

Shri. R.R Meena,  
Deputy Secretary 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 2014** – reg.

The important events/discussions/decisions pertaining to Coir Board for the month of **September 2014** are furnished below.

## **I. S&T ACTIVITIES**

- During the reporting period, 75 demonstrations were conducted on composting of coir pith, fibre magic, MFEM, and Biochem treatment at Kerala and Tamil Nadu region.
- One demonstration and two awareness programme on SFRUTI Coir Cluster development were conducted in Assam as a part of popularization of R&D activities in the NE region.

## **II. TRAINING**

A total number of 2030 women workers were trained in spinning of coir yarn and manufacture of value added products. Besides, 2 Entrepreneurship Development Programmes, 5 Quality Improvement Programmes, 4 Awareness Programmes and 1 Workshop were also organized in major coir producing centers. During the month financial assistance was provided in four cases, one in Kerala and three in Tamil Nadu.

Details of SC/ST/OBC artisans trained during the month are given below:-

	<b>Non NER</b>	<b>NER</b>
SC Artisans	612	40
ST Artisans	74	..
OBC	556	..

### III. DOMESTIC MARKETING

The Board successfully participated in the following Exhibitions during the reporting period through its showrooms.

<b>Sl.no.</b>	<b>Name of the Exhibition</b>	<b>Place</b>
1	Lions Onam 2014	LMS Compound, Trivandrum
2	Mega MSME Fair	Pragati Maidan, New Delhi
3	India International Road Fair 2014	Pragati Maidan, New Delhi
4	Puduvai Utsav 2014	Puducherry
5	Ero Intech 2014	Erode, Tamil Nadu
6	Sahara Shopping Festival	Thane, Mumbai
7	Mysore Dussera 2014	Bangalore
8	Dehradun Trade Fair 2014	Parade Ground, Dehradun
9	Deep Utsav 2014	Noida Stadium, Noida
10	Home Interior & Exterior	Chennai Trade Centre, Chennai

#### **IV. EXPORT MARKETING**

The Board facilitated participation of Indian Coir Sector in the GLEE 2014, Birmingham, UK held during 14-16 September, 2014 organized by i2i Events Limited. Three exporters/entrepreneurs participated in the fair through Coir Board.

#### **V. HINDI FORT NIGHT CELEBRATIONS**

As a part of implementation of OL policy of Govt. of India, the Board observed Hindi day on 14<sup>th</sup> September 2014 in all its establishments. At Head Office, Hindi fort-night was celebrated during 15-26, September 2014. During this period various competitions in Hindi were conducted for encouraging the staff members to do their routine work in Hindi. Also, a four - day workshop on **“Workshop on Spoken Hindi and doing Noting and Drafting on Computers using UNICODE Software”** was conducted for the benefit of Officers and Employees of the Board.

The Hindi version of the material will be sent separately.

This is issued with the approval of Secretary, Coir Board dated 9.10.2014.

भवदीय/Yours faithfully,

संयुक्त निदेशक (योजना) JOINT DIRECTOR (Plg.)

- Copy to:**
- 1 The Under Secretary to govt. on India,  
Ministry of MS&ME,  
Udyog Bhavan, New Delhi- 110 011.
  2. Additional Industrial Adviser,  
Office of the Development Commissioner (MSME),  
Nirman Bhavan, 7<sup>th</sup> Floor, Maulana Azad,  
New Delhi- 110 108.