



कयर बोर्ड / COIR BOARD
भारत सरकार / Government of India
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय / Ministry of MSME,
एम. जी . रोड , कोच्ची / M.G. Road, Kochi – 682016.

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

25.10.2017

श्री.मगनलाल/Shri.Magan Lal,
भारत सरकार के अवर सचिव/Under Secretary to the Govt. of India,
सू.ल.म.उ. मंत्रालय/Ministry of MS&ME, Udyog Bhavan,
नई दिल्ली/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 21.09.2017 to
25.10.2017 – reg.**

The Important events/discussions/decisions pertaining to Coir Board for the period from 21.09.2017 to 25.10.2017 are furnished below.

एस&टी कार्यकलाप/S&T ACTIVITIES

The Board participated in the “Coir Kerala 2017” an International event on Kerala Coir and natural fibre products organized by the Department of Coir Development, Govt. of Kerala - at EMS stadium in Alleppey. All the R&D technologies/products developed by Board's research institutes had been exhibited in the prestigious event which was inaugurated by Honorable Chief Minister of Kerala, Shri.Pinarayi Vijayan on 5th October 2017. Shri.T.M.Thomas Issac, Hon Minister for Finance and Coir had inaugurated the Board pavilion on the same day in presence of Shri.C.P.Radhakrishnan, Ex.M P & Chairman, Coir Board. Shri G.Sudhakaran, Hon'ble Minister for Public Works and Registration has visited the Board pavilion and Shri. C.K.Padmanabhan Hon'ble Vice Chairman, Coir Board had attended the valedictory function and visited the stall. The involvement of Coir Board was appreciated by the dignitaries and was adjudged as the second best stall in the exhibition.

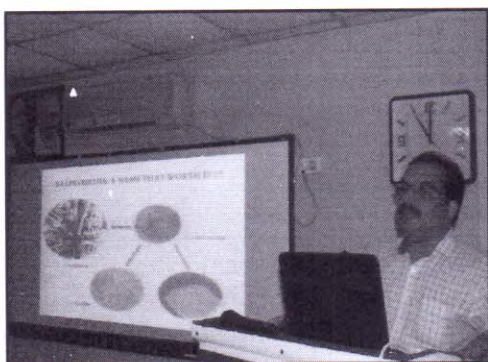


The first meeting of the Technical Committee on Ecomark was held at the Central Pollution Control Board (CPCB), Parivesh Bhawan, New Delhi. The meeting was chaired by Shri. S.P.S. Parihar, Chairman, CPCB. A presentation was made by Director, R.D.T.E elaborating the details & properties of the strong natural coir fibre & its advantages for different applications and to stress on the advantages of acquiring the Ecomark.

A research article "*Coir-KrishiMithra : An Apposite Medium for Cultivation of Vegetable/ Medicinal/ Ornamental Plants*" has been submitted to the International Journal "CORD".

Director, R.D.T.E. has conducted a detailed session on coir as per request from Indian Institute of Plantation, Ministry of Commerce, Govt. of India, Bengaluru on 23rd October 2017 before a Sri Lankan delegation from the coconut Development Authority of Sri Lanka.

Five days incubation training program has been conducted for participants from Karnataka and Tamil Nadu. All the technologies developed were demonstrated for the awareness of the participants.



Orientation Training to staff at HO

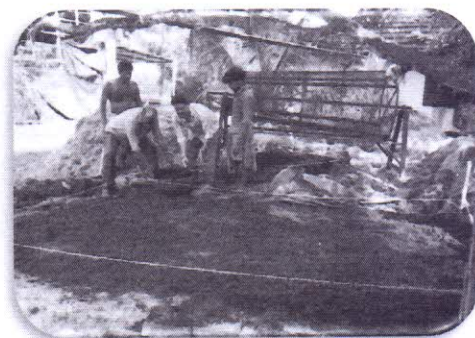


Incubation Training Programme at CCRI

Diversified coir products and coir jewellery are being developed for display in various exhibitions organized by Coir Board.

As a part of extension, demonstration on "Coir-Krishimithra" was conducted at different locations of Alappuzha and Kollam districts as detailed below from 20th-23rd of September 2017 for popularization.

- Smt. Bhageerathi Pillai, Kiran nivas, Pandavarkavu
- Sri, KiranThampan, Sadhupurath, Kayamkulam
- Sri. Ajayan, Amruth Organic Fertilizer, Keerikkad
- M/S Parvathi Organic Manure, Olikkara Kadavu, Prakkulam
- Sri. Sreedhar, Kerapeat, Perinad



The demonstration of Coir-KrishiMithra was continued in 5 locations in Trivandrum district viz.

- Green Valley Impex, Peroorkada
- Thirupuram Farmers Club, Neyyattinkara
- Vazhamuttam Coir Vyavasaya Co-operative Soceity, Kovalam
- Perunguzhy Coir Vyavasaya Co-operative Soceity, Perunguzhy
- Neyyattinkara Coir Cluster Development Soceity, Thirupuram



Demonstration of Coir Krishi Mithra at Trivandrum Dist.

The innovative technology of urea-less composting was also demonstrated in Palakkad and Calicut at 4 different locations viz.

- Leo Exporters ,kollankode
- Kanayankodu coir Society, Kanayankodu
- Koorachund Coir society ,Kozhikkodu
- Iringalloor CVCS,Iringalloor

Their praise worthy, endeavor at the Koorachund Coir society, Kozhikode, came out as a significant news in the Malayalam daily news paper, Malayala Manorama, Calicut Edition.



Training was extended to the trainees of NCT&DC on mat weaving, bobbin winding, cops winding etc. Also imparted training on spinning different types of coir and blended yarn, weaving coir matting on Hand looms, Semi-automatic Loom, Jacquard power loom for manufacture of different variety coir fabrics. Engaged apprentices trained from NCTDC for

कयर उद्यमी योजन/COIR UDYAMI YOJANA

During the period from 19.09.2017 to 24.10.2017, the Board has released a total amount of Rs.36,00,000/- towards subsidy for setting up of 11 coir units under Coir Udyami Yojana in the following States.

Sl.No.	State	No. of Units	Subsidy released (in Rs.)
1	West Bengal	1	4,00,000.00
2	Karnataka	1	4,00,000.00
5	Andhra Pradesh	9	28,00,000.00
	Total	11	36,00,000.00

स्वदेशी विपणन/DOMESTIC MARKETING

During this month, Board participated in the following exhibition.

Sl.No.	Name of Exhibition	Place	Period
1	Coir Kerala 2017	Alappuzha	5.10.17 to 9.10.17
2	Diwali Shopping Festival	Jaipur	7.10.17 to 15.10.17
3	Swadeshi Mela	Dwaraka, New Delhi	11.10.17 to 15.10.17
4	4 th Vibrant India 2017	Dilli haat, New Delhi	13.10.17 to 15.10.17
5	Destination Himachal Pradesh 2017	Solan, Himachal Pradesh	24.10.17 to 26.10.17
6	NVDP cum MSME Expo	Khusalguda, Hyderabad	12.10.17 to 13.10.17
7	Swadeshi Mela	Varanasi	8.10.17 to 17.10.17
8	6 th International Trade Fair	Jorhat, Assam	31.10.17 to 19.10.17
9	Gujarat Scientific Literacy Festival	Valsad, Gujarat	26.10.17 to 28.10.17
10	Friends Fest	Kochi	10.10.17
11	3 rd International Trade Fair	Kokrajhar, Assam	6.10.17 to 22.10.17
12	Rajasthan Mega Diwali Carnival	Jaipur	7.10.17 to 15.10.17
13	Tamilnadu Travel Mart	Pollachi	11.10.17

निर्यात विपणन/EXPORT MARKETING

Participation in Exhibitions abroad

Gardex, Chiba, Japan

Gardex is Asia's leading trade show for garden articles, outdoor living & building industry and attracts a vast number of buyers from all over Japan every year. The Board organized participation of Indian coir sector in the Gardex, 2017, Chiba, Japan held during 11-13 October, 2017.

The Board set up an 'Indian Coir Pavilion' in the fair and Seven enterprises/exporters from Indian coir pith sector participated in the event through 'Indian Coir Pavilion'. Shri. C P Radhakrishnan, Chairman, Coir Board led the delegation to Japan. The response was very encouraging and the participants were generated a lot of trade enquiries and firm business orders for coir pith and garden articles.



Mega Show Part I, Hong Kong

The Board organized participation of Indian coir sector in the Mega Show Part I (Asian Gifts, Premium and Household Products Show) held at Hong Kong Convention & Exhibition Centre, Hong Kong from 20-23 October, 2017. Mr. K S Sumesh, Showroom Manager led the delegation consisting of nine exporters/entrepreneurs from Indian coir sector for participation in the fair through Coir Board. The participants received a lot of trade leads from the exhibition.

External Market Development Assistance

An amount of Rs.14,79,197/- has been disbursed to 9 coir Units as External Market Development Assistance for various export promotional activities abroad.

Export Registration

7 units were newly registered as Coir Exporters and also issued Registration-Cum-Membership Certificates.

भवदीय/Yours faithfully,

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

प्रतिलिपि

- Copy to: 1. Shri.R.R.Meena,
Deputy Secretary (Coir),
Ministry of MS&ME, Govt. of India
Udyog Bhavan, New Delhi- 110 011.
2. Additional Industrial Advisor,
Nirman Bhavan, 7th Floor,
Maulana Azad Road, New Delhi- 110 108.