITIES

During the visit of Shri.Kalraj Mishra, Hon'ble Minister MSME at CCRI on 21.12.14, the following activities have been done:-

- Coir Geo Bag for erosion control has been released
- Coir Polyester Composting Moulding has been launched
- 6 spindle "Naveena" spindle machine launched
- Inaugurated Poly Coir Farm for growing vegetables and medicinal plants
- Transfer of technologies developed by the Coir Board to 15 entrepreneurs from the States of Kerala, Tamil Nadu and Karnataka.

- Distribution of certificates to 20 Nos. of women master trainers passed out of the National Coir Training and Design Centre of Coir Board.

II. TRAINING

A total number of 1992 women workers were trained in spinning of coir yarn and manufacture of value added products. Besides, 8 Nos. of Entrepreneurship Development Programme, 4 Nos. of Quality Improvement Programmes, 9 Nos. of Awareness Programmes and 6 Nos. of Workshops were also organized in the major coir production centers.

The details of SC/ST artisans trained during the month of December 2014 are given below:-

	Non NER	NER
SC Artisans	563	170
ST Artisans	128	99
OBC	379	111

III. DOMESTIC MARKETING

Coir Board successfully participated in the following Exhibitions during the reporting period.

Sl.No	Name of the Exhibitions	Place	Period
1	Zeitgeist-2014	North Paravoor	2 nd & 3 rd December 2014
2	Bharatheeyam 2014	Marine Drive, Kochi	19 th to 28 th December 2014
3	Karshika Mela 2014	New Man College Ground, Thodupuzha	26 th December to 4 th January 2015
4	December Fest 2014	Kanakakunnu Palace, TVM	12 th to 25 th December 2014
5	7 th Onattukara Fest 2014	St.Mary's L.P School, Charummoodu	19 th to 23 rd December 2014
6	NES Kayalora Festival	Triprayar	20 th to 28 th December 2014
7	Agrovision Exhibition	Nagapur, Maharastra	4 th to 7 th December 2014
8	IICF 2014-15	BKC, Mumbai	23 rd December to 5 th January 2015
9	Sri.Jeevan Sagar Trade	Rajhamundry	1 st week of December to 7 th

	Fair		days
10	Jodhpur Festival 2014	Rawanka Chabutra, Jodhpur	6 th to 14 th December 2014
11	New Year Carnival 2014	Ambedkar Ground, Jaipur	20 th to 28 th December 2014
12	MSME Expo Odisha	Cuttack	11 th to 14 th December 2014
13	Dinamalar Agri Expo	Thanjavur	19 th to 22 nd December 2014
14	Pollachi Trade Fair	Municipal Ground, Pollachi	24 th December to 4 th January 2015
15	40 th Annual Cake Show	St. Joseph Indian High School Ground, B'lore	18 th December to 4 th January 2015
16	ISRMAX Exhibition	Huda Ground , Haryana	12 th to 14 th December 2014
17	Jumbo Discount Fair	Chennai Trade Centre, Chennai	12 th to 15 th December 2014
18	Smart Shopping Expo	YMCA Ground, Royapettai, Chennai	25 th to 29 th December 2014
19	Agri Horti Industrial Exhibition	SDV High School Ground, Alleppey	20 th to 28 th December 2014
20	Hoshiarpur Trade Fair	Hoshiarpur, Chandigarh	20 th to 31 st December 2014
21	27 th India Industrial Trade Fair	Milan Mela Ground, Kolkata	26 th December to 4 th January 2015
22	India International Mega Trade Fair	Science City, Kolkata	18 th to 28 th December 2014
23	Gandhi Shilp Bazar	Laxman Bagh, Kanpur	17 th to 26 th December 2014
24	International Trade Festival	Maniram Dewan Trade Centre	28 th December to 11 th January 2015
25	13 th Assam Mahotsav 2014	JDSA Field, Assam	28 th December to 11 th January 2015
26	Youth Festival	Anakhapalle, Vizha	31 st December 2014

During the visit of Shri.Kalraj Mishra, Hon'ble Minister of MSME released CD in connection with Coir Darshan held at Alleppey (19th to 21st Decemebr 2014).

IV. SCHEME FOR "REJUVENATION, MODERNIZATION AND TECHNOLOGY

UPGRADATION OF COIR INDUSTRY" (REMOT)]

A. Meeting with Banks

Senior Coir Board Officials attended the empowered committee meeting on SMEs of Reserve Bank of India held at Thiruvananthapuram on 23.12.14 . The District Level Review Committee for banking Development in Alappuzha District held on 23.12.14 The Committee reviewed the implementation of the REMOT scheme in Kerala.

B. Coir Board Coir Workers' Group Personal Accident Insurance Scheme

Two insurance claims were settled under the Coir Board Coir Workers' Personal Accident Insurance Scheme by M/s.New India Assurance Co.Ltd, Ernakulam

V. EXPORT MARKET

Coir Board organized and Interactive Meeting with the Hon'ble Union Minister for MSME, Shri. Kalraj Mishra and the representatives of the trade, exporters, small scale producers, trade unions, etc on 21st Decemer 2014. The Minister gave a patient hearing to the present day needs of the industry such as raw material scarcity, quality upgradation, investment support from the Central Government, etc. The Minister assured the trade to consider on merit the issues related with the Ministry of MSME, quickly. Also informed that action has already been initiated in the Ministry to enhance the threshold limits for the definition and determination of MSME categories.

The details of Coir and Coir products exported during October 2014 (Provisional) is enclosed.

This is issued with the approval of, Coir Board dated2015.

The Hindi version of the material will be sent separately.

भवदीय/Yours faithfully,

संयुक्त निदेशक (योजना)/ Joint Director (Plg)

Copy to: 1 Shri.R.RMeena,
Deputy Secretary -Coir to Govt. of India,
Ministry of MS&ME,
Udyog Bhavan, New Delhi- 110 011.

2. Additional Industrial Adviser,
Office of the Development Commissioner (MSME),
Nirman Bhavan, 7th Floor, Maulana Azad,
New Delhi- 110 108.