



कोयर बोर्ड Coir Board

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

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Dtd.26.7.2016

Shri.Magan Lal,
Under Secretary to the Govt. of India,
Ministry of MS&ME, UdyogBhavan,
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 24.06.2016 to 25.07.2016 – req.**

The Important events/discussions/decisions pertaining to Coir Board for the period from 24.06.2016 to 25.07.2016 are furnished below:

India International Coir Fair (IICF)- 2016

The fourth edition of the India International Coir Fair (IICF) was organized at Codissia Trade Fair Complex, Coimbatore from 15th to 18th of July 2016. The IICF 2016 was a confluence of significant events like Reverse Buyer Seller Meet, Domestic Buyer Seller Meet, Technical Seminars, Investors Meet, Job Facilitation to educated young people, variety programmes like Coir Fashion Show, Competitions for students with coir as topic, Live Demonstrations of technology, Exhibitions etc.

Union Minister for MSME Shri.Kalraj Mishra inaugurated the fair on 15/07/2016. Union Minister for Urban Development, Housing and Urban Poverty Alleviation & Information & Broadcasting Shri.Venkaiah Naidu, Union Minister of State for MSME Shri.Giriraj Singh, Minister for Finance and Coir, Govt. of Kerala Dr.Thomas Issac, Secretary to Ministry of MSME Shri..K.K.Jalahn and other dignitaries and senior officials attended the event.

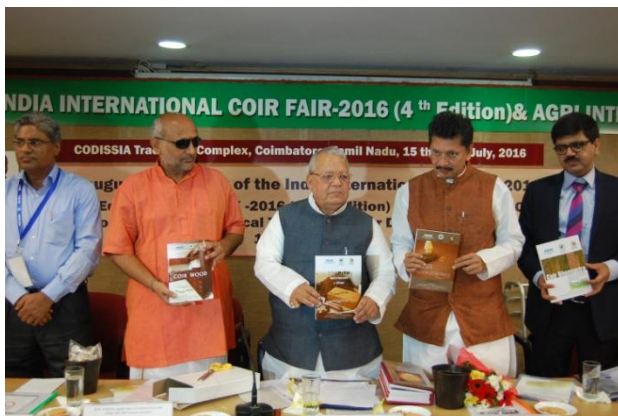
The IICF 2016 was a resounding success showcasing the latest trends and developments in coir industry. It acted as a platform for the forward progress of Indian Coir Sector.

S&T ACTIVITIES

- Coir Board has organized the 4th edition of the India International Coir Fair (IICF) during 15 – 18 July, 2016 at Coimbatore, Tamil Nadu showcasing the capabilities of Indian coir sector with added features in Tamil Nadu, the production hub of Coir fibre and Coir Pith. Apart from the regular features and pageantries of the event, the main

objective of the fair was to building up linkages for market development and expansion of the horizon of coir trade and industry in a multi-dimensional way.

- Four books on coir viz. **“Coir Pith - Wealth from waste”**, a reference book showcasing the value addition to coir pith for agri/horti applications , **“Coir Bhoovastra”**- Ecofriendly, Biodegradable Material for Soil Conserveation & Rural roads, **“Coir Wood”** and **“Coir Floor Coverings”** were released at the venue of IICF-2016 by Shri. Kalraj Mishra, Hon. Minister for Micro, Small and Medium Enterprises, New Delhi on 15th July,2016. Shri.Deepak Vasanth Kesarkar, Hon Minister for Home (Rural), Finance and Planning, Govt of Maharashtra, Secretary, Ministry of MSME, Shri.K.K. Jalan, I.A.S, Shri.C.P.Radhakrishnan, Ex MP & Hon. Chairman, Coir Board were present at the Inaugural function of the IICF-2016.



Release of books on Coir at the IICF-2016

- The new R& D technologies developed by the Board viz “Nano”- The user friendly fibre extraction machine, the pollution free technologies of Biochem treatment for quality improvement of coir fibre, composting of coir pith using PITHPLUS, development of COCOLAWN using Coir geotextiles, Coir needled felt, Coir pith and C-POM, Coir Net house, setting up of vertical garden using coir pith / C-POM were demonstrated with posters/ boards and all the R& D products were displayed at the Theme Pavilion of Central Coir Research Institute at the exhibition arranged in connection with IICF-2016 for popularization among public.





Sl. No	Nano Mobile Defibering Machine	Mobile Fibre Extraction Machine(Swara)
1.	Only 3 HP Energy required	10 HP Energy required
2.	Lengthy Fibre without breakage obtained	Good quality fibre with minimum breakage
3.	Machine weight - only 100 Kg.	Machine weight- 500 Kg.
4.	Dimension- only 100cm x 60cm	Dimension- 1200cm x 100cm
5.	Cost- Rs. 75,000/- only	Cost- Rs. 1.5 Lakh
6.	Output- 600 husk/hour	Output- 600 husk/hour
7.	Beneficial to small scale coir units and tiny house hold units	Beneficial to small scale coir units
8.	Easily transported using 2 labours	Additional vehicle required for transportation
9.	Single phase/ Three Phase electric connection will suffice	Necessitates three phase electric connection
10.	Noise in reduced decibel range	Noise of high decibel range

Inauguration of “NANO” the low decibel user friendly Coir fibre Extraction Machine

- The product “**Krishimithra**”, a new innovative formulation developed by CCRI, intended especially for the cultivation of vegetables was launched in the Mega event –IICF-2016 by Shri.Giriraj Singh, Hon Minister for State, Ministry of MSME in presence of Shri.Venkaiah Naidu, Minister of Urban Development of India. “**Krishimithra**” is prepared by degrading coir pith using PITHPLUS (*Pleurotus sajor caju*), supplemented with Azolla & fish waste in place of urea, as nitrogen source. Shri.Thomas Issec, Hon Minister for Finance and Coir, Govt of Kerala Thiruvananthapuram and Shri.C.P.Radhakrishnan, Ex MP, Hon Chairman, Coir Board were present on that occasion.



- The sales of C-POM was arranged at the venue of IICF-2016 and an amount of Rs.1,25,885/- has been realized from the sale of 9560 bags (2kg) of the same.



- The Institute has developed injection moulded chairs from Coir and Poly Propylene. The Coir and Poly propylene were co extruded with and without chemical modification. The extrusion was conducted at CIPET, Kochi. The chairs were injection moulded using the co extruded pellets. The moulded chairs reduce the plastic consumption and cost by about 25% and also reduce the carbon foot print.
- The Injection moulded Coir-PP chairs were launched by Hon. Union Minister for MSME, Shri Kalraj Mishra on 15.07.16 during the inauguration of IICF-2016. The chairs were exhibited in the theme pavilion of IICF-2016.



Launch of Injection moulded chairs from Coir

- Developed a shade card on Pantone shades in coir. Since Pantone shades are accepted worldwide, in the recent past, it is seen that there is requirement of pantone shades in the coir trade also. The shades have now been developed in coir using the acid and direct dyes as per existing methods. The present shade card contains 96 random selected colours. The shade card can be used as a ready reference for shade matching in PANTONE shades.
- The shade card was launched by Hon. Union Minister for MSME, Shri Kalraj Mishra on 15.07.16 during the inauguration of IICF-2016.



Launch of PANTONE shades on coir at the IICF-2016

- The coir chess board made up of coir composites and chess pawns made up of coir and polyester were launched by the Hon. Union Minister for MSME, Shri Kalraj Mishra on 15.07.16 during the inauguration of IICF-2016. The chess board and coins were exhibited in the theme pavilion of IICF-2016.



Launch of Coir Chess Board & Coins at the IICF-2016

- Coir –Poly Propylene pots were developed as part of the collaborative project with CIPET, Kochi. The coir and PP were coextruded to get the pellets and the pellets were injection moulded to pots. The newly developed Injection moulded pots were launched by Hon. Union Minister for MSME, Shri Kalraj Mishra on 15.07.16 during the inauguration of IICF-2016.



Injection moulded Coir- Poly Propylene Pots

- Other new products like Yoga Mat made from Coir-Silk, Coir Caps , Coir Folders & Books made from Coir Handmade Paper etc. were also launched at the IICF 2016.



Yoga mat made from Coir Silk

- Apart from the above, technical seminars on the findings of R&D efforts in the field of coir sector were also organized during the programme. Papers were presented on topics viz. "Coir –Importance as a Technical Textile Fibre for Diversified End uses", " Application of coir geotextiles for re-inforcement of rural roads and its performance study", "Coir geotextiles for Environmental Applications", "Coir pith – Agri/Horticultural & Allied Applications and Importance of Quality", & Coir Wood & Rubberized Coir for Green Buildings". Around 500 genuine participants including Industrialists, Exporters, Trade people, Scientists, Students etc. attended the sessions. Eminent panel members and Speakers from various institutions handled the sessions. 32 papers were presented in the programme.

COIR UDYAMI YOJANA

During the period from 23.6.2016 to 25.7.2016, the Board released an amount of Rs.3,13,96,295/- towards subsidy for setting up of 128 units under the Coir Udyami Yojana scheme as detailed below.

State	Units (Nos.)	Amount (Rs.)
Tamil Nadu	57	2,26,10,851.00
Karnataka	12	47,99,884.00
Kerala	59	39,85,560.00
Total	31	3,13,96,295.00

COIR VIKAS YOJANA

A total no. of 178 women workers were trained in spinning of coir yarn and manufacture of value added products. Besides, 2 Awareness programmes and 11 exposure tours were also conducted during the month. One entrepreneur was assisted under DPI Scheme.

DOMESTIC MARKETING

During this month the Board has participated in the following exhibitions.

Sl. No.	Name of Exhibition	Place	Period
1	IICF 2016	Codissia, Coimbatore	15 th -18 th July 2016
2	Food and Technology Expo 2016	Pragati Maidan, New Delhi	22 nd -24 th July 2016

EXPORT MARKETING

i) Reverse Buyer Seller Meet

Coir Board organized a Reverse Buyer Seller Meet as part of the India International Coir Fair during 15-18 July, 2016 at CODISSIA Trade Fair Complex, Coimbatore,. 43 prominent overseas buyers from the floor covering/ home furnishing/ handicraft / Gardening /bio engineering/ machinery sectors from 20 countries all over the world participated in the event. The buyers have shown keen interest in various coir products and 200 trade enquiries worth USD 54.50 lakh were generated.

ii)External Market Development Assistance

An amount of Rs.18,17,701/- (Rupees Eighteen Lakh Seventeen Thousand Seven Hundred and One only) has been disbursed to 12 Units as External Market Development Assistance for various export promotional activities abroad.

iii)Export Registration

Four firms were newly registered as Coir Exporters.

iv)Export

The provisional export of coir and coir products for the month of May 2016 is valued at Rs.324.87 crores for a quantum of 148174 MT. It shows an increase of 33% in terms of value and 53% in terms of quantity when compared to the corresponding period of previous year.

MY COIR- An exclusive Mobile Application for Coir

A mobile app “My Coir” has been developed and launched during IICF 2016. The App gives a brief description of various coir beneficiary schemes which are being implemented by Coir Board with an intention to help and assist the entrepreneurs, especially small business groups. “My Coir” App is also useful for beneficiaries to know the status of their submitted Applications.

SFURTI

i)Project Screening Committee (PSC) meeting under SFURTI

The Project Screening Committee (PSC) constituted as per the scheme was held at Coir House, Kochi on 30.06.2016 and evaluated the DPRs of two clusters of Hassan Dist in Karnataka, which were presented by the Technical Agency M/s. Foundation for MSME clusters, New Delhi. The PSC has recommended for substitution of the same in place of another two clusters which have got final approval from the 16th and 19th SSCs respectively ie., Gudakanahalli with Attur and Haralakkatta with Gandasi.

ii)Scheme Steering Committee (SSC) meeting at New Delhi

The 20th Scheme Steering Committee meeting of SFURTI was held under the Chairmanship of Secretary, MSME on 8.07.2016 at 2.30 p.m. at New Delhi. The Board has placed DPRs of two new clusters (Gudakanahalli and Haralakkata) seeking final approval from the SSC, by which they have been substituted in place of Attur and Gandasi clusters which have already got final approval from the 16th and 19th SSCs respectively. Accordingly the decision from the 20th SSC is awaiting.

IMPLEMENTATION OF OFFICIAL LANGUAGE

Coir Board was awarded with a rolling trophy and certificate for the best implementation of OL policy among the category of Central/Autonomous Institutions coming under the Kochi Town Official Language Implementation Committee. A Hindi workshop was organized in the Head Office for the officers during the period under report.

The Allappuzha Town Official Language Implementation Committee Meeting was held at BSNL, Alappuzha on 20.07.2016. The progress of work at CCRI was well appreciated in the meeting.

BOARD MEETING

221st Board Meeting was held at Coimbatore on 16th July 2016. Agenda notes were discussed in detail and approved by the Board.

PRINCIPAL SECRETARIES' MEET

A high level meeting of the Principal Secretaries to the Industries Departments of Principal coconut producing states, chaired by the Secretary to Govt. of India, Ministry of MSME was also organized on 16.6.2016 during the IICF at Coimbatore.

VISIT OF PARLIAMENTARY COMMITTEE

Coir Board was the main co-ordinator for arranging the "Study Visit of the Parliamentary Committee on Papers laid on the Table of Lok Sabha" during 07-11 July 2016 at Trivandrum. The Committee was headed by Shri.Chandrakant B Khaire, Hon.MP.

This is issued with the approval of the Secretary, Coir Board dated.26.7.2016.

The Hindi version of the material will be sent separately.

भवदीय/Yours faithfully,

Sd/-

संयुक्त निदेशक (यो.) /Joint Director (Plg.)

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