

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 **November 2013** – reg.

The important events/discussions/decisions pertaining to Coir Board for the month of **November 2013** are furnished below.

**I. Diamond Jubilee celebrations of Coir Board at New Delhi**

The Diamond Jubilee celebrations of the Coir Board was inaugurated by the Hon'ble President of India Shri. Pranab Mukherjee at 11 a.m. on 25<sup>th</sup> November, 2013 at Vigyan Bhavan, New Delhi in the presence of Hon'ble Minister of Finance Shri. P. Chidambaran, Hon'ble Union Minister of State (in charge) for MSME, Shri. K.H. Muniyappa, Hon'ble Deputy Chairman, Rajya Sabha Shri. P.J. Kurien and Hon'ble Union Minister of State for Human Resource Development Dr. Sashi Taroor. Shri. Madhav Lal, Secretary, Ministry of MSME welcomed the gathering. Prof. G. Balachandran, Chairman, Coir Board and Shri. Anil Kumar, Joint Secretary, Ministry of MSME also spoke on the occasion. A series of activities were also held simultaneously at New Delhi in connection with the Diamond Jubilee celebrations of the Board. This included exhibitions at Vigyan Bhavan on 25<sup>th</sup> November, 2013, exhibitions at Dilli Haat (20-30 November, 2013), Exhibitions at IITF (14-27 November, 2013) and Chetanalaya at New Delhi (26-30 November, 2013).

International seminars were conducted at Vigyan Bhavan on 25<sup>th</sup> November, 2013 and in the national seminars held at Chetanalaya technical papers were presented on different topics like coir geotextiles, rubberized coir, diversified products, coir pith and coir wood.

A Reverse Buyer Seller Meet was also held at Vigyan Bhavan on 25<sup>th</sup> November, 2013 under the MAI Scheme of the Ministry of Commerce & Industry, Govt. of India. There were 48 buyers from 25 countries participated in the Reverse Buyer Seller Meet. 36 exporters exhibited their products in the exhibition organized coinciding with the Reverse Buyer Seller Meet. Business worth `92 crores was concluded at the Reverse Buyer Seller Meet.

A Women's Meet and Investors Meet were also organized for disseminating the various schemes of the Coir Board for women empowerment.

## **II. Training**

A total number of 1282 women workers were trained in spinning coir yarn and manufacture of value added products. Besides 4 EDPs conducted, 5 Quality Improvement Programmes, 10 Awareness Programmes and 8 Workshops were also organized in the major coir production centres. 90 Motorised coir yarn spinning ratts were distributed to the beneficiaries and 3 exposure tours were organized.

## **III. Export Marketing.**

### **Participation in Exhibitions Abroad**

#### **1. Canton Fair, Guangzhou, China**

Coir Board organized participation of Indian coir sector in the China Import & Export Fair (Canton Fair), Guangzhou, China held during 31 October – 4 November, 2013. Shri. P R Ajith Kumar, Senior Accounts Officer and Director (Marketing) (I/C),

Coir Board facilitated the participation of the delegation consisting of three entrepreneurs. The participation in the fair proved to be very fruitful and there were a lot of trade enquiries generated in this fair that too from buyers from countries other than China who visited Board's stall.

## **2. International Horticulture Trade Fair, Holland**

The Board organized participation in the International Horticultural Trade Fair, Vijfhuizen, Holland held during 6 – 8 November, 2013 along with five exporters/entrepreneurs from Indian coir sector. Shri. R Gopalakrishna Pai, Section Officer facilitated the participation of the delegation. An attractive display of novel products was arranged in the Coir Board pavilion and there were a sizable number of enquiries from potential buyers. Shri. Satheesh Sharma, First Secretary and Sri. Kouzhik, Marketing Officer from the Indian Embassy, The Hague, Amsterdam visited the Coir Board Pavilion on 8 November, 2013.

## **3. Indo Rwanda Business Summit**

The Board participated in the Indo Rwanda Business Summit, Kigali, Rwanda held during 28-30 November, 2013 organized by the O/o. the Hon. Consul for Republic of Rwanda in Bangalore, Federation of Indian Micro, Small & Medium Enterprises (FISME) India and India Partnering Opportunities. Shri. K H Muniyappa, Hon. Minister of State (Independent Charge), Ministry of MSME, Govt. of India attended the Summit. Shri. M Krishna, Showroom Manager & Regional Office (I/C) represented Coir Board in the event.

#### **IV. Domestic Marketing**

During the month of Nov. 2013, Coir Board successfully participated in 13 Exhibitions in different cities in India.

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

The Hindi version of the material will be sent separately.

This issues with the approval of Joint Director (Plg.), Coir board dated 06/12/2013.

भवदीय /Yours faithfully,

उप निदेशक (एस व टी )/ Deputy Director (S&T)

- Similarly to:**
1. The 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, 7<sup>th</sup> 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,  
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