

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 October 2012 – reg.**

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

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

- In order to popularize the MFEM, field demonstrations have been conducted using the mobile advertisement van for towing the MFEM for the extraction of coir fiber from coconut husk. The demonstrations were conducted at 3 places in the Alappuzha district.
- CCRI participated in one day workshop on coir industry at N. Paravoor, Gothuruthy, Kadalvathuruthu and Municipal auditorium, Attingal organized by Regional Office, Thiruvananthapuram and Kerala Institute of Local Administration(KILA) Thrissur and taken classes on the new R&D technologies developed the institute viz. application of Coirret for quality improvement of green husk fibre,

composting of coir pith using Pithplus, treatment of coconut husk retting effluent, Cocolawn etc.

## **II. REJUVENATION, MODERNIZATION AND TECHNOLOGY UPGRADATION SCHEME (REMOT)**

### **a. REMOT Scheme**

The 4<sup>th</sup> High Level Apex Committee of the REMOT Scheme held on 20.10.2011 decided that Board has to follow the extant provision of the Operational Guidelines of the REMOT Scheme and a separate empanelment of machinery manufacturers has to be made for supply of machinery to the beneficiaries of the REMOT Scheme. Accordingly, Board invited bids through paper notification for empanelment of coir machinery manufacturers under REMOT Scheme. After verifying the infrastructure facilities of the technically qualified bidders, the 12<sup>th</sup> Evaluation and Steering Committee of REMOT Scheme held on 09.08.2012 empanelled 39 coir machinery manufacturers for the supply of machinery under REMOT Scheme.

### **b. Coir Board Coir Workers' Group Personal Accident Insurance Scheme**

During the month of October 2012, four insurance claims were settled by M/s. United India Insurance Co. Ltd., Ernakulam under the Coir Board Coir Workers Personal Accident Insurance Scheme. A sum of Rs.1,70,000/- was paid as compensation to the claimants.

### **c. Meeting of NGOs at Trivandrum**

Chairman Coir Board hold a meeting of the Non-Government Organizations and SHGs registered in Trivandrum, Kollam, Pattanamthitta districts of Kerala on 25.10.2012 at Municipal Library Auditorium, Attingal to disseminate the Schemes and Services of the Board and to request them to take lead in the implementation of the projects. The Chairman said that the Board is in the process of training 20,000

coir artisans this year and implementing various projects like REMOT, DPI etc and exhorted the participants to spin hands with the Coir Board in implementing the projects.

### **III. EXPORT MARKETING.**

#### **Participation in the Mega Show Part I, Hong Kong**

Coir Board facilitated participation of Indian Coir sector in the **Mega Show Part I** held at Hong Kong during 20<sup>th</sup> –23<sup>rd</sup> October 2012. Five Entrepreneurs / Exporters participated in the Fair in separate booths.

The response was very encouraging and the Entrepreneurs / Exporters received genuine trade leads from the exhibition.

#### **Participation in Catalogue Show:**

Coir Board made arrangements for display of catalogues, brochures and promotional literatures in the Catalogue Show at Buraidha, Saudi Arabia held during October 2012 organized by Chamber of Commerce and Industries, Riyadh, Saudi Arabia.

#### **Exporters Meeting**

Chairman held a meeting on 08.10.2012 with the Presidents and Vice Presidents of all Exporters Associations and their Federation of the Coir Sector in order to discuss the present status of export of coir products from India and to strategize the action plan for boosting up the export of Indian Coir Products. The meeting resolved to work for better products innovation, customization of products on the basis of market requirements etc. The Association representatives have appealed to Coir Board to amend the EMDA Scheme to increase the level of assistance and number of times of assistance available in a year. Chairman assured to take up the matters with the Govt.

#### IV. DOMESTIC MARKETING

During the month of Sept. 2012, Coir Board successfully participated in the following 11 Exhibitions.

Sl.No	Name of the Exhibitions	Place	Period
1.	Mysore Dusara	Mysore	16 <sup>th</sup> Oct. to 13 <sup>th</sup> Dec. 2012
2.	Dussehra Festival-12	Bikaner,Jaipur	17 <sup>th</sup> to 25 <sup>th</sup> Oct. 2012
3.	IICF-2012	Nizam College ground, Hyderabad	18 <sup>th</sup> to 29 <sup>th</sup> Oct. 2012
4.	Sikar Mega Trade Fair	Sikar, Rajasthan	20 <sup>th</sup> to 28 <sup>th</sup> Oct. 2012
5.	Aaramba Trade Expo-12	Toran Garden, Indore	26 <sup>th</sup> to 28 <sup>th</sup> Oct. 2012
6.	2 <sup>nd</sup> Vision Haryana-12	Surkhab Sisra, Haryana	28 <sup>th</sup> to 30 <sup>th</sup> Oct. 2012
7.	Diwali Carnival 2012	Jaipur, Rajasthan	27 <sup>th</sup> Oct. to 4 <sup>th</sup> Nov. 2012
	<b><u>NE Region</u></b>		
8.	7 <sup>th</sup> International Trade Festival	Joymathi pathar,Tezpur, Assam	19 <sup>th</sup> to 30 <sup>th</sup> Oct. 2012
9.	12 <sup>th</sup> International Leo Expo-12	Maniram Dewan Trade Centre,Guwahati	26 <sup>th</sup> Oct. to 12 <sup>th</sup> Nov. 2012
10.	6 <sup>th</sup> Sivasagar Expo-2012	Sivasagar, Assam	5 <sup>th</sup> to 18 <sup>th</sup> Oct. 2012
11.	2 <sup>nd</sup> international Trade Fair-2012	Jorhat, Assam	10 <sup>th</sup> to 24 <sup>th</sup> Oct. 2012

## V.TRAINING

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

Sl No.	Activity	Rajasthan	Bihar	Kerala	Karnataka	Maharashtra	Gujarat	T.N	Pondicherry	Guwahati	Kolkata	Total
1	Value Added Product		520	35			30	15			45	645
2	Mahila Coir Yojana		280		15		15	61			75	446
3	Entrepreneurship Development Programme		1					2	1		1	5
4	Quality Improvement Programme	4				1	1					6
5	Awareness Programme	1	6	4		1					1	13
6	Workshop		1	1						2	2	6
7	Seminar										1	1
8	Ratt Distribution			1				76				77
9	Financial Assistance				1			4				5
10	Exposure Tour										1	1

The details of export of Coir and Coir products made during August 2012 are enclosed.

The Hindi version of the material will be sent separately.

This issues with the approval of Secretary Coir Board.

Yours faithfully,

**JOINT DIRECTOR (Plg.)**

Similarly to: 1. 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.

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.