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महोदय /Sir,

**विषय Sub:- Material for inclusion in the report on the significant  
events of the Ministry for the month of March 2016 – reg.**

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

**S&T ACTIVITIES**

Hon'ble Chairman, Coir Board, was inaugurated the Pilot Scale Laboratory (PSL) set up for the production of PITHPLUS/ Testing at Regional Office of Coir Board at Pollachi on 8.3.2016. Shri. Manthrachalam, Hon'ble Member, Coir Board was also present at the occasion. The laboratory will cater to the requirement of testing of coir pith and coir fibre from coir entrepreneurs in that region. The technologies of Biochem treatment for quality improvement of coir fibre, Coir pith composting using Pithplus, Cocolawn etc were demonstrated and also the infrastructure facilities available in the PSL at RO, Pollachi for the production of Pithplus and Testing were explained to Chairman at the occasion. The infrastructure facilities available in the PSL at RO, Pollachi for the production of Pithplus and Testing were explained to Chairman at the occasion. The technology of Biochem treatment was also demonstrated to the participants in a Cluster meeting conducted at Thippampatti in connection with the stone laying ceremony of new Regional office complex at Pollachi on 3.3.2016.

All the technologies developed by the Board were disseminated before entrepreneurs who have attended the EDP training conducted under the Coir Udyami Yojana Programme held during the period from 14<sup>th</sup> to 18<sup>th</sup> March 2016. Demonstrations on the ecofriendly technologies of Biochem treatment for quality improvement of coir fibre, composting of coir pith using Pithplus and development of Cocolawn were also carried out before the entrepreneurs on that occasion.

The technologies developed were also disseminated to staff/ students from NCRMI(National Coir Research & Management Institute, Govt. of Kerala, Trivandrum & to the new batch of trainees at the NCT & DC on 16/03/2016.

The application of coir geotextiles for geotechnical applications were highlighted at the meeting on geosynthetics convened by the Bureau of Indian Standards at BTRA, Mumbai on 17<sup>th</sup> March 2017.

The new R& D Technologies developed were also disseminated to coir entrepreneurs in a 5 days Intensive **Training Programme** on coir pith and pith bio-products during the period from 14-18<sup>th</sup>, March, 2016.

5days Intensive Coir Training was conducted on “Coir Polyester Moulding” to two lady trainees from 14.03.16 to 18.03.16. The training included theory and practical on coir fibre and pith preparation for moulding, polyester resin, cross linking chemicals, preparation of compound for the moulding, gel time and curing time of the composite, mould preparation, different types of moulds, preparation of moulds from plaster of paris and glass fibre, Negative mould preparation, moulding of different products from coir and polyester, finishing of the products, pigmenting etc.

The salient findings under collaborative project on “Material exploration and design development using coconut fibre for childrens’ product and toys” with NID Ahmedabad was highlighted by presentation and display on 14.03.16. The Head ICNF, NID Prof.Pradyumansinh Jhala and the project coordinator Mr. Sajith Gopinath have represented NID.

## **COIR UDYAMI YOJANA**

During March 2016 (upto 23.03.2016), Board has released an amount of Rs.2,19,75,367/- towards subsidy for setting up of 123 units under this scheme.

Coir Board Officials attended the meetings of the State Level Bankers' Committee, Kerala and RBI's Empowered Committee on MSME held at Thiruvananthapuram on 14<sup>th</sup> and 15<sup>th</sup> March 2015. The above committees reviewed the implementation of Coir Udyami Yojana in the State of Kerala and directed the Banks to consider the CUY applications pending with them.

## **COIR VIKAS YOJANA**

A total no. of 1014 Nos. women workers were trained in spinning of coir yarn and manufacture of value added products. Besides 13 Nos. awareness programmes, 10 Nos EDP's, 3 Nos. Exposure tour, 1 No. seminar, and 10 Nos. Workshops were organized in major coir producing centres during this month.

Review meeting conducted by Shri. Giriraj Singh, Hon'ble Minister of State for Micro, Small & Medium Enterprises, Government of India, at Yusufguda, Hyderabad on 03/03/2016 & 04/03/2016 and Shri. Kalraj Mishra, Hon'ble Minister for Micro, Small & Medium Enterprises, Government of India at Novotel hotel, Hyderabad on 21/03/2016. All line departments MSME (DG), KVIC, MSME Tool room, NSIC are attended the meeting along with Coir Board. Both Ministers are reviewed our Schemes and Programmes

## DOMESTIC MARKETING

During the month of March 2016, Coir Board has participated/ is participating in the following exhibition.

SL NO	NAME OF EXHIBITION	PLACE	PERIOD
01	International Shivaratri Fair 2016	Mandi, Himachal Pradesh	07-03-16 to 13-03-16
02	Coir Mela	Nalbari, Assam	09-03-16 to 13-03-16
03	NVDP & Industrial Exhibition	MSME-DI, Patna	10-03-16 to 11-03-16

## EXPORT MARKETING

### Participation in the Canada Blooms 2016, Toronto, Canada

Coir Board organized participation of Indian coir sector in the Canada Blooms, Toronto, Canada held during 11-20 March, 2016. The delegation was led by Shri. M Kumara Raja, Secretary, Coir Board. The response of the exporters/entrepreneurs from Indian coir sector participated in the fair through Coir Board was very encouraging and the participants were generated a lot of trade enquiries for coir pith and garden articles.

## II External Market Development Assistance

An amount of Rs. 6,96,802/- (Rupees Six Lakh Ninety Six Thousand Eight Hundred and Two Only) has been disbursed to Five Units as External Market Development Assistance for various export promotional activities abroad.

### **III Export Registration**

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

#### **Export**

The export of coir and coir products during the period from April 2015 to January 2016 is 537666 MT valued at Rs.138259.42 crores. This shows an increase of 12.2% in terms of quantity and 5.5% in terms of value, when compared to the corresponding period of the previous year.

#### **ASPIRE**

**The Board has set up three Livelihood Business Incubation centres at Board's establishment namely Regional Office Rajahmundry, Bhubaneswar and Regional Extension Centre at Thanjavur. The startup training programme under ASPIRE scheme has been commenced successfully by first week of March 2016.**

#### **SFURTI**

Foundation stone laying ceremony of 9 Clusters for implementation during the 2<sup>nd</sup> phase of SFURTI

Shri.C.P.Radhakrishnan, Ex.M.P., Hon'ble Chairman, Coir Board laid down Foundation stone for 3 clusters in Kerala State and 6 clusters in the State of Tamil Nadu for setting up of CFC during the reporting month under 2<sup>nd</sup> phase implementation of SFURTI programme. The details of clusters that foundation stone laid are detailed hereunder:

Sl.No.	Name of the Cluster	Type of Cluster
1	Neyyattinkara Coir cluster, Trivandrum	Mini
2	Haripad Coir cluster, Alappuzha	Major
3	Balusserly Coir cluster, Kozhikode	Mini
4	Dindigul Coir cluster	Major
5	Palladam Coir Growbag Cluster	Major
6	Kangayam Coir Cluster	Major
7	Salem Coir Mat Consortium (Mettur) Coir Cluster	Major
8	Tirunelveli Coir Cluster	Major
9	Pollachi Coir Cluster	Heritage

### **Review meeting at Pollachi-03.03.2016**

A review meeting was conducted at Regional Office, Pollachi on 03.03.2016 at 2.00 p.m. under the Chairmanship of Secretary, Coir Board. The representatives from IAs, SPVs and Technical Agency of the clusters belonging to Tamil Nadu which were got final approval from the Ministry for 2<sup>nd</sup> phase implementation of SFURTI were participated in the review meeting. The Director (Mktg.), Senior Accounts Officer (SAO) & Deputy Director (SFURTI) were attended in the meeting. The timeline for completing activities in clusters wise were discussed in detail and Technical Agency has been requested to prepare Time Schedule for each Cluster.

### **Review meeting at Coir House, Kochi – 16.03.2016**

A Review meeting was conducted at Coir Board, Coir House, Kochi at 10.00 a.m. on 16.03.2016 with the Implementing Agencies of Haripad, Neyyattinkara and Balusserly clusters in Kerala in order to briefing the time schedule for completing the activities of the clusters as per the timeline specified in the DPR and other responsibilities of each

Agency. The Project Officer (Coir), Kayamkulam and representatives of other Implementing agencies were attended the meeting. The Regional Officer, Kerala, Officer-in-charge, Regional Office, Attingal and Officer in-charge, Sub Regional Office, Kannur, who are the NAFO of the clusters were also attended in the meeting.

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

The Hindi version of the material will be sent separately.

Yours faithfully,

Joint Director

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