

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 January 2016 – reg.**

The Important Events/discussions/decisions pertaining to Coir Board for the month of January, 2016 are furnished below.

S&T ACTIVITIES

Shri. Samir Nanda, Deputy Secretary, Ministry of MSME, Govt. of India visited all the departments in CCRI, NCT&DC & Museum on 12.1.2016 and evinced keen interest in all the technologies developed in each department. He also suggested collaboration with IIM, Lucknow for natural dyes on coir.

Demonstrations on the ecofriendly technologies of Bio-chem treatment for quality improvement of coir fibre and composting of coir pith using PITHPLUS were conducted before the farmers from Madurai district who visited CCRI under Agricultural Exposure tour organized by Centre for Human and Natural Resources Development (CHANARD).

Installation and demonstration of equipment viz. Laser based particle analyzer and ICP Spectrometer has been conducted in the Coir Pith Testing Laboratory

Scientist from CCRI attended the Seminar on Development of Coir Industry in Assam conducted by the Sub Regional Office, Guwahati on 6.1.2016 at Nalbari College Auditorium, Nalbari. Dr.Om Prakash IAS, Deputy Commissioner, Nalbari, Assam, was the chief guest. Dr. Deepak Goswami, Principal, Nalbari College, Shri. J.K. Mahanta Chief Zonal Manager, NSIC Ltd, Guwahati, Sri. Manoj Kumar Das, Director IIE, Guwahati, Shri. Shirish Asthana, Director MSME, DI Guwahati, Dr. Rajat Kumar Pal, Deputy Director Coconut Development Board, Guwahati. Shri. Tajudin Ahamed, General Manager, DI&CC, Nalbari, Shri. Subrata Hazarika Ex.Vice Chairman, Coir Board, Shri. Arup Sharma, President All Assam Coir Manufacturers Association and other Industrialists, Traders and entrepreneurs and students of Nalbari College were attended the Seminar.

The Board's Sr. Scientific Office Officer (PD), along with Dr. P.K. Agarwal, Professor & PM MANIT, Bhopal, K.K.Varma, GM PIU-I Vidisha visited the site of Nayagola Road to Narkheda Khadya road being constructed by MPRRDA, PIU-1, Vidisha on 08/01/2016. The laying of Coir Geo textile at Ch-445m-475m was carried out during the visit.

A review meeting of the collaborative project “Development of Coir Silk, vertical blinds and carpet backing using Coir Scrim Fabric” with IICT Bhadohi was conducted on 29.01.16 at CCRI. The Director, IICT, and the project team presented the completed work on the project wherein rayon has been developed from coir.

COIR VIKAS YOJANA

A total no. of 633 women workers were trained in spinning of coir yarn and manufacture of value added products. Besides, 5 Awareness programmes, 4 EDP’s, one Exposure tour, one seminar, and 4 Workshops were organized in major coir producing centres during this month. Also 373 ratts were distributed among Kerala region.

DOMESTIC MARKETING

During the month of January 2016, the Board participated in the following exhibitions.

SL NO	NAME OF EXHIBITION	PLACE	PERIOD
01	Cochin Flower Show 2016	Ernakulam	02-01-16 to 10-02-16
02	Indian Science Congress	University of Mysore	03-01-16 to 07-02-16
03	All India Industrial Exhibition 2016	Hyderabad	01-01-16 to 15-02-16
04	Island Tourism Festival 2016	Port Blair	08-01-16 to 18-01-16
05	Christmas & Winter Carnival	Ghaziabad, UP	01-01-16 to 10-01-16
06	International Mega trade Fair	Patna, Bihar	15-01-16 to 26-01-16
07	Ideal Exhibition	Madurai	28-01-16 to 01-02-16
08	India International Mega Trade Fair	Andhra University, Visakhapatnam	01-01-16 to 10-01-16
09	2 nd Vision Jammu & Kashmir	Jammu	22-01-16 to 24-01-16
10	CISF Navarang Mela	Saket, New Delhi	15-01-16 to 17-01-16
11	NVDP cum Exhibition	Guwahati	18-01-16 to 19-01-16
12	Knowledge Fair	St. Theresa’s College, Ernakulam	22-01-16 to 23-01-16
13	ISA Exhibition	Navanirman Public School, Kakkanad	12-01-2016
14	BharathMata Puja & Shilpa-Banjiyo mela	Serampore, West Bengal	15-01-16 to 24-01-16
15	Vendex- 2016	Thane, Mumbai	15-01-16 to 17-01-16
16	MSME Fair – 2016	Cuttack, odisha	08-01-16 to 14-01-16
17	Furniture Fair	Chennai	14-01-16 to 18-01-16
18	State Level Exhibition on Khadi & Village Industries Products	Bhubaneswar	25-01-16 to 08-02-16
19	35 th Annual National Management Convention	Kochi	21-01-16 to 22-01-16

Logo Release of India International Coir Fair(IICF)-2016

The Hon’ble Union Minister of MSME, Shri.Kalraj Mishra has released the logo of IICF -2016 at a function held at CODISSIA Trade Fair complex, Coimbatore on 3rd January 2016 in the presence of

Shri.C.P.Radhakrishnan, Ex-MP, Shri.Ponnuswamy, President, CODISSIA, Dr.Ramaswamy, Vice Chancellor, Tamil Nadu agricultural University, Shri.M.Kumararaja, Secretary, Coir Board and Shri.P.R.Ajithkumar, Director(Marketing), Coir Board. The IICF -2016 will be held during 15-18 July 2016 at CODISSIA Trade Fair Complex, Coimbatore.

Release of Market Development Assistance

An amount of Rs.75.00 lakhs and Rs.400.00 lakhs have been released to the Government of Tamil Nadu and Kerala respectively, towards the Central share of Market Development Assistance for the year 2015-16.

EXPORT MARKETING

Participation of Indian coir sector in the Domotex International Trade Fair, Hannover, Germany

Coir Board organized participation of Indian coir sector in the Domotex International Trade Fair, 2016 held at Hannover Germany during 16-19 January, 2016. An 'Indian Coir Pavilion' extended in an area of 328 Sq.mtr. had been constructed by the Board at Stand D46 and A 46 in Hall 4 in Domotex 2016 for organizing participation of Indian coir sector. Twenty Five exporters/entrepreneurs from Indian coir sector participated through 'Indian Coir Pavilion'. The delegation was led by Shri. P R Ajith Kumar, Director (Marketing), Coir Board. In order to provide better visibility and attention for Indian coir products and Coir Board Pavilion including its co-exhibitors among the business visitors, Coir Board hired an Ad Tower, for the first time in Domotex 2016. The construction and furnishing of Indian Coir Pavilion was done by an agency engaged by Coir Board through global bidding process. The interiors of the pavilion were beautifully arranged with international standard. All the booths were provided a uniform pattern of display facilities. A stunning display of novel products of coir as well as blow ups and posters of coir products were arranged in the pavilion by all participants. A special brochure, incorporating the profiles of the participants in Indian Coir Pavilion and the range of products, was brought out and distributed to the visitors.

Facilitation of participation of Indian coir sector in the IPM Essen, 2016, Essen, Germany

Coir Board facilitated participation of Indian coir sector in the IPM Essen 2016 held at Essen, Germany during 26-29 January, 2016. The **IPM ESSEN (International Trade Fair for Plants)** is the world's leading trade fair for horticulture in Germany. It is the only specialist trade fair of its kind to cover the entire value chain of plants, including production, technology, floristry, garden features, and the point of sale. It offered trade visitors a comprehensive market overview and so many multifaceted novelties. The Board set up an 'Indian Coir Pavilion' in 88 Sq.mtr. space with 14 individual booths. The construction of the pavilion was done by an agency engaged by the Board through global bidding process. 15 enterprises from Indian coir pith sector participated in the event through 'Indian Coir Pavilion'.

Organizing of "FTA Outreach Programme" for Coir Exporters

The 'FTA Outreach Programme' of the Department of Industries, Ministry of Commerce, Govt. of India was organized for the Coir Sector, at Alleppey on 29.1.2016, jointly by FIEO and Coir Board. The Programme was focused on various Free Trade Agreements and the importance of the Indian Trade portal for the updation and awareness on various free trade agreements, the highlights of each

FTA and also the flexibilities to get maximum benefit on international trade out of the Bilateral relations between India and other countries. Shri. K C Rout ITS, Additional DGFT made the keynote address. 60 Exporters/manufacturers from Indian coir sector attended the programme. The programme was very fruitful and the participants were interacted with the Additional DGFT regarding the Trade Agreements and its utilities in the export.

Export Registration

Seven firms were newly registered as Coir Exporters and also issued Registration-Cum-Membership Certificates.

Export

The provisional export of coir and coir products during the period from April to November 2015 is 430290MT valued at Rs.1116.63crores. This shows an increase of 12% in terms of quantity and 6% in terms of value, when compared to the corresponding period of the previous year.

SFURTI

Project Screening Committee (PSC) Meeting -22.01.2016 25.01.2016

The Project Screening Committee (PSC) constituted as per the scheme was held at Coir House, Kochi on 22.01.2016 and it was continued on 25.01.2016 and evaluated the DPRs of the 5 more clusters which were presented by the concerned Technical Agencies (TAs). The PSC has suggested certain modifications in some of the DPRs and recommended certain clusters to place the DPRs before the Scheme Steering Committee for final approval.

Negotiation was conducted by the Committee with the Technical Agencies for reducing the TA cost as directed by the Scheme Steering Committee (SSC).

ECONOMIC RESEARCH

Seven officials were attended training programme at ASCI, Hyderabad during the period from 11th to 13th and 18th to 22nd January 2016. Three officials attended the training programme organized by Cochin Chamber of commerce at Ernakulam on 23.1.2016. On “New Reporting Requirements under the Income Tax Law”.

VISIT OF HON'BLE MINISTER, GOVT.OF MAHARASHTRA TO COIR BOARD.

Shri.Deepak Kesarkar, Hon'ble Minister of State for Finance & Planning, Rural Development Dept.of Maharashtra visited, Coir Board, Kochi on 15.1.2016 along with a team official's from Govt. of Maharashtra. The Minister had discussion with Secretary and other Sr.Officers of the Board regarding development of coir industry in Maharashtra with special focus in Sindhudurg district. As follow up of this a workshop was arranged by Maharashtra State Rural Lively Hood Mission on 25th January 2016 at Sindhudurg in Maharashtra. Officers of the Board from CI CT, Banglore and Head Office attended the work shop and made a presentation on various Scheme being implemented by Coir Board. The Officers had discussion with Honourable Minister for Planning Government of Maharashtra and District Collector Sindhudurg regarding implementation of Boards programmes.

MEETING WITH THE DEPARTMENT RELATED STANDING

COMMITTEE ON THE INDUSTRY

Meeting with the Department Related Parliamentary Standing Committee on Industry under the Chairmanship of Shri K.C. Thyagi, Hon'ble M.P visited Kerala and had a meeting at Kumarakom on 11th January, 2016 with representatives of Ministry of Micro, Small and Medium Enterprises and Coir Board on the issue of utilization of Budget for Coir Sector and achievements of targets. The Committee visited the Chemmanakari CVCS and Vaikom Coir Mats and Mattings Co-operative Society in the Vaikom Coir Cluster and interacted with the functionaries and workers of the societies on 12th January.

This is issued with the approval of the Secretary, Coir Board dated 2..2..2016.

The Hindi version of the material will be sent separately.

Yours faithfully,

Joint Director(Plg)

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