

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 **January 2015** – reg.

The Important Events/discussions/decisions pertaining to Coir Board for the month of **January 2015** are furnished below.

INTELLECTUAL PROPERTY FACILITATION CENTRE

In order to encourage and legally protect the intellectual property rights in the coir sector at the national and international level, a proposal for setting up of Intellectual Property Facilitation Centre for MSME under Intellectual Property Rights- National Manufacturing Competitiveness Programme scheme at Central Coir Research Institute, Kalavoor, Alleppey has been forwarded to office of the Development Commissioner, Ministry of MSME.

PUBLIC OUTREACH

Coir Board has been informing about all important activities through social media channels viz. Face Book and Twitter in addition to the normal website of the Coir Board and its field offices. The response has been quiet encouraging with the Face Book and Twitter having attracted over many followers. Coir Board has also a Help Line (Toll Free NO.1800-4259091).

Coir awareness movies have been uploaded in the You tube.

Coir Board has revamped a credit linked subsidy scheme Coir Udyami Yojana with the capital out lay of Rs.80 crores for setting up of 2750 units during the 12th plan period. A gist of the scheme for inclusion in the "**Mann Ki Baat**" programme of the Hon'ble Prime Minister of India is attached as Annexure.

M/s.BSCIC Certifications Pvt Ltd has conducted their assessment for granting ISO 9001:2008 on 9th January, 2015 at Coir Board Head Office. After assessment, it has been reported that he Coir Board Head Office has been found to be operating a Quality Management System which complies with the requirements of ISO 9001:2008. Accordingly, Coir Board Head Office will be granted ISO 9001:2008 certificate, shortly.

Coir Board is in the final stage of introduction of e-office.

Coir Board has initiated action to introduce Aadhar based attendance biometric system for all employees.

On the basis of budget announcement by the Finance Minister for setting up a nationwide district level incubation and accelerated programme in MSME sector for incubation in new ideas and providing necessary support for accelerating entrepreneurship, Coir Board has forwarded a proposal to the DC,MSME to set up seven technology incubation centres all over India at a total financial outlay of Rs.14 crores under capital expenditure, at the following places:

S.No.	Organisation	City	State
1	Central Coir Research Institute, Kalavoor	Alappuzha	Kerala
2	Regional Extension Centre, Coir Board	Thanjavur	Tamil Nadu
3	Regional Office, Coir Board	Bhubaneshwar	Orissa
4	Regional Office, Coir Board	Rajahmundry	Seemandhra
5	Central Institute of Coir Technology, Coir Board	Bangalore	Karnataka
6	Sub Regional Office, Coir Board/IIE.	Guwahati	Assam
7	Regional Office, Coir Board	Pollachi	Tamil Nadu

Coir Board is also promoting the “Make in India” concept of the Govt. of India by discouraging export of raw materials to foreign countries and invite companies to invest in coir sector in India to improve productivity.

MINIMUM GOVERNMENT –MAXIMUM GOVERNANCE

Coir Board is in the process of introduction of online system of registration of application for Export Market Development Assistance claim and claim for financial assistance under Development of Product infrastructure and Coir Udyami Yojana of Govt.of India.

Tenders, application forms, project profiles, schemes, Act and Rules, Reports, Circulars and Success stories are hosted in the website of the Board.

S&T ACTIVITIES

During the period under report, Board actively participated in the 27th Kerala Science Congress held at Camelot Convention Centre, Alappuzha organized by Kerala State Council for Science Technology and Environment. The programme was inaugurated by Shri.Oommen Chandy, Hon.Chief Minister of Kerala. The focal theme of the 27th Kerala Science Congress was traditional industries.



Hon'ble Minister of Power, Kerala inaugurating a workshop on women empowerment specifically for SC/ST organized by Regional Office at Kannur.

A Science exhibition also conducted as part of the programme at SDV School, Allappuzha and inaugurated by Sri.K.C.Venugopal, Hon. MP on 27.01.15. CCRI actively participated in the Exhibition with 6X6 stall exhibiting the machineries and new products developed by CCRI and CICT. Live demonstration on the technology of **"Fibre Magic"** for quality improvement of green husk fibre was arranged in the presence of VIP/ visitors. CCRI got 2nd prize for arranging the stall.



Coir Board stall at SDV School, Allappuzha

Interacted with faculty & students from IIM, Ahmedabad and presented details on the properties of coir for application in their project work.

SWACHH BHARAT MISSION

Coir Board have introduced the message "Swachh Bharat Mission" in coir sector through optimum utilization of raw materials and zero wastage concern for usage coir pith and fibre extraction.

A plot in the main office building of CCRI, Kalavoor was cleaned and vegetation has been applied under the supervision of Caretaker as part of Swachh Bharat Mission.



Secretary, Coir Board chaired an interactive meeting at Pollachi on 19.1.15. The subjects related to Coir Kerala 2015, Coir Udyami Yojana and National Coir Policy were discussed.

TRAINING

A total number of 1305 women workers were trained in spinning of coir yarn and manufacture of value added products. Besides, 3 Nos. of Entrepreneurship Development Programme, 3 Nos. of Quality Improvement Programmes, 10 Nos. of Awareness Programmes and 5 Nos. of Workshops Seminar and Exposure tour were also organized in the major coir production centers.

The details of SC/ST artisans trained during the month of January 2015 are given below:-

	Non NER	NER
SC Artisans	684	--
ST Artisans	125	--
OBC	33	--
PH	4	--

DOMESTIC MARKETING

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

Sl.No	Name of the Exhibitions	Place	Period
1	Khadi Bazar -2015	Gangothry Hall, EKM	1 st to 15 th Jan. 2015
2	Sukurutham Bhagavatham -2015	Ernakulathappan ground	3 rd to 10 th Jan. 2015
3	Taj Expo- 2015	Marine Drive, Kochi	4 th Jan. to 12 th Feb.2015
4	KMA National Management	Le-Meridian, Kochi	14 th to 15 th Jan. 2015
5	Index-2015	Maman mappila Hall, Kottayam	19 th to 22 nd Jan. 2015
6	Coir Mela -2015	Thrissur	28 th Jan. to 21 days
7	Sahara Art & Craft	Pimpri, Pune	23 rd Jan. to 15 th Feb. 2015
8	Kota Mega Trade Fair	Dusshra ground, Kota	3 rd to 11 th Jan. 2015
9	Rajasthan Mega New Year Carnival	Ambedkar Circle, Jaipur	3 rd to 11 th Jan. 2015
10	Udaipur Mega Trade Fair-2015	BN College ground, Udaipur	17 th to 25 th Jan. 2015
11	Odisha Mega Trade Fair-2015	IDCO ground, BBSR	8 th to 14 th Jan, 2015
12	Build Expo- 2015	CMS Centanery Hall Tirunelveli.	24 th to 26 th Jan. 2015
13	Ideal Exhibition	Thamukkum Ground,	29 th Jan. to 2 nd Feb. 2015
14	All India Industrial Exhibition -2015	Hyderabad	1 st Jan. to 15 th Feb. 2015
15	Furniture Fair – 2015	Chennai Trade Centre, Chennai	15 th to 18 th Jan. 2015
16	5 th Agri Expo-2015	Sai City Centre, Vellore	31 st Jan. to 3 rd Feb. 2015
17	Big Shopping Festival	Kamal Palace Road,	3 rd to 9 th Jan. 2015

		Nawanshner	
18	Agri Horti Tech – 2015	Kashirmji , Sanskritie Lucknow	22 nd to 24 th Jan. 2015
19	22 nd International Guwahati Trade Fair	Guwahati	29 th Jan. to 15 th Feb. 2015
20	Visakha Ustav – 2015	Ramakrishna Beach, Visakh	23 rd to 25 th Jan. 2015
21	Mega Mela	Allahabad	5 th Jan. to 5 th Feb. 2015
22	<i>National Agri Fest-2015</i>	Manathavady, Wayanad	10 th to 17 th Jan.2015
23	Polima Karshikolsavam	Municipal Town hall, Palakkad	9 th to 12 th Jan. 2015
24	Coir Mela	Palakkad	28 th Jan. to 21 days
25	25 th Tripura industries	Hapania, Agartala	29 th Jan. to 9 th Feb. 2015
26	My Big Home Expo- 2015	Chennai Trade Centre, Chennai	2 nd to 4 th Jan. 2015
27	Coir Mela	Dehradun	21 st Jan.to 21 days

EXPORT MARKET

Domotex International Trade Fair, Hannover, Germany

Coir Board facilitated participation of Indian coir sector in the Domotex International Trade Fair, 2015 held at Hannover Germany during 17-20 January, 2015. An 'Indian Coir Pavilion' extended in an area of 352 Sq.mtr. had been constructed by the Board at Stand D46 and A 46 in Hall 4 in Domotex 2015 for organizing participation of Indian coir sector. Twenty Five exporters/entrepreneurs from Indian coir sector participated through 'Indian Coir Pavilion'.

IPM Essen, 2015, Essen, Germany

Coir Board facilitated participation of Indian coir sector in the IPM Essen 2015 held at Essen, Germany during 27-30 January, 2015. The **IPM ESSEN (International Trade Fair for Plants)** is the world's leading trade fair for horticulture in Germany. It is the only specialist trade fair of its kind to cover the entire value chain of plants, including production, technology, floristry, garden features, and the point of sale. It offered trade visitors a comprehensive market overview and so many multifaceted novelties.

This is issued with the approval of the Secretary, Coir Board dated 6.2.2015.

The Hindi version of the material will be sent separately.

भवदीय/Yours faithfully,

संयुक्त निदेशक (योजना)/ Joint Director (PIg)

- Copy to: 1 Shri.R.R.Meena,
Deputy Secretary –Coir to Govt. of India,
Ministry of MS&ME,
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2. Additional Industrial Adviser,
Office of the Development Commissioner (MSME),
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New Delhi- 110 108.

ANNEXURE

1. The Scheme would cover any coir project with project cost upto Rs.10 lakhs plus working capital, which shall not exceed 25% of the project cost. The working capital shall not be considered for subsidy. The quantum and nature of financial assistance under the scheme will be 40% of the project cost as Government of India subsidy, 55% as Bank credit and 5% as beneficiary contribution.
2. The assistance will be made available through all Scheduled Commercial Banks listed in the 2nd Schedule of the RBI Act, Regional Rural Banks, Co-operative Banks, SC/ST/OBC Finance and Development Corporations.
3. Individuals, Companies, Self Help Groups, Non Governmental Organizations, Institutions registered under Societies' Registration Act 1860, Production Co-operative Societies, Joint Liability Groups and Charitable Trusts can avail assistance under the Scheme.
4. The beneficiaries shall have the option to purchase machinery from any reputed manufacturer or fabricator of coir machinery from the open market. However, the coir machinery/accessories purchased from the manufacturer must comply with the standards set up by the Coir Board from time to time. Beneficiaries have the option to consider purchase of generator in order to get full utilization of the machinery purchased.
5. With a view to provide handholding support towards the marketing efforts of the Coir Udyami Yojana beneficiaries, an allocation of Rs.10 Crores has been earmarked as Marketing Support Assistance under the Scheme. The assistance will be disbursed for establishing Marketing Consortiums, participation in fairs/exhibitions, hiring of showroom/go down etc.
6. Coir Board, Coir House, M.G.Road, Kochi-16 is the Nodal Agency at the national level for implementation of the Scheme. At the state level the scheme will be implemented through the Field Offices of the Board viz. Regional Offices/Sub Regional Offices/Coir Mark Scheme Office/Showroom & Sales Depots and all other sub offices of the Coir Board situated in different parts of the country. The Field Offices of the Board will coordinate with DICs, Coir Project Offices, Panchayat Raj Institutions and other NGOs of repute and such others for the identification of the beneficiaries under the Scheme.