

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 October 2013 – reg.

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

I. S&T ACTIVITIES

- A Thermocol like product was developed from coir pith and NR latex which will be useful as a packing material.
- 18 nos of coir pith/fibre - polyester composite articles were produced by the polymer division.
- M/s.Senzo Consultancy & Engineering Pvt.Ltd., has developed a particle board with coir pith and resin in collaboration with CCRI of Coir Board.
- A small motorized ratt with a small solar panel has been developed in collaboration with ANERT. The ratt is being utilized for producing fine coir yarn.
- Arranged an exhibition in connection with workshop organized by Coir Board at Town Square Alleppey to depict the Mobile Fiber Extraction Machine & the diversified products including coir pith & resin combination moulded products.
- The bulk production of coir pith manure has been carried out at CCRI and 3000 bags (6000 kg) were packed during the month of October 2013 to be provided to Hindustan Coir for sales.

II. EXPORT MARKETING.

A. Participation in Exhibitions Abroad

1. International Fair of Horticulture, Serbia

International Fair of Horticulture is an annual programme of horticulture event in Serbia and the Board organized participation of Indian Coir sector in the fair held during 2-6 October, 2013. Shri. S Venkataraman, Asst. Manager, Coir Board Showroom & Sales Depot represented Coir Board in the Fair. Attractive display of coir products, posters and other publicity materials was arranged in Coir Board pavilion. A common brochure incorporating the advantages of coir products and citation on all co-exhibitors was brought out and distributed along with various publicity materials and product catalogues to the buyers who visited the fair. Several trade leads were received from the fair which are being circulated to the trade for converting into business.

2. Mega Show Part I (Asian Gifts, Premium and Household Products Show), Hong Kong Convention & Exhibition Centre, Hong Kong

The Board facilitated participation of Indian coir sector in the Mega Show Part I (Asian Gifts, Premium and Household Products Show) held at Hong Kong Convention & Exhibition Centre, Hong Kong from 20-23 October, 2013 organized by M/s. Kenfair International Limited, Hong Kong. Five exporters/entrepreneurs have participated in the fair through Coir Board. The response was very encouraging and the exporters received a lot of trade leads from the exhibition.

3. Infdex, Doha, Qatar

The Board facilitated participation of Indian coir sector in the INFDEX held during 23-26 October, 2013 in Doha, Qatar. Participation in the fair was very effective and the participants could bag good number of trade leads.

B. International Exhibition in India

Coir Board organized participation in the 4th edition of the **Techtextil India 2013** held during 3-5 October, 2013 at Mumbai. Coir Geo-textile manufacturers have also participated in the fair through Coir Board pavilion. The fair was a premier Technical Textile and non-wovens Trade Fair featuring leading manufacturers and technology companies as exhibitors. The Board could showcase the capabilities of Indian coir sector, especially Coir Geotextiles. More than 700 overseas buyers from various countries visited the event and many of them showed keen interest on the coir products.

The Board also made a presentation on “Use of Natural Fibres in Technical Textile” in the Techtextil India Symposium held on 5th October, 2013.

C. Exporters Meeting

The meeting of coir exporters was convened on 14.10.2013 at Hotel Royale Park, Alleppey to discuss the strategic interventions required for marketing coir products both abroad and in India. Chairman briefed the exporters about the innovative strategies being

adopted by Coir Board for expanding the market share of Indian coir products such as introduction of an innovative domestic market networking plan, fine tuning of the multi headed spinning machine, publicity propaganda required for popularizing coir products throughout India especially in North India, organizing of India International Coir Fair in Delhi in three venues, viz. Pragati Maidan, Dilli Haat, Chetanalaya, organising of Reverse Buyer Seller Meet at Vigyan Bhavan, organising of Indian Coir Road Show from Kanyakumari to Kashmir and back etc. The meeting reviewed the export performance of coir products during 2013-14 and then discussed various proposals initiated by Coir Board at length. The meeting appreciated the various strategic action plans being proposed by Coir Board for the betterment of the industry.

III. REJUVENATION, MODERNIZATION AND TECHNOLOGY UPGRADATION SCHEME (REMOT)

As decided in the 5th High Level Apex Committee meeting held on 17.12.2012, the Board has initiated action for further empanelment of coir machinery manufacturers under REMOT Scheme. Accordingly, bids were invited in two bid system through paper notification and Board's website. After verifying the infrastructure facilities of the technically qualified bidders, the 14th Evaluation and Steering Committee of REMOT Scheme held on 13.08.2013 empanelled five more machinery manufacturers for the supply of coir machinery under REMOT Scheme.

IV. VIGILANCE AWARENESS WEEK

The Vigilance Awareness Week was observed in all establishments of the Board during 28.10.2013 to 02.11.2013. Banners and posters depicting the message of "Promoting Good Governance - Positive contribution of Vigilance" were displayed in the offices of the Board. At Head Office the vigilance week was inaugurated by Shri. K. Madhusoodhan, Deputy Commissioner of Police (Admn & Crime), Kochi on 28.10.2013. As per the instructions received from the Ministry, the Chairman Coir Board administered the oath in this connection to the officers and staff. The Dy. Commissioner in his inaugural address emphasized the need for controlling corruption in all spheres of life. A workshop was also organized during the awareness week, in which Adv. D.B. Binu, RTI activist delivered a lecture on the Role of Right to Information Act in preventing bribery and corruption especially in Govt. offices.

V. TRAINING

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

Sl No	Activity	Rajahm undry	Bhuba neswar	Ker ala	Karn ataka	Goa	Gujar at	Tamil Nadu	Guw ahati	Kolk ata	Total
1	Value Added Product manufacturing	240	Nil	48	45	Nil	Nil	44	45	648	1070
2	Mahila Coir Yojana	220	Nil	32	30	Nil	30	45	29	195	581

3	Entrepreneurs Development Programme	Nil	Nil	Nil	1	Nil	Nil	Nil	1	1	03
4	Quality Improvement Programme	5	4	2	Nil	2	Nil	Nil	2	Nil	15
5	Workshop	Nil	Nil	1	4	1	Nil	Nil	Nil	Nil	06
6	Seminar	Nil			01	Nil	Nil	Nil			01
7	Financial Assistance	Nil	Nil	1	Nil	Nil	Nil	04	Nil	Nil	05

VI. DOMESTIC MARKETING

During the month of October 2013, Coir Board successfully participated in the following **14** Exhibitions.

Sl.No.	Name of the Exhibitions	Place	Period
1.	5 th East Himalayan Expo	Siliguri, West Bengal	25 th to 31 st Oct. 2013
2.	MSME Expo-2013	Vijayawada, Krishna (Dist), A.P	26 th to 27 th Oct. 2013
3.	Odisha Mega Expo-2013	Exhibition ground, Unit II, BBSR, Odisha	25 th Oct. 1 st Nov. 2013
4.	Furniture Fair-2013	Hitex Exhibition ground, Hyderabad, A.P	4 th to 7 th Oct. 2013
5	CII Chandigarh Fair-2013	Parade ground, Chandigarh	25 th to 28 th Oct. 2013
6.	Dusshra Shopping Festival-2013	ICICI Exhibition ground, Chandigarh	5 th to 25 th Oct. 2013
7.	Diwali Shopping Festival	ICICI Exhibition ground, Chandigarh	24 th Oct. to 3 rd Nov. 2013
8	Mysore Dassara Festival	Bangalore, Karnataka,	5 th Oct.2013 to 2 nd Jan. 2014.
9	Rajasthan Mega Diwali Carnival	SMS Investment ground, Jaipur	19 th to 27 th Oct. 2013
10	Navi Mumbai Home Décor.	CIDCO ground, Navi Mumbai, Maharastra	4 th to 7 th Oct. 2013
11	Hindu Metro plus Life style	Andra University College, Vizha.	2 nd to 6 th Oct. 2013
12	5 th National Exhibition	Muzafferpur, Bihar	19 th 21 st Oct. 2013
13	PMEGP Zonal Level Exhibition	Musore, Karnataka	11 th to 23 rd Oct. 2013
14	6 th National Furniture Fair	New Delhi	12 th to 20 th Oct. 2013

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

The Hindi version of the material will be sent separately.

This issues with the approval of Chairman, Coir board dated 11.11.2013.

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, 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.