



कयर बोर्ड COIR BOARD

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

कयर हाउस / Coir House

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नं. I-19015(15) / 1/ 2015(S&T)

दि. 23.9.2016

No:

Date:

Shri.Magan Lal,
Under Secretary to the Govt. of India,
Ministry of MS&ME, UdyogBhavan,
New Delhi- 110 011.

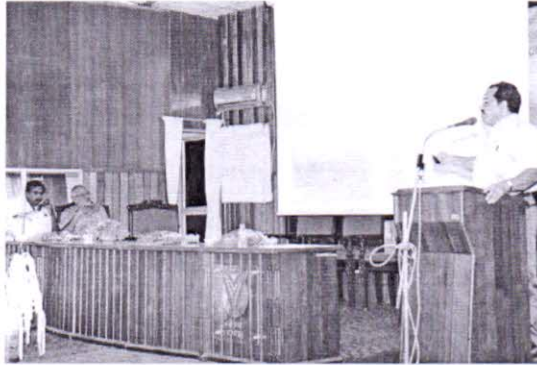
महोदय /Sir,

**विषय Sub:- Material for inclusion in the report on the significant events of the
Ministry for the period from 26.08.2016 to 23.09.2016 – reg.**

The Important events/discussions/decisions pertaining to Coir Board for the period from 26.08.2016 to 23.09.2016 are furnished below:

S&T ACTIVITIES

- Coir Board participated in the Workshop on Coconut Based Business Ventures held at ICAR-CPCRI, Kasaragod organized during the period from 9-10 September 2016. Dr.S.Radhakrishnan, Senior Scientific Officer(Micro) made a power point presentation on the topic “*Ecofriendly technologies on coir for sustainable development*” highlighting new R&D innovations of the Board.



- Demonstration on Biochem treatment for quality improvement of PVC tufted mattings in terms of softness was successfully conducted at M/s. Travancore Mats and Mattings Co., Cherthala.
- The R&D technologies developed by CCRI were disseminated to students from Bishop Moore College, Mavelikkara and National Academy of Agriculture Research Management, Hyderabad.

- Analysis of bleaching of hand spun jute yarn as per the request from Foam mattings India Pvt. Ltd. and report of the study was forwarded to Foam mattings with suggestions for improving the process quality.
- Indian STEPs & Business Incubators Association(ISBA) has organized a Conference at Hotel Hyat, Kalyan Nagar, Pune on 10th & 11th September 2016. The XI ISBA Conference aimed to bring the stakeholders from all over the world together for the Innovation and Entrepreneurial ecosystem in the Conference. Shri.K.A.Baby, Senior Scientific Officer(PD) represented the Board.

COIR UDYAMI YOJANA

During the period from 25.08.2016 to 22.09.2016, the Board released an amount of Rs.31,12,000/- towards subsidy for setting up of 11 coir units under the Coir Udyami Yojana scheme as detailed below.

State	Units (Nos.)	Amount (Rs.)
West Bengal	1	1,12,000.00
Andhra Pradesh	10	30,00,000.00
Total	11	31,12,000.00

COIR VIKAS YOJANA

A total no. of 180 workers were trained in spinning of coir yarn and manufacture of value added products. Besides, 6 Awareness programmes, one EDP and one workshop were also conducted during the month.

DOMESTIC MARKETING

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

Sl.No.	Name of Exhibition	Place	Period
1	World Coconut day celebration cum Exhibition	KIT, Bhubaneswar, Odisha	02/09/2016
2	India Industrial Fair 2016	JECC, Sitapura, Rajasthan	16/09/2016 to 19/09/2016
3	Indian national Exhibition cum Fair 2016	KMDA Ground, Bhaishnabghata Patauli, Kolkata, West Bengal	29/08/2016 to 02/09/2016
4	Agri Expo	VIT Campus, Vellore, Tamilnadu	03/09/2016 to 04/09/2016
5	70th Annual Celebration of Mangad Coir Vyavasaya Co-op Society	Mangad, Kollam, Kerala	08/09/2016 to 10/09/2016
6	Pazayannur Grama Panchayath Onam TradeFair 2016	Pazayannur, Thrissur, Kerala	05/09/2016 to 13/05/2016

7	Ind Expo 2016	Ashramam Maidanam, Kollam, Kerala	08/09/2016 to 10/09/2016
8	Archmat 2016	Kalaingar Arivalayam, Trichy, Tamilnadu	30/09/2016 to 02/10/2016
9	Onolsav Vyaparamela	Mannanchery, Alleppey, Kerala	08/09/2016 to 18/09/2016
10	Attingal Utsav 2016	Attingal, Trivandrum, Kerala	08/09/2016 to 21/09/2016
11	BJP National Counsel Exhibition	Kozhikkode, Kerala	23/09/2016 to 25/09/2016

EXPORT MARKETING

1. Management Development Programme

Coir Board in association with Indian Institute of Foreign Trade (IIFT), New Delhi organized three days' Management Development Programmes (MDP) on 'Export Management Skills for Coir Exporters' with the objective of developing trade skills and professional competency among the participants and equip them to keep pace with the emerging global challenges. The MDP was organized at Guwahati, Assam during 05 – 07 September, 2016. Various topics like International Marketing, Branding & Segmentation, Commercial Documentation, Regulatory Documentation, International Payments, Export Finance, Incentives, Currency Valuation & Risk Management were dealt with in the programme by eminent faculties from IIFT namely Dr.Vijjaya Katti, Chairperson (MDPs), Dr. Ram Singh, Programme Director and Prof. Harkirat Singh.

2. Visit of delegation from Indian Institute of Foreign Trade, New Delhi

A delegation of 26 MBA students from Indian Institute of Foreign Trade (IIFT), New Delhi under the leadership of Dr.V.Raveendra Saradhi, Associate Professor, IIFT, visited Coir Board on 21.09.2016 and interacted with Coir Board officials on various specialties of Coir Industry including production, marketing potential, etc.

3. External Market Development Assistance

An amount of Rs.11,98,172/- (Rupees eleven lakhs ninety-eight thousand one hundred and seventy-two only) has been disbursed to 7 Units as External Market Development Assistance for various export promotional activities abroad.

4. Export Registration

Seven firms were newly registered as Coir Exporters.

- Coir Board organized a Medical camp for the benefit of coir workers to detect cancer.
- This was arranged by the CMS office of the Board on 31st August 2016 as a part of the programme inconnection with the fortnight observance of 70th Day of Independent.
- A team of prospective coir entrepreneurs from Maharashtra headed by Shri.Deepak Vasant Kesarkar , the Hon'ble Minister of State for Home (Rural), Finance & Planning

Govt.of Maharashtra visited Coir Board on 20.9.2016 and held discussion with the Hon'ble Chairman and other senior officials. The team consists of senior officials from MSIDC. The minister desired to have all support and assistance from the Board for setting up coir CFC at Sindudurgh, Maharashtra and also to start 15 coir units at Palghar which, a ST predominant region for the development of coir industry in the state. A detailed project is expected to be submitted by the MSIDC shortly.

- Office of the Coir Mark Scheme has been shifted to CCRI Complex, Kalavoor and renamed as Regional Office. The new office was inaugurated by Dr.Thomas Issac, Hon'ble Minister of Finance, Govt. of Kerala in the presence of Shri.Deepak Vasant Kesarkar, Hon'ble Minister of State for Home (Rural), Finance & Planning Govt.of Maharashtra and Shri.C.P.Radhakrishnan, Ex.M.P & Chairman, Coir Board.
- Meeting with members of DRPC on "New initiatives for Coir Industry in Kerala" was conducted on 20.9.2016 at CCRI campus. This was done as directed by the Hon'ble Chairman of DRPC on Papers laid on the Table of Rajyasabha.
- Core committee constituted with representatives from trade, industry and officials for proposing amendments to the Coir Industry Act met twice during the period under report and held discussions.

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,



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

- Copy to: 1. Shri.R.R.Meena,
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2. Additional Industrial Advisor,
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