

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

Sir,

Sub: - Material for inclusion in the significant events report of the Ministry for the month of July 2012 – reg.

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

I. S&T ACTIVITIES

- Director, R.D.T.E and Director (Marketing) attended the XLV COCOTECH Meeting of Asia Pacific Coconut Community held at Kochi on 03.07.2012 and presented papers regarding the various aspects pertaining to Coir Industry.
- Delegates participating in the Cocotech meeting of APCC visited CCRI on 05.07.2012 and observed all technologies developed in association with Coconut Development Board, Kochi.

- The Technologies developed in CCRI were presented at the National Seminar organized at Alappuzha on 27.07.2012 in connection with the Curtain raiser programme of International Coir Tech Expo-2012, in which Shri. K.C. Venugopal, Hon'ble Union Minister of State for Power was the Chief Guest.

II. EXPORT MARKETING.

1. Participation in International Exhibition in the GIFTEX WORLD 2012 ,Japan

Coir Board organized participation of Indian Coir sector in the **GIFTEX WORLD 2012 held at Tokyo, Japan during from 04. – 06 July 2012**. Prof. G Balachandran, Chairman, Coir Board has been deputed to organize participation of Indian Coir Sector in the Fair.

An attractive display of coir products including garden articles was made in the exhibition along with display of blow-ups and posters. Different publicity materials and other product catalogues were distributed to the buyers.

2. Participation in International Exhibition in the Singapore Garden Festival, Singapore

Coir Board organized participation of Indian Coir sector in the International Exhibition in the Singapore Garden Festival held at Singapore during from 07 – 15 July 2012. Shri. C U Abraham, Accounts Manager, Coir Board has been deputed to organize participation of Indian Coir Sector in the fair.

An attractive display of coir pith products including garden articles was made in the exhibition along with display of blow-ups and posters. Different publicity materials and other product catalogues were distributed to the buyers.

III. DOMESTIC MARKETING

During the month of July, 2012 Coir Board successfully participated in the following 9 Exhibitions.

Sl.No.	Name of the Exhibitions	Place	Period
1.	Agri&Horti Tech 2012	Vijaya Fair Ground, Coimbatore	5 th to 8 th July 2012
2.	7 th Agro-Tech India O- Gramin Mela 2012	Narendrapur Maidan, Kolkatta	4 th to 8 th July, 2012
3.	XIV Cocotech Meeting	Gateway Hotel, Marine Drive,Kochi	2 nd to 6 th July,2012
4.	MSME Exhibition & Seminar	Indira Gandhi Pratisthan,Gomati Nagar	6 th to 8 th July,2012
5.	The Summer Trade Fair- 2012	Gandhi Ground,Ambala Contt.	9 th to 23 rd July,2012
6.	2 nd National Sibsagar Trade Fair-2012	Sibsagar,Assam	10 th to 25 th July,2012
7.	Dinamalar 3 rd Agri Expo- 2012	Vellore,Tamil Nadu	27 th to 30 th July,2012
8.	Khadi Mela 2012	Gandhi Bhavan Ground,TVM	28 th July,to 28 th August,2012
9.	Panchkula Trade Fair 2012	Shalimar Mall Opp.Gopal sweet,Panchkula	31 st July,to 19 th August,2012

Release of Logo of International Coir Tech Expo 2012

Coir Board organizing an International Coir Tech Expo 2012 at Kochi during the period from 12th to 16th August, 2012. A Logo of the Expo was released by Shri. K.V. Thomas, Hon'ble Union Minister for Food, Agriculture and Public Distribution System in a function organized at Coir Board Head Office, Kochi on 13th July, 2012, which was presided over by Shri. Ramesh Chennithala MLA.

IV. TRAINING

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

Sl No	Activity	Rajasthan	Kerala	Karnataka	Tamil Nadu	Pondicherry	Guwahati	Kolkata	Total
1	Value Added Product	-	31	-	390	-	125	105	651
2	Mahila Coir Yojana	-	-	-	165	-	110	105	380
3	Entrepreneurship Development Programme	-	01	01	-	-	01	02	05
4	Quality Improvement Programme	-	-	01	-	-	-	01	02
5	Awareness Programme	01	04	01	01	01	-	01	09
6	Workshop	01	-	-	-	-	-	02	03
7	Seminar	-	01	-	-	-	-	01	02

The details of export of Coir and Coir products made during June and July 2012 will be sent separately.

The Hindi version of the material will be sent separately.

This issues with the approval of Chairman Coir Board dt. 06.08.'12

Yours faithfully,

DEVELOPMENT OFFICER (S&T)

Similarly to: 1. Shri. Debashish Bandyopathy,
Additional Industrial Adviser,
Office of the Development Commissioner (MSME),
Nirman Bhavan, 7th Floor, Maulana Azad, New Delhi- 110 108.

2. Shri Angshuman 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.