

Shri. V.K.Wadhwa,  
Dy. Secretary  
Ministry of Micro Small and Medium Enterprises,  
Udyog Bhavan,  
New Delhi- 110 011.

Sir,

**Sub: - Material for inclusion in the Significant Events Report of the Ministry**  
**For the month of January 2012 – reg.**

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

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

- CCRI participated in the Kerala Science Congress and presented one paper at the special session on Climate Change at the Rubber Research Institute of India from 29<sup>th</sup> to 31<sup>st</sup> January 2012.
- CCRI participated in the training on “Effectiveness Enhancement for Women Scientists” conducted by the Institute for Management, Training & Research (IMTR) at Goa from 16<sup>th</sup> to 20<sup>th</sup> January 2012.
- The Director, R.D.T.E. participated in the Pacific Natural Fibre Symposium to be held at Massey University in Wellington, New Zealand organized by Commonwealth Secretariat, London on 26<sup>th</sup> to 28<sup>th</sup> January 2012. The aim of this symposium was to explore the possibility of formation of a forum of natural fibres that would utilize the vast traditional knowledge of individual countries in the region for quality improvement and exploring new markets with the intervention

of latest technologies available in these countries as well as other countries like India. The representatives of 12 countries participated in the Symposium. A paper was presented on “**Opportunities for pacific Coconut Fibre industries**” by **Dr. U.S. Sarma, Director, R.D.T.E.** The presentation highlighted the technologies of fibre and pith extraction using latest mobile fibre extraction machine.

## II. DOMESTIC MARKETING

During the month of January 2012 Coir Board successfully participated in the following 8 Exhibitions in the Country.

Sl.No	Name of the Exhibitions	Place	Advance Amount (Rs.)	Period
1.	Flotek.g 2012	Kanjikode,Palakkad	24,900.00	18 <sup>th</sup> to 20 <sup>th</sup> Jan.2012
2.	All India Industrial Exhibition 2012	Mukaranjahi Road, Hyderabad	4,80,000.00	1 <sup>st</sup> –15 <sup>th</sup> Jan. 2012
3.	Expo Odisha-2012	Angul, Bhubaneswar	33,300.00	9 <sup>th</sup> –11 <sup>th</sup> Jan.2012
4.	Exhibition Cum National Development Programme 2012	MSME DI, Mumbai	49,640.00	6 <sup>th</sup> –8 <sup>th</sup> Jan. 2012
5.	Udaipur Mega Trade Fair 2012	Udaipur, Rajasthan	1,18,000.00	19 <sup>th</sup> –27 <sup>th</sup> Jan.2012
6.	MSME International Trade Fair 2012	Rourkela, Bhubaneswar.	70,000.00	18 <sup>th</sup> -22 nd Jan.2012
7.	International Trade Fair Itanagar	Itanagar (Arunachal Pradesh)	1,20,000.00	28 <sup>th</sup> Jan. to 12 <sup>th</sup> Feb. 2012
8.	Bharat Nirman Campaign (PIB)	Kilimanoor, Trivandrum	12,000.00	29 <sup>th</sup> –31 <sup>st</sup> Jan. 2012.
	<b>Total</b>		<b>9,07,840.00</b>	

### III. EXPORT MARKETING.

#### A. Participation in Domotex International Trade Fair, Hannover, Germany

Coir Board organized participation of Indian coir sector in the Domotex International Trade Fair, 2012 held at Hannover Germany during 14-17 January, 2012. For the last three years, the Board directly organizes the national participation in Domotex. An 'Indian Coir Pavilion' extended in an area of 270 Sq.mtr. with 16 individual booths, had been constructed by the Board at Stand E52 in Hall 4 in Domotex 2012 for organizing participation of Indian coir sector. Fifteen exporters/entrepreneurs from Indian coir sector participated through 'Indian Coir Pavilion'.

Shri. V. K Wadhwa, Deputy Secretary to the Government of India, Ministry of MSME and Shri. P R Ajith Kumar, Senior Accounts Officer, Coir Board led the delegation consisting of 15 companies and 33 representatives.

The Board provided facility for the individual small scale exporters for holding one-to-one meeting with the buyers, in the Conference Room arranged in Board's stall and internet facility from Board's booth. Different publicity materials and product catalogues were distributed to the buyers and disseminated information on the advantageous of coir products. The Board's performance in the fair was with remarkable improvement and the industry could garner the opportunity to the maximum possible extent.

Shri. Adoor Prakash, Hon'ble Minister for Health & Coir, Govt. of Kerala visited Domotex, 2012 and interacted with all the Indian exhibitors and was very much satisfied with the arrangements made by the Ministry of MSME and Coir Board. Shri. Dalbir Sing, Vice Consul, Consulate General of India, Hamburg also visited the fair and had a closer interaction with all the Indian Exhibitors. The companies who participated along with Coir Board expressed satisfaction on the services provided by the Ministry of MSME and Coir Board.

All the participants received a lot of trade enquiries and some firm business orders. About 285 genuine trade leads were generated in the Pavilion. Seven participants have quantified generation of immediate business orders to the tune of

Rs. 323 lakhs. Trade leads received in Board's booth have been circulated among the trade. It was reported that all the co-exhibitors of Coir Board were extremely happy over the arrangements of the Coir Board and made valuable suggestions for improvement in future participation.

## **B Catalogue Shows**

The Board made arrangements for display of catalogues in the Catalogue Show/Exhibition at Kampala city, Uganda organized by the High Commission of India, Uganda during January, 2012.

## **IV. TRAINING**

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

Sl No	Activity	Bhubaneswar	Kerala	Karnataka	Tamil Nadu	Pondicherry	Andaman	Guwahati	Total
1	Training in Value Added Products	200	78	30	247	10			565
2	Mahila Coir Yojana	100	33	70	273	10			486
3	Entrepreneurship Development Programme						1		1
4	Quality Improvement Programme						1		1
5	Awareness Programme						1		1
6	Workshop		1				1		2
7	Seminar			1					1
8	Exposure Tour		1					1	2

The detail of export of Coir and Coir products made during November 2011 is enclosed.

The Hindi version of the material will be sent separately.

This issues with the approval of Secretary Coir Board dt.03.02.2012.

Yours faithfully,

**DEVELOPMENT OFFICER (S&T)**

- Copy to:
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Additional Industrial Adviser,  
Office of the Development Commissioner (MSME)  
Nirman Bhavan, 7<sup>th</sup> Floor,Maulana Azad ,New Delhi- 110 108.
  2. Shri Anjuman 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.