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Dtd.25.4.2016

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 period from 24.3.2016 to 22.4.2016 – req.**

The Important Events/discussions/decisions pertaining to Coir Board for the month of April, 2016 (from 24.3.2016 to 22.4.2016) are furnished below.

S&T ACTIVITIES

The R& D technologies developed by the Board viz the pollution free technologies of Biochem treatment for quality improvement of coir fibre, composting of coir pith using PITHPLUS, development of COCOLAWN, Coir Net house, setting up of vertical garden and utilization of tender coconut husks as compost/ disposable glass/ paper were disseminated to 30 nos. of Extension Officers of Commerce Department, Govt. of Kerala under a Job Induction Training Programme organized by Kerala Institute for Entrepreneurship Development (KIED) at Kalamassery on 8.4.2016. A presentation on “Value added products from Coir” was also made for generating awareness about the technologies on coir focusing the new R & D innovations viz. Development of Mobile Fibre Extraction Machine (MFEM), Anugraha loom, Anupam loom, use of natural dyes for dyeing of coir products, diversified coir products blended with other natural fibres in coir sector developed by Coir Board.



- A demonstration on Vertical garden using Coir fibre/ coir pith/C-POM has been set up at the front portion of Coir Net house at CCRI to highlight the soilless technology for the cultivation of plants for agri/horti applications. Vertical gardening is an innovative, effortless, and highly productive growing system that uses bottom-up and top-down supports for a wide varieties of plants in both small and large garden spaces.



COIR UDYAMI YOJANA

During the period from 24.3.2016 to 31.3.2016, the Board has released an amount of Rs.4,56,17,917/- towards subsidy for setting up of 177 units under this scheme as detailed in the table.

State	Units (Nos.)	Amount (Rs.)
Andhra Pradesh	16	52,00,000.00
Kerala	50	30,95,040.00
Orissa	10	22,80,000.00
Tamilnadu	88	3,44,96,877.00
Guwathi	13	54,60,000.00
Total	177	4,56,17,917.00

COIR VIKAS YOJANA

DOMESTIC MARKETING

During the month of April 2016, Coir Board participated in three exhibitions as detailed below.

Sl. No.	Name of Exhibition	Place	Period
01	Thrissur Pooram Exhibition 2016	Thrissur, Kerala	01-04-16 to 23-05-16
02	Krushik Vikas Exhibition	Amravathi, Maharashtra	10-04-16 to 13-04-16
03	Northern India International Trade Fair 2016	Dehradun, Uttarakhand	13-04-16 to 21-04-16

EXPORT MARKETING

I Exporters' Meeting

Coir Board organized an Interactive Meeting of the Presidents of Coir Exporters' Associations and major coir exporters with Shri. K K Jalan, Secretary to the Govt. of India, Ministry of MSME on 1 April, 2016 at Alleppey. Various problems and prospects of the industry were discussed during the meeting.

II External Market Development Assistance

An amount of Rs. 20, 27,204/- (Rupees Twenty Lakh Twenty Seven Thousand Two Hundred and Four Only) has been disbursed to 24 Units as External Market Development Assistance for conducting various export promotional activities abroad.

III Export Registration

20 firms were newly registered as Coir Exporters and the Registration-Cum-Membership Certificates were issued to them.

IV Export

The export of coir and coir products during the period from April 2015 to February 2016 is 638186 MT valued at Rs.159739.11 crores. This shows an increase of 16% in terms of

quantity and 9.5% in terms of value, when compared to the corresponding period of the previous year.

SFURTI

The Project Screening Committee (PSC) constituted as per the scheme was held at Coir House, Kochi on 18.04.2016 and evaluated the DPRs of the following clusters which were presented by the concerned Technical Agencies (TAs). The PSC has recommended to place the DPRs before the ensuing Scheme Steering Committee for final approval. The details of the clusters are given below

Sl. No.	Name of State	Name of Cluster	Type of Cluster	Name of the Implementing Agency	Name of Technical Agency which was engaged for the preparation of DPR
1	Kerala	Ambalappuzha	Mini	Coir Boucle Consortium, Alappuzha	M/s.Entrepreneurship Development Institute of India, Thrissur
2		Cherthala	Mini	Cherthala Small Scale Coir Fibre Mats and Manufactures Co-operative Society Ltd. No.740	
3		Muhamma	Mini	Labourers Coir Mats & Mattings Co.op. Society Ltd. No.A.733	
4	Tamil Nadu	Ethamozhy, Kanyakumari	Mini	Gandhi Kamaraj Educational And Rural Development Trust (Gkerd), Nagercoil	M/s. ITCOT Consultancy & Services Ltd., Chennai
5	Karnataka	Gundakanahalli	Mini	Karnataka State Coir Co-Operative Federation	M/s.Foundation for MSME clusters, New Delhi
6		Gandasi	Mini	Karnataka State Coir Co-Operative Federation	
7		Haralakkatta	Mini	Karnataka State Coir Co-Operative Federation	
8		Javagal	Mini	Karnataka State Coir Co-Operative Federation	

BOARD MEETING

Shri Kalraj Mishra, Hon'ble Minister for MSME, Govt. of India addressed the 219th meeting of Coir Board and had a fruitful interaction with the Board Members.

VISIT OF THE GOVT. SECRETARY

Shri K K Jalan, IAS, Secretary to Govt. of India, Ministry of MSME visited the Coir Sector in Kerala and Tamil Nadu during the period from 31.03.2016 to 03.04.2016. During the visit he reviewed the plan schemes of Coir Board at Head Office, Kochi. He visited the Central Coir Research Institute and the International Coir Museum at Kalavoor, Alappuzha. The Secretary also visited some coir units assisted under CUY and coir societies in Vaikom Coir Cluster and had an interaction with the workers and functionaries of the societies. Export house at Alleppey was also visited by him. The Govt. Secretary had also taken an interactive meeting with Coir Exporters Association and Exporter's in Kerala, SLBC, DLBC, Lead Bank etc. on Credit flow in connection with the implementation of Coir Udyami Yojana. Representatives of Small Scale Coir Manufactures Association and representatives of Trade Associations. An interactive meeting with Director, Coir Development, Kerala, MD, NCRMI and Senior Officials of PSUs playing in coir sector was also held by the Government Secretary on various issues in coir Industry in the state. Secretary had also taken a meeting of representatives of SFURTI Coir Clusters in Kerala and instructed to speed up the implementation of the scheme in the state.

On 3rd April 2016, the Secretary visited coir units assisted under CUY, Export units, Machinery Manufacturing unit, Coir Mattings Manufacturing units etc. in and around Pollachi . Besides the visits, he had an interaction with the Stakeholders, TAs, IAs etc of SFURTI cluster in Tamilnadu and the representatives of Federation of Tamil Nadu District Coir Association, Coir pith and Allied Products Exporters Association, Coir Fibre Exporters Association and Coimbatore District Coir Mills Association etc. The focus of the meeting was

to create incremental growth in coir sector in the value addition zone and to set the timeline for all the activities of Coir Board in implementing the schemes.

This is issued with the approval of the Secretary, Coir Board dated 25/04/2016.

The Hindi version of the material will be sent separately.

भवदीय/Yours faithfully,

संयुक्त निदेशक /Joint Director (Plg)

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