

Shri. Angshuman Dey,
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महोदय / Sir,

विषय /**Sub:** Material for inclusion in the significant events report of the
Ministry
for the month of **January 2013** – reg.

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

I. S&T ACTIVITIES

- In order to popularize the MFEM, field demonstrations have been conducted using the mobile advertisement van for towing the MFEM for the extraction of coir fiber from coconut husk as per the requests received from Farmers/SHGs/Entrepreneurs. The demonstrations were conducted at 8 places in the Alappuzha district (ie. Alappuzha-2, Vayalar-1, Kadakkarappally-2, S.L. Puram - 1, Pattanakkad-1, Kanjikkuzhy-1) and totally 41,800Nos. of husks have been defibered in the field. Besides, 4750 Nos. of husks have been defibered at CCRI also for different entrepreneurs.
- CCRI of Coir Board participated in the 25th Kerala Science Congress held at Kanakakunnu Palace Ground, Trivandrum during the period from 28th January to 3rd February 2013 and organized a display of new R&D Technologies.

- Machinery Manufacturer's meeting has been taken by Hon'ble Chairman, Coir Board at CCRI on 29.01.2013. Demonstration of newly developed versatile spinning machine and other machines has been arranged before them.
- 5 entrepreneurs have taken the technology of spinning machine, 2 entrepreneurs have taken the technology of MFEM and one entrepreneur has taken the technology of Anupam Loom.
- 50 numbers of students/teachers/entrepreneurs from various schools/colleges/consortium have visited the Institute during this period.

II. EXPORT MARKETING.

1. Participation in Domotex International Trade Fair, Hannover, Germany

Coir Board organized participation of Indian coir sector in the Domotex International Trade Fair, 2013 held at Hannover Germany during 12-15 January, 2013. An 'Indian Coir Pavilion' extended in an area of 270 Sq.mtr. with 17 individual booths, had been constructed by the Board at Stand E46 in Hall 4 in Domotex 2013 for organizing participation of Indian coir sector. Sixteen exporters/entrepreneurs from Indian coir sector participated through 'Indian Coir Pavilion'.

Prof. G Balachandran, Chairman, Coir Board led the delegation consisting of 16 companies and 34 representatives. Altogether thirty coir exporters from Indian coir sector were participated in the Domotex.

The construction and furnishing of Indian Coir Pavilion was done by an agency engaged by Coir Board through global bidding process. The interiors of the pavilion were beautifully arranged with international standard. All the booths were provided a uniform pattern of display facilities. All the visitors from the Indian coir community appreciated the design and decoration of the Pavilion. A stunning display of novel products of coir as well as blow ups and posters of coir products were arranged in the pavilion by all participants.

Coir Board's booth was designed as a facilitating office-cum-theme pavilion with reception area, VIP lounge, Mini Conference Area and a small pantry. The Board provided Wi-Fi facility for the individual small scale exporters and provision for holding one-to-one meeting with the buyers, in the Conference Room arranged in the Board's stall and internet facility from Board's booth. Wall graphics were

arranged in Board's booth for educating on the advantages of coir products as against its substitutes. A special brochure incorporating the profiles of the Co-exhibitors and the range of products was brought out and distributed to the visitors. Besides, different publicity materials and product catalogues were distributed to the buyers and disseminated information on the advantageous of coir products. Continuous screening of informative CD Roms on the multitude of end use applications of coir products, projecting the eco-friendly nature of coir and stressing the capabilities of Indian coir sector was also arranged. The Board's performance in the fair was with remarkable improvement and the industry could garner the opportunity to the maximum possible extent.

The demand for tufted coir products is increasing due to the low price, low weight, and availability in attractive pattern and in customized sizes. New generation coir products such as Coir Umbrella, Jacket, Bag etc. were also displayed in Board's booth which attracted many buyers. There were great demand for coir geotextiles and coir pith.

All the participants received a lot of trade enquiries and some firm business orders.

III. DOMESTIC MARKETING

During the month of January 2013, Coir Board successfully participated in the following 30 Exhibitions.

Sl.No.	Name of the Exhibitions	Place	Period
1	All India Industrial Exhibition 2013	Hyderabad	1 st Jan to 15 th Feb 13
2	Odisha – MSME International Trade Fair 2013	Bhubaneswar	1 st to 15 th Jan 13
3	Pride of India Expo-2013	Kolkatta	3 rd to 7 th Jan 13
4	Exhibition organized along with EDP at Karur nearer to Madurain Showroom	Madurai	3 rd to 5 th Jan 13
5	36 th Sunderban Mela	Kolkatta	3 rd to 12 th Jan
6	Polima Karshika Utsav-2013	Palakkad	4 th to 7 th Jan 13
7	16 th Banga Utsav 2013	Kolkatta	4 th to 13 th Jan 13
8	Exhibition cum National Vendor Development Programme at Mumbai	Mumbai	5 th to 7 th Jan 13
9	Sri Jeevan Sagar Trade Fair	Guntur	5 th Jan 2013 to 50 days
10	11 th Pravasi Bharatiya Divas	Kochi	7 th to 9 th Jan 13

11	Vibrant Gujarat Agri & Food Technology Expo	Ahmedabad	8 th to 13 th Jan 13
12	GKSF – Kerala Kaumudi New Year Fest - 2013	Trivandrum	9 th to 24 th Jan 13
13	Pongal Shopping Festival	Chennai	11 th to 20 th Jan 2013
14	Hortus Malabaricus Flower Festival Exhibition	Thripunithura	12 th to 17 th Jan 13
15	Kumbh Mela	Allahabad	12 th Jan to 27 th Feb
16	Furniture Fair	Chennai	12 th to 15 th Jan 2013
17	Janotsavam 2013	Ernakulam	12 th to 13 th Jan 13
18	Navi Mumbai Life Style Exhibition	Mumbai	16 th to 20 th Jan 13
19	Phagwara Trade Fair	Chandigarh	18 th to 27 th January
20	Ajmer Mega Trade Fair	Jaipur	19 th to 27 th Jan 13
21	The Exhibition organized by RO Pollachi at Avinushi Tirupur	Chennai	23 rd to 25 th Jan 13
22	Pushpamela 2013	Kochi	23 rd to 28 th Jan 13
23	Agrovision 2013	Nagpur	24 th to 27 th Jan 13
24	Build Expo 2013	Madurai	24 th to 26 th Jan 13
25	INDEX - 2012	Kottayam	25 th to 31 st Jan
26	India Pack 2013	Mumbai	28 th to 31 st Jan 13
27	Sasthra Jalakam – National Science Expo 2013	Trivandrum	28 th Jan to 3 rd Feb 13
28	Public Information Campaign (PIC) Mannarkkad	Palakkad	29 th to 31 st Jan 13
NE REGION			
29	National Assam Trade Festival SWARAJ-2013	Guwahati	4 th to 13 th Jan 2013
30	North East Expo	Guwahati	25 th Jan to 3 rd Feb '13

IV. TRAINING

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

SI No.	Activity	Rajasthan	Bihar	Kerala	Karnataka	Tamil Nadu	Pondichery	Guwahati	Kolkata	Total
1	Value Added Product manufacturing		560	15	465	495	32			1567

2	Mahila Coir Yojana		680	64	60	183	22			1009
3	Entrepreneurship Development Programme					02			03	5
4	Quality Improvement Programme	02						02		4
5	Awareness Programme	02		03	02	02			01	10
6	Workshop	03	01	01	07	02		03		17

Shri. M. Kumararaja Secretary, Coir Board conducted Review Meeting at Guwahati on plan programmes of Coir Board implemented in North East Region and participated in the review meeting taken by Hon'ble Union Minister for MSME (Independent Charge) on 30.01.2013 along with Chief Minister, Govt. of Assam and Ministers of Industries of all NE States.

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

The Hindi version of the material will be sent separately.

This issues with the approval of Secretary Coir Board dated 06.02. 2013.

भवदीय /Yours faithfully,

Sd/-

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DIRECTOR (S&T)**

Similarly to: 1. Shri. V.K. Wadhwa,
Dy. Secretary, Ministry of MS&ME,
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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.