

सीबी / एस व टी /CB/S&T/2010/8/14 – VOL - II

08/08/2013

Shri. Angshuman Dey,
Director, 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 July 2013 – reg.

As desired, the important events/discussions/decisions pertaining to Coir Board for the month of **July 2013** are furnished below.

I. S&T ACTIVITIES

- In order to popularize the Mobile Fibre Extraction Machine (MFEM), six field demonstrations have been conducted using the MFEM for the extraction of coir fiber from coconut husk as per the requests of farmers/SHGs/Entrepreneurs.
- Two months' trainers training programme for manufacturing coir handicrafts and other diversified products was started in the month of July 2013.
- As a part of popularizing the technological development, Coir Board attended the Regional Review Meeting, which was organized by NRRDA at Trivandrum on 02.07.2013. A presentation on the advantages of using Coir Geotextiles in the construction of rural roads was made.

- A workshop on making advantages of coir-geotextiles for strengthening of bunds of water bodies, formation of non-traffic roads and arresting soil erosion was organized at Chennai on 20.07.2013 jointly by Commissioner of Municipal Administration, Govt. of Tamil Nadu and Coir Board. The programme was attended by the engineers and officials of various Municipalities and Corporations. Chairman, Coir Board inaugurated the workshop. Mr. Kumaraja, Secretary, Coir Board and Mr. Kumaraswamy Pillai, OSD, Coir Board provided necessary technical details to the participants on the application of the coir geotextiles for soil erosion control, road construction etc.

II. EXPORT MARKETING.

a. Participation in the SAITEX, Johannesburg, South Africa

Coir Board facilitated organization of participation of Indian coir sector in the SAITEX, Johannesburg, South Africa held during 30 June to 2 July, 2013.

Participation in the fair was very effective and all the participants could bag good number of trade leads. There was a good demand for Door mats including PVC Mats. The participants could interact with the buyers doing coir trade in South Africa. The participants also met the wholesale dealers of the substitute products and convinced the advantages of coir products. These dealers have assured to enter into coir trade in the near future.

III. TRAINING

Details of Skill Development and Industrial Development Programmes organized during the period under report are given below:

Sl No	Activity	Kerala	Karnataka	Maharashtra	Tamil Nadu	Guwahati	Total
1	Value Added Product manufacturing	----	---	---	330	45	375
2	Mahila Coir Yojana	----	---	----	135	60	195
3	Entrepreneurs Development programme	---	01	---	---	01	02

4	Quality Improvement Programme	---	03	01	----	02	06
5	Awareness Programme	---	---	---	01	01	02
6	Workshop	01	01	---	---	---	02
7	Financial Assistance Sanctioned	---	---	---	02	----	02

IV. DOMESTIC MARKETING

1. Business Meet 2013

Coir Board organized a Business Meets at Kochi on 10th July, 2013. Consigners to Coir Board Showrooms and Managers of 30 Showrooms of the Board participated.

For the year 2012-13, the total target fixed for the Showrooms was Rs.2090 lakhs. Against this the Board could achieve a total sale of Rs.2102.75 lakhs. It is for the first time in the history of Coir Board that sales of coir and coir products have crossed Rs.20 crores. The increase in sales compared to the previous year was 19.36%. In the Business Meet Cash Awards have been given to all those Showroom Managers who have achieved the sales target fixed for the year 2012-13. Target for sale of coir and coir products through the Showrooms & Sales Depot of the Board for the year 2013-14 has been fixed as Rs. 35.00 crores.

In connection with the Business Meet the Board also arranged a training programme on 11th and 12th July, 2013 for the Managers of the Board's Showrooms. Eminent faculties took classes on "Sell to Win", "Expanding Retail Sales", "Innovative Marketing Strategies", "Coir Wood and its Applications", "Product Development & Diversification in Coir Industry", and "Coir Pith for Home Garden Making".

Coir Board completed 60 years of existence and the Board at its meeting held on 28.06.2013 decided to observe the year 2013-14 as Diamond Jubilee Year of Coir Board. In this connection it has also been decided to give a special discount of 15% through Coir Board showrooms to all coir and coir products up to 31st March 2014.

2. New Domestic Marketing Initiative

With a view to give hand holding support to the manufacturers to sell their products, action has been initiated to evolve a workable marketing strategy, within the Board's mandate, by bringing together the manufacturers and traders so as to develop a distribution system through out the country. It has also been decided to enroll such manufacturers who intend to sell their products all over India through various outlets not owned by them so as to ensure a minimum assured return on their products through a network of sales outlets created by Zonal/Regional distributors. Accordingly M/s. Eastern Rug Mills, Alleppey and M/s. Aspinwall & Company, Alleppey were engaged as Zonal Distributors for distribution of coir and coir products all over India. They will in turn appoint Regional Distributors and Retailers.

It has also been decided to appoint Canvassing Agents under each Showroom and to appoint agencies for marketing coir products, initially in Kerala, under Hindustan Coir of Coir Board.

3. Participation in Exhibitions

a) During the month of July 2013, the Board had participated in the following exhibitions in India.

Sl.No	Name of the Exhibitions	Place	Period
1.	Agri Intex-2013	Codissia, Coimbatore, Tamil Nadu	11 th to 14 th July 2012
2.	Kashis Exhibition 2013	Musheerbad, Hyderabad, Andra Pradesh	5 th July to 10 th August 2013
3.	9 th Food & Technology Expo- 2013	Pragati Maidan, New Delhi	26 th to 28 th July 2013

b) Parliamentary Standing Committee on Industry visited Chennai on 18.07.2013 and held discussions on various skill development programmes being implemented by the Board. The Chairman, Coir Board and Secretary, Coir Board attended the meeting and provided necessary inputs to the committee.

c) Annual Regional Officers' meeting was convened on 09.07.2013, in which action plan of all Regional Offices for the year 2012-13 has been reviewed. The action plan proposed to be implemented in all states during the year 2013-14 has also been discussed. Target has been assigned to all Regional Offices for general, NE and SC/ST developmental activities. Three days' special training programme for Regional Officers was also conducted.

d) Review of all existing SFURTI Clusters was undertaken by Chairman, Coir Board on 08.07.2013 at Kochi to complete all activities and exit policies were finalized.

The details of Coir and Coir products exported during June 2013 are enclosed.

The Hindi version of the material will be sent separately.

भवदीय /Yours faithfully,

Sd/-

**Cn {ZXoeH\$ (Eg d Q>r)/DEPUTY DIRECTOR
(S&T)**

Similarly to: 1. Shri. V.K. Wadhwa,
Dy. Secretary, Ministry of MS&ME,
Udyog Bhavan,
New Delhi- 110 011.

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

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