

Coir Board

I-19015(15) / 1/ 2015(S&T)

Dtd.25.5.2016

Shri.M.K.Mishra,
Under Secretary(KVI) 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 23.4.2016 to 22.5.2016 – reg.

The Important Events/discussions/decisions pertaining to **Coir Board** for the period from 23.4.2016 to 22.5.2016 are furnished below.

S&T ACTIVITIES

1. Dr.Venkataramanaiah, Associate Professor, IIM, Lucknow has visited CCRI on 25.4.2016. All the new R& D technologies developed by the Board were explained to him .



2. A team of entrepreneurs from Idukki District visited CCRI on the technologies developed in the CCRI were also disseminated to entrepreneurs from Idukki during their visit to CCRI.
3. Imparted 5 days' intensive coir training on coir polyester mouldings to Mr. Vishal Patel from Gujarath. 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.
4. Director, R.D.T.E. attended the 2nd Global Geosynthetics Summit “Enhancing Application in the Infrastructure Sector” held on 19th& 20th May 2016 at Hotel Shangri La, Ashoka Road, New Delhi.

The Summit was inaugurated by Shri. Anand Kumar, IAS, Managing Director of National Highways and Infrastructure Development Corporation(NDIDCL), Ministry of Road Transport & Highways, Govt. of India who also delivered the inaugural address.

5. Regional Office, Coir Board, Attingal, Kerala organized an awareness programme for Chakkala Community on 13.05.16 at Neyyattinkaram, Trivandrum. CCRI participated in the programme and explained the new R&D technologies developed by the Board to the participants.

COIR VIKAS YOJANA

A total no. of 137 rats were distributed in Kerala to Women Coir artisans, including 20 from SC category, for starting coir units of their own.

DOMESTIC MARKETING

During the month of May 2016, Coir Board participated in the Nagaland International Industrial & Trade Fair at Kohima, Nagaland which was held during 5-18 May 2016.

EXPORT MARKETING

Facilitation for participation of Indian coir sector in the National Hardware Show, Las Vegas, USA

Coir Board facilitated participation of Indian coir sector in the National Hardware Show, Las Vegas, USA during 4-6 May, 2016.

The Board set up an 'Indian Coir Pavilion' in 900 Sq.ft. space with 8 individual booths. The construction of the pavilion was done by an agency engaged by the Board through global bidding process. 8 enterprises/exporters from Indian coir pith sector participated in the event through 'Indian Coir Pavilion'.

External Market Development Assistance

An amount of Rs. 5,47,026/- (Rupees Five Lakh Forty Seven Thousand and Twenty Six only) has been disbursed to 4 coir units as External Market Development Assistance for various export promotional activities abroad.

Export Registration

Three firms have been newly registered as Coir Exporters and Registration-Cum-Membership Certificates have been issued to them.

Export

The export of coir and coir products for the year 2015-16 has been finalized. The export of coir and coir products reached an all time high record of Rs.1901.42 crores in terms of value and 752020 MT

in terms of quantity. There is a growth of 20% in terms of quantity and 17% in terms of value when compared to the export during the previous year.

My Coir

A web portal “My Coir” has been developed and hosted so that beneficiaries can submit applications online for all the schemes of the Board and application flow is processed online on an end to end basis.

ISO 9001:2008

M/s BSCIC Certification Pvt. Ltd. has successfully conducted the surveillance assessment at Coir Board and based on the surveillance report Coir Board has been recommended for continuation of ISO 9001:2008.

Insurance

During the period under report a total number of 11 claims have been settled under the **Coir Board Coir Workers Group Personal Accident Insurance Scheme** at a total amount of Rs.5.20 lakhs.

SWACHH BHARAT MISSION

In compliance with the directions of the Ministry vide letter No.F-23014(1)/2014-GA dated 30th March, 2016, the Board chalked out an Action Plan for carrying out different programmes for ensuring cleanliness inside the office buildings as well as in the surrounding premises of all establishments of the Board including HO, field Offices and Showrooms & Sales Depots during 1st May to 15th May 2016. During the period, a series of cleanliness drives including cleaning and sweeping of Offices, corridors and premises, weeding out old records, disposing of old and obsolete furniture, junk material and white washing/painting were undertaken in the premises with the participation of all staff members. Attractive flexes on “Swachh Bharat Pakhwada” were displayed prominently at the entrance of Head Office as well as field Offices and Showrooms, so as to attract the attention of the public to this great event so as to motivate them also for participating in similar activities. Besides, the Board could create an awareness among exporters, various coir units and societies and SFURTI clusters about this great mission of the Govt. of India by ensuring their participations also in the cleaning programmes.

Clippings of the SWACHH BHARAT Fortnight





The Hindi version of the material will be sent separately.

भवदीय/Yours faithfully,

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संयुक्तनिदेशक /Joint Director (Plg)

Copy to: 1. Shri.R.R.Meena,
Deputy Secretary (Coir),
Ministry of MS&ME, Govt. of India
UdyogBhavan, New Delhi- 110 011.

2. Additional Industrial Advisor,
Nirman Bhavan, 7th Floor,
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New Delhi- 110 108.

Shri.M.K.Mishra,
Under Secretary(KVI) 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 24.3.2016 to 22.4.2016 – reg.

The Important Events/discussions/decisions pertaining to Coir Board for the month of April, 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 made for awareness generation 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 below.

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, the Coir Board participated in three exhibitions as detailed below.

Sl. No.	Name of Exhibition	Place	Period
01	ThrissurPooram Exhibition 2016	Thrissur, Kerala	01-04-16 to 23-05-16
02	KrushiVarikas 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 KJalan, 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.

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 KJalan, IAS, Secretary to Govt. of India, Ministry of MSME visited the Coir Sector in Kerala and Tamil Nadu during the period from 31.3.2016 to 3.4.2016. During his visit he had 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 to Govt. 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. The Secretary also visited an Export house at Alleppey. He had also taken an interactive meeting with Coir Exporters Association and Exporters in Kerala, SLBC, DLBC, Lead Bank etc. on Credit flow in connection with the implementation of Coir Udyami Yojana. Representatives of Small Scale Coir Manufacturers 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 the Secretary visited coir units assisted under CUY in and around Pollachi and Export units, Machinery Manufacturing unit, Coir Mattings Manufacturing units etc. He had also had an interaction with the Stakeholders, TAs, IAs etc of SFURTI cluster in Tamil Nadu 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 is 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,

संयुक्तनिदेशक /Joint Director (Plg)

- Copy to: 1. Shri.R.R.Meena,
Deputy Secretary (Coir),
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