

Dtd: 02.11.2015

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 October 2015 – reg.**

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

S&T ACTIVITIES

- The Board participated in the Swadeshi Science Movement S&T Exhibition as part of the 25th Annual Celebration of Swaraya Bharath 2015 held at Swapnanagari, Kozhikkode during the period from 15th to 21st October 2015. All the coir products developed by the Board has been displayed on the occasion.
- As part of implementation of various activities, the Board participated in a one day workshop for development of coir industry in Tribal areas at Narayamuzhy Panchay at Community Hall, Chullanavayal, Ranni on 16.10.15.
- Three entrepreneurs completed orientation training on Automatic Spinning machine during the period from 5.10.15 to 9.10.15.

COIR UDYAMI YOJANA

During the period under report, the Board has released an amount of Rs.31,26,520/-laks towards subsidy for setting up of 24 units under Coir Udyami Yojana.

COIR VIKAS YOJANA

A total no. of 315 women workers were trained in spinning of coir yarn and manufacture of value added products. Besides, 2 Entrepreneurship Development Programmes(EDP), 3 Awareness programmes and one Workshop were organized in major coir producing centres during the month. One entrepreneur was assisted under DPI Scheme.

DOMESTIC MARKETING

During the month of October 2015, the Board participated in the following exhibitions.

SL NO	NAME OF EXHIBITION	PLACE	PERIOD
01	Uttarakhand Srajan 2015 National Expo & Seminar	Chamoli, Uttarakhand	15-10-15 to 18-10-15 (4 days)
02	Port Blair Exhibition	Sagarika Building, Middle Point, Port Blair	12-10-15 to 26-10-15 (15 days)
03	SIPPO Craft Exhibition	Madurai	1-10-15 to 7-10-15 (7 days)
04	SAFE 2015	Marine Drive, Ernakulam	5-10-15 to 11-10-15 (7 days)
05	CII- Uttarakhand Fair	Dehradun	14-10-15 to 18-10-15 (5 days)
06	The Culture Collection Exhibition	World Trade Centre, Mumbai	29-10-15 to 1-11-15 (4 days)
07	IICF Hyderabad	Nizam College Ground, Hyderabad	16-10-15 to 26-10-15 (11 days)
08	Deep Utsav	Wave City Centre Ground, Noida	16-10-15 to 18-10-15 (3 days)
09	Silvasa Deepawali Bazaar 2015	Motijheel Lawn, Kanpur	30-10-15 to 3-11-15 (5 days)
10	Vibrant India 2015	Pitampura, Dilli Haat, New Delhi	31-10-15 to 02-11-15 (3 days)
11	Rajasthan Mega Diwali Shopping Carnival 2015	Manasarovar, Jaipur	31-10-15 to 08-11-15 (9 days)

12	Sidcul Mahostasav NVDP cum Industrial Expo 2015	Haridwar	30-10-15 to 01-11-15 (3 Days)
13	NVDP cum Industrial Expo	MSME- DI, Thrissur	30-10-15 to 31-10-15 (2 Days)

EXPORT MARKETING

i) Participation in GARDEX-2015, Tokyo, Japan

Coir Board organized participation of Indian coir sector in the GARDEX-2015, Tokyo, Japan held during 14-16 October, 2015. The Coir Board had reserved 97.2 Sq.mtr. space (12 booths of 8.1 sq.mtr) for organizing participation of Coir Board and its co-exhibitors. Shri. M.Kumararaja, Secretary, Coir Board attended the exhibition. There were 14 entrepreneurs/exporters participated in the fair along with Coir Board as co-exhibitors. The Board and the participant exporters could showcase the capabilities of Indian Coir sector in Japan through participation in the fair.

An attractive display of coir and coir products was made in the exhibition along with the display of blow ups and posters. A common brochure incorporating the advantages of coir products and citation on all co-exhibitors was brought out and distributed to the buyers who visited the fair. The participation in the fair proved to be very fruitful in capturing the Japan market and reasonable trade enquiries were generated from this fair.

ii) Participation Mega Show Part-1, 2015

Coir Board organized participation of Indian coir sector in the Mega Show Part-1, 2015, Hong Kong held during 20-23 October, 2015. The Coir Board had reserved 78 Sq.mtr. space for organizing participation of Coir Board and its 7 co-exhibitors. Representing Coir Board, Shri. Subrata Kumar Biswas, Liaison Officer, Coir Board attended the exhibition. The Board and its co-exhibitors could showcase the capabilities of Indian Coir sector in Hong Kong through participation in the fair.

A wide range of coir products were displayed in the Board's stall along blow ups and posters. A common brochure incorporating the advantages of Indian coir products and citation on all co-exhibitors was brought out and distributed to the buyers who visited the fair. A good number of trade enquiries were received in the fair.

iii) Management Development Programme (MDP) at Alleppey.

Coir Board organized a three days' Management Development Programme (MDP) on 'Export Management Skills for Coir Exporters' at Alleppey, Kerala during 14 -16 October 2015. The programme was aimed at developing trade skills and professional competency among the participants and equip them to keep pace with the emerging global challenges. The training was imparted by eminent Professors of the Indian Institute of Foreign Trade (IIFT), New Delhi.

Various topics like International Marketing, Branding & Segmentation, Commercial Documentation, Regulatory Documentation, International Payments, Export Finance, Trade Fair Management, Incentives, Currency Valuation & Risk Management were dealt with in the programme by eminent faculties.

Altogether 30 exporters/executives from coir sector attended the programme. All the participants appreciated Coir Board for organizing such an excellent training programme, which was very useful and informative and would help them to address different sorts of crisis faced by them while doing international business.

iv) Disbursement of External Market Development Assistance

An amount of Rs.1,25,000/- has been disbursed to 1 unit as External Market Development Assistance for various export promotion activities abroad.

v) Registration as Exporter

Eleven coir units were newly registered as Exporter and issued Registration-cum-Membership-Certificates.

This is issued with the approval of the Secretary, Coir Board dated 2.11.2015.

– The Hindi version of the material will be sent separately.

भवदीय/Yours faithfully,

संयुक्त निदेशक /Joint Director (Plg)

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