



# कयर बोर्ड COIR BOARD

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार  
Ministry of MSME, Govt. of India)

कयर हाउस / Coir House

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Dated:01.10.2015

दिनांक \_\_\_\_\_

Date:

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 September 2015 – reg.**

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

#### **S&T Activities**

- Coir Board through its research institute has prepared a Draft Indian Standard on natural fibre geotextiles such as Jute geotextiles and Coir Geotextiles (Coir Bhoovastra) - Glossary of terms for erosion control products and sent to Bureau of Indian Standards for circulation. The Glossary prepared covers the terms relating to coir geotextiles for erosion control application. The draft was prepared as per the decision taken in the 17<sup>th</sup> meeting of Geo-synthetics Sectional Committee, TX 30 in joint session with 6<sup>th</sup> meeting of Industrial Fabrics Sectional Committee, TX 33 conducted by BIS.
- As per the request received from the President/Secretary of the Erode-Tirupur District Coconut Fibre and Pith Block Manufacturers' Association, Scientists from board's research institute were deputed to different coir pith/fibre production units at Erode & Tirupur during the period from 3<sup>rd</sup> to 5<sup>th</sup> September 2015 to solve the pollution problems created by the discharge of coir pith leachate. Discussions were held on the matter with the owners of the units and it is evident that the leachate/effluent from these units although dark in colour are not harmful to the environment and can be used as a liquid fertilizer for agricultural purpose. The colour can be removed by the simple Coconut Husk Leachate Decolorizing Treatment (CLDT) method developed by CCRI and the method was passed on to the owners of the units for installation of coir leachate decolorizing mini plant as an option. The District Revenue Authorities and Pollution Control Board were enlightened on these issues.
- Director, R.D.T.E. attended the 18<sup>th</sup> meeting of Geo-synthetics Committee, TX 33 on 29.09.2015 at the Bombay Textile Research Association, Mumbai.

- The collaborative project with Central Silk Board on Development of Coir Silk blended fabric was completed and the products developed by CCRI under the projects was handed over to Central Silk Board.

#### **Coir Udyami Yojana**

- Chairman, Coir Board along with the senior officers of the Ministry and the Board held a meeting with the officers of the Government of Kerala and State Level Bankers' Committee at Thiruvananthapuram on 16<sup>th</sup> September, 2015. During the discussions, he has sought for support and assistance from various agencies of the Government of Kerala and Banks in implementing the schemes of the Board and further development of coir industry in the state.
- The Board also attended the meetings of the State Level Bankers' committee, Kerala and RBI's Empowered Committee on MSE held at Thiruvananthapuram on 22<sup>nd</sup> & 23<sup>rd</sup> September 2015. The above committees reviewed the progress of implementation of CUY in Kerala and directed the Banks to consider the CUY applications pending with them.
- Chairman and Secretary, Coir Board took review with the officials of the Department of Industries, Andhra Pradesh and SLBC, Tamil Nadu respectively on implementation of CUY Scheme.

#### **Coir Vikas Yojana**

- A total no. of 386 women workers were trained in spinning of coir yarn and manufacture of value added products. Besides, 1 Entrepreneurship Development Programme (EDP), 2 Awareness programmes and 2 Workshops were organized in major coir producing centres during the month. Financial Assistance was provided to one entrepreneur in Tamil Nadu State.
- The Board organized 5 days' Incubation/Intensive training on coir pith composting and pith by-products for 22 candidates during the period from 14.09.2015 to 18.09.2015 at Coir Board Complex.
- One day workshop on “ **Development of Coir Industry** “ has been organized at Central Tobacco Research Institute, Rajahmundry, Andhra Pradesh by the State Horticulture Department in association with Coir Board on 28/09/2015. Shri H. Arun Kumar, I.A.S., Collector, East Godavari District inaugurated the workshop presided by Shri. Chiranjeev Choudhary, I.F.S., Commissioner of AP Horticulture Dept. Shri. M. Kumara Raja, Secretary, Coir Board, Shri. Y.S. Prasad, CEO, AP Food Products Promotion Society, Shri. Suresh Babu Addl. Director of Industries extended felicitations. The workshop conducted with decision to conduct an exposure tour for officials/entrepreneurs to the coir processing areas at Pollachi and Allappuzha to study the units and technologies.

#### **SFURTI**

- The following new SFURTI clusters have been accorded sanction.

<b>Sl. No</b>	<b>State</b>	<b>Name of clusters</b>
1	Tamil Nadu	1. Dindugul
		2. Kangayam
		3. Palladam
2	Karnataka	4. Attur
3	Maharashtra	5. Pendur
		6. Sawantwadi

- The Project Screening Committee (PSC) constituted as per the scheme was held at Coir House, Kochi on 10.09.2015 and evaluated the DPRs of another 6 clusters which were presented by the concerned Technical Agencies (TA). The PSC has suggested certain modifications in hard interventions proposed in the DPRs and instructed the TAs to redraft the DPRs in tune with the suggestion of the committee.

### Domestic Market Promotion

The Board participated in the following exhibitions during the month .

Sl.no.	Name of exhibition	Place	Period
1	Agri Fair 2015	Malligai Arangam, Erode	4-09-15 to 6-09-15 (3 days)
2	ISKCON Krishna Janmashtami Utsav	Rishi Konda, Vizag	4-09-15 to 6-09-15 (3 days)
3	MSME Expo 2015	Guntur	19-09-15 to 20-09-15 (2 days)
4	4 <sup>th</sup> Science Expo	Daman & Diu	28-09-15 to 30-09-15 (3 days)
5	International Agricultural Machinery Expo	Karnal, Haryana	18-09-15 to 20-09-15 (3 days)

### Manager's Conclave-2015

- The Managers of Coir Board Showrooms are facing stiff competitions in the selling process. It is imperative that their competitiveness to face the marketing challenges has to be increased. With this motto, the Board organized 2 days' Executive Training Programme on 25<sup>th</sup> and 26<sup>th</sup> Sept. 2015 and also a one day Conclave for the Managers on 27<sup>th</sup> Sept. 2015 at Ni-MSME, Hyderabad. The meeting was inaugurated by Shri. Surendra Nath Tripathi, IAS, Additional Secretary, Ministry of MSME & Chairman, Coir Board in the presence of Shri. M. Chandrasekhar Reddy, Director General, Ni-MSME and Shri. M. Kumara Raja, Secretary, Coir Board. During the training programme, eminent faculties such as Dr. Krish Radhakrishnan of Krish Consultancy, Hyderabad, Dr. Malini Reddy of ASCI, Shri. Yathiraj, CEO etc. have handled the sessions on Personality Development, E-Commerce, Digital India, Branding, Franchisee Model, Market Networking, Personality motivation etc. which were really encouraging, informative and motivational.
- The Conclave inter alia, discussed at length the Strategy shift required in the Domestic Marketing of the Indian Coir Sector. After detailed deliberations, the Conclave resolved to accept a market driven, transparent system of setting up of Franchisees throughout India and connecting the Franchisees with the Supply Base through a Coir Trade Portal which runs on its own without human intervention. The Cash Rewards and Commemorations were presented to the 9 Showrooms which achieved the sales targets fixed for the year, 2014-15, as a token of appreciation of their excellent performance.
- Coir Board finalised its new marketing strategy for Domestic Market through Coir Board showrooms in the above conclave which will be implemented w.e.f 01- April 2016.

## **Export Market Promotion**

### **i) Participation in Expo National Ferretera-2015, Mexico**

Coir Board organized participation of Indian coir sector in the National Ferretera-2015, Mexico held during 10-12 September, 2015. The Board had reserved 24 Sq.mtr. space for organizing participation alongwith its co-exhibitors. Representing Coir Board, Shri.

V.C.Ragunandan, Accounts Officer attended the exhibition. The Board and the participant exporters could showcase the capabilities of Indian Coir sector in Mexico 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 Mexican market and reasonable trade enquiries were generated from this fair.

### **ii) Participation in the Garden & Pet Care Exhibition (GLEE)-2015, Birmingham, U.K**

The Board facilitated participation of Indian coir sector in the **Garden, Leisure & Pet Care Exhibition (GLEE)-2015**, Birmingham, UK held during 15-17 September, 2015 organized by i2i Events Limited. Three exporters/entrepreneurs participated in the fair through Coir Board and all of them got a lot of trade enquiries and orders.

### **iii) Management Development Programme (MDP) at Bhubaneswar, Odisha & Rajahmundry, Andhra Pradesh**

Coir Board organized three days' Management Development Programmes (MDP) on 'Export Management Skills for Coir Exporters' with the intention to develop 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.

The objective of the programme was to develop an integrated approach among the coir manufacturers and exporters towards enriching Export Management Skills to deal with the growing demand and changing tastes of the customers in the international markets. The two MDPs were organized at Hotel Excellency, Bhubaneswar, Odisha during 18 – 20 September, 2015 and at Hotel Riverbay, Rajahmundry, Andhra Pradesh during 21– 23 September, 2015. Altogether 50 exporters/executives from coir sector attended the two programmes. 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) Participation in International Exhibition in India**

The Board organized participation of coir sector in the 5th edition of the **Techtextil India 2015**, an international trade fair, held during 24 -26 September, 2015 at Mumbai. Five Coir Geo-textile manufacturers and exporters have participated in the fair through Coir

Board. 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 the functional applications and success of Indian Coir Geotextiles.

**v) Disbursement of External Market Development Assistance**

An amount of Rs.6,65,784/- has been disbursed to 5 enterprises/exporters as External Market Development Assistance for various export promotion activities abroad.

**vi) Registration as Exporter**

Thirteen coir units were registered as Exporters and Registration-cum-Membership-Certificates were issued to them.

**Study visit of Parliamentary Committee**

The Parliamentary Committee on Papers Laid on the Table (Rajyasabha) visited Thiruvananthapuram and had two sittings on 16<sup>th</sup> and 17<sup>th</sup> September, 2015. The Committee had an interaction with the Chairman and Senior Officers of the Ministry and Coir Board on 16<sup>th</sup> September, 2015 in which the issue of constraints being faced by the organization in preparing/laying the reports timely on the table was discussed.

**Actions initiated**

Actions have been initiated to implement the views expressed by the Prime Minister of India through his speeches on the following issues

1. Self attestation of documents
2. No interviews for selection of candidates
3. Use of Space application

This is issued with the approval of the Secretary, Coir Board dated 01.10.2015.

The Hindi version of the material will be sent separately.

भवदीय/Yours faithfully,



संयुक्तनिदेशक /Joint Director (Plg)

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