



कयर बोर्ड COIR BOARD

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

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No. **I-19015(15)/ 1/ 2015(S&T)**

दिनांक
Date: **27.12.2017**

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 26.11.2017 to
22.12.2017 – reg.**

The important events/discussions/decisions pertaining to Coir Board for the period from 26.11.2017 to 22.12.2017 are furnished below.

I. एस&टी कार्यकलाप/ S&T ACTIVITIES

1. In collaboration with the University of Wollongong in Australia a project on application of coir geotextiles for transport infrastructural developments is going to be implemented and has agreed to grant 15000AUD to the project.
2. A model demo centre highlighting all the R&D achievements of CCRI and CICT has been proposed to be set-up at CCRI as an in-house project. The different R&D achievements that are developed through research will be displayed to entrepreneurs through demonstrations in the Centre. The technologies that are being to set up in the Demonstration plot include Model of coir pith Composting (Conventional and KrishiMithra), Biochem treatment for coir, Potential use of coir pith/C-POM for Vertical/Roof garden set-up, Cocolawn- for Landscaping and Roof-terrace application, Coir geotextiles applications- Coir Net House and Soil erosion control, Mobile Fibre Extraction Machine (MFEM), and Coir wood based products. The foundation stone laying ceremony of the same was done on 21st of December 2017, by Director, RDTE in the presence Senior Officers and other staff of CCRI, NCT & DC, Hindustan Coir and CMS.



3. Coir-Krishi Mithra prepared in the CCR1 premises were packed and transferred as a part of the sponsored program by Rotary Club of Alleppey for grow bag distribution on 21st December 2017. Director, RDTE and SSO (Microbiology) i/c. have participated in the inauguration programme. The R&D achievements of the department were exhibited at the function. Shri Thomas Joseph, Chairman, Alleppey Municipality was the Chief guest on the occasion.



4. In Connection with the popularization of the technique Coir-Krishi Mithra, deputed trainees and staffs in groups to different sites at Tamil Nadu and Maharashtra. The technique was demonstrated at all the locations and an awareness meet on the characteristics, applications and merits of the innovative product was conducted. The demonstrations were conducted in a total of 30 units in Tamilnadu and 5 units in Maharashtra.



Arachalur, Anthiyur, Kodumudi and Erode were demo sites in Tamil Nadu



Vengurla, Kudal and Sawantwadi were visited by the other team at Maharashtra.

II. कयर विकास योजना/COIR VIKAS YOJANA

Skill Upgradation & Mahila Coir Yojana

A total number of 100 persons were trained in spinning of coir yarn and manufacture of value added coir products. 3 Entrepreneurial Development Programme, 4 Awareness programme and 1 workshop also been conducted during the reporting period.

Some of the photos of the implementation of plan programmes organised by various Board's establishments are given below;

Entrepreneurship Development Programme



Entrepreneurship Development Programme organised at CN Hally, Tiptur by Regional Office, Bangalore. Shri. Farook Ahmed, Ex-MLA of Tumkur, Shri. Shivaprasad, Manager, Canara Bank are the VIPs presented in the programme.



EDP Organised at Sub Regional Office, Guwahati at BODOLAND under TSP inaugurated by Hon'ble Minister for Agriculture, Weight & Measures, Shri. Ansumari Khangur Boro of Bodoland Tribal Autonomous Council and Lead District Manager.



EDP organised by Regional Office, Hyderabad

Workshop



Workshop organised by Sub Regional Office, Kannur



HRD Programme organised at RO Rajahmundry



SPV formation meeting (SFURTI- II BHOGRAI COIR CLUSTER)

स्वदेशी विपणन/DOMESTIC MARKETING

- The Board participated in the following six domestic exhibitions during the reporting period.

1	21st Kochi International Book Festival	Kochi	01/12/2017 to 10/12/2017	Kerala
2	Consumer Exhibition	Pollachi	22/12/2017 to 25/12/2017	Tamilnadu
3	National Level Vendor Developement programme	Pollachi	15/12/2017 to 16/12/2017	Tamilnadu
4	IND Expo	Thrissur	07/12/2017 to 09/12/2017	Kerala
5	MSME Expo Odisha	Cuttack	17/12/2017 to 19/12/2017	Odisha
6	MSME Expo	Visakhapatnam	13/12/2017 to 15/12/2017	Andhra Pradesh
7	13th Jatiya Sanhati Utsav	Kolkata	14/12/2017 to 18/12/2017	West Bengal
8	India International Mega Trade Fair	Kolkata	15/12/2017 to 25/12/2017	West Bengal
9	Haritholsavam 2017	Cherai, Kochi	23/12/2017 to 31/12/2017	Kerala
10	Agrex 2017	Alappuzha	22/12/2017 to 28/12/2017	Kerala
11	December Fest 2017	Trivandrum	19/12/2017 to 31/12/2017	Kerala
12	85th Sivagiri Pilgrimage Festival	Varkala	24/12/2017 to 02/01/2018	Kerala
13	2nd International Expo	Dibrugarh	29/12/2017 to 12/01/2019	Kerala
14	10th Onattukara Agri Fest	Pathanamthitta	19/12/2017 to 23/12/2017	Kerala

External Market Development Assistance

An amount of Rs.12,98,513/- (Rupees Twelve Lakh Ninety Eight Thousand Five Hundred and Thirteen Only) has been disbursed to 7 Units as External Market Development Assistance for various export promotional activities abroad.

Export Registration

12 firms were newly registered as Coir Exporters and also issued Registration-Cum-Membership Certificates.



Participation of Indian coir sector in the International Plants Expo Middle East (IPM Dubai, UAE)

The Board organized participation in the IPM Dubai held during 5-7 December, 2017 in Dubai, UAE. IPM Dubai is the most important horticultural fair in the Gulf region. Shri.R.R.Meena, Deputy Secretary (Coir), MoMSME & Smt. Anita Jacob, Deputy Director, Coir Board led the delegation consisting of 10 Entrepreneurs from Indian coir pith sector to UAE had participated in the fair. H/E Buti Saeed Al Ghandi, Vice Chairman of the Board, Dubai World Trade Centre Authority along with H/E Mr. Thomas Kufen, Lord Mayor of the City of Essen visited Coir Board Pavilion at IPM Dubai 2017 and evinced keen interest to know about the various coir products and its applications in horti/agri sector. The participation in this fair was a grand success and the participants were received a good number of Trade enquiries from potential buyers.

Export

The final figures of export of coir and coir products upto the month of June, 2017 is valued at Rs.581.30 crores for a quantum of 240239 MT. It shows an increase of 11.7 % in terms of value and 19.1% in terms of quantity when compared to the corresponding period of the previous year.

Visit of High Commissioner of India to Fiji

His Excellency the High Commissioner of India to Fiji has visited Coir Board on 11.12.2017. In connection with the visit, a meeting of the Officers was held with His Excellency the High Commissioner of India to Fiji to interact about various schemes being implemented by the Board and the areas of cooperation with the FIPIC countries especially, Fiji.

Visit of Delegates from Hong Kong Trade Promotion Council

Delegates from Hong Kong Trade Promotion Council (HKTPC) visited Coir Board on 14.12.2017. A meeting in this regard was arranged and the delegates interacted with the Officers of the Board regarding Board's participation in various exhibitions abroad.



Shri. Vishwas Sapkalwith, High Commissioner of India to Fiji, visited Coir Board on 11.12.2017 is being received by Shri. G. Pradeep Kumar, Senior Accounts Officer. The High Commissioner meeting held with Coir Board Officials on the prospectus of Coir Industry



"Pollachi Chamber Trade Expo 2017" trade exhibition jointly organised by Coir Board inaugurated by Shri. C.P.Radhakrishnan Ex-MP, Chairman Coir Board on 21.12.2017

III. COIR UDYAMI YOJANA

During the month of December, 2017 (Upto 21.12.2017) the Board has released a total amount of Rs.1,97,03,470/- towards the subsidy for setting up of 92 coir units under CUY Yojana in the following States:

Sl.No.	State	No. of Units	Subsidy released (in Rs.)
1	Tamilnadu	26	10164790.00
2	Kerala	49	32,62,680.00
3	West Bengal	1	3,96,000.00
4	Andhra Pradesh	1	80,000.00
5	Karnataka	15	58,00,000.00
	Total	92	1,97,03,470.00

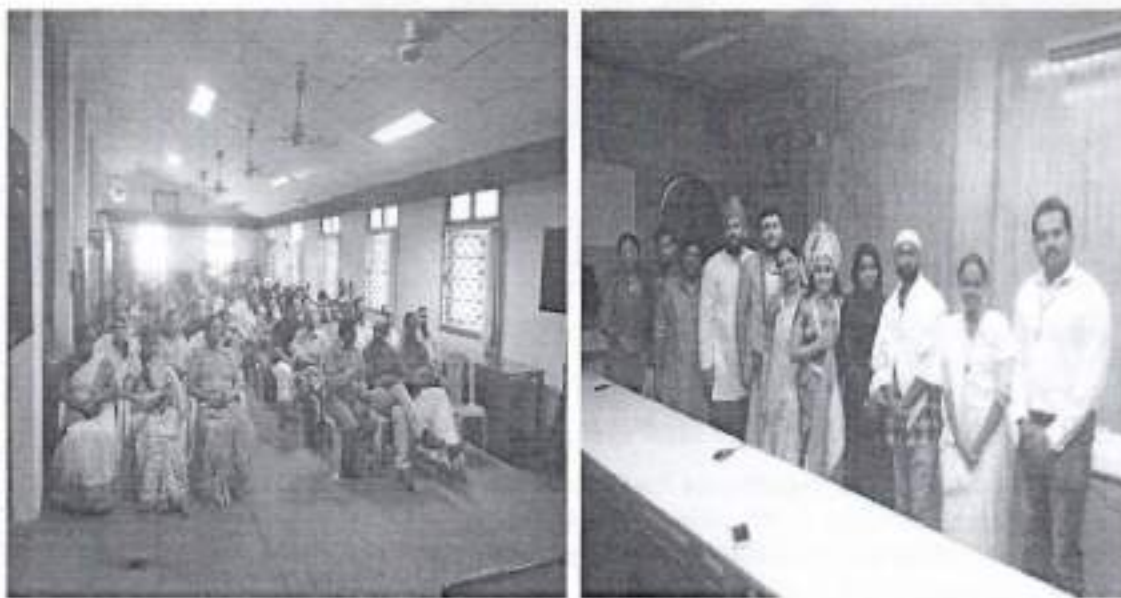
IV. Ockhi Cyclone effect: Shri. C.P.Radhakrishnan Ex-MP, Chairman Coir Board holds review meeting of Coir Industry



Shri. C.P.Radhakrishnan Ex-MP, Chairman, Coir Board chaired a review meeting at cyclone Ockhi-ravaged Kanyakumari to review the coir industry in the Kanyakumari district along with Kanyakumari Coir Association on 18.12.2017. Chairman heard the grievances of some of the affected and also the association submitted the representation before the Chairman, Coir Board for the assistance from Coir Board. In the review meeting Coir Board Members Shri Mohan Mandhachalam and Shri Mahesh Kumar Gandhi were participated. A detailed presentation was also made by Shri. G.Poopalan, Development Officer, Coir Board on the devastation of coir industry caused by the cyclone in Southern districts of Tamil Nadu, especially Kanyakumari.

V. Quami Ekta Week Celebration

As per the Ministry's instruction, Coir Board, H.Q. has conducted various programmes like, presentation of Skit on National Integrity, Group Music and Speech on Women Empowerment etc. during 23 & 24.11.2017. Photographs taken during the event are attached herewith.



Cultural Unity Day at Coir Board Head Office

Qaumi Ekta Week Celebration – Women's Day on 24th November 2017



Speech on Women empowerment by Smt.Thanuja Bhattathiri, famous writer and women activist at Coir Board Head Office.

VI. "3rd Constitution Day"



"3rd Constitution Day" observed at Coir Board Head Office on 27th November 2017 by taking pledge.

VII. Swachhta Pakhwada from 1st December to 15th December 2017

Coir Board observed Swachhatha Pakhwada from 1st Dec to 15th December 2017 by organizing different activities in the offices of Coir Board. In order to celebrate Swachhata Pakhwada, Head Office has conducted following programmes.

1. **1st December 2017** – Swachhata Pledge :- Coir Board employees took Swachhata Pledge at 11.00 am.



Coir Board employees took Swachhata Pledge

2. **7th December 2017** :- One day Awareness Programme on Coir Industry at District Court & North Paravoor Industrial Co-opv. Society, North Paravoor, Ernakulam, Kerala as a part of Swachh Bharat Fortnight Celebration: Shri.C.K.Padmanabhan, Coir Board Vice Chairman inaugurated the function. After the function, the Vice Chairman, Shri. C.K.Padmanabhan inaugurated the swachhta activities in the Court Complex from the area of Mahatma Gandhi's statue at the Court Complex.



Shri. C.K.Padmanabhan , Vice Chairman, Coir Board inaugurated the swachhta activities in the Court Complex from the area of Mahatma Gandhi's statue at the Court Complex.

3. **8th December 2017** :- Painting, Slogan Writing, Poster making competitions :- Coir Board organized painting, slogan writing, poster making competitions, on Swachh Bharat Mission among the school children of nearby schools.



Painting, Slogan Writing, Poster making competitions

4. 9th December 2017 :-Conducted a Seminar on 'Innovative Technologies on Cleanliness'



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5. 10th December 2017 :- Plantation drives in Offices



Plantation drives in Offices

6. 12th December 2017 :- Awareness campaign on Swachhta to motivate employees - Screening of films on Swachhta & Awareness Class on "Hygiene and Hand washing" and Screening of films on Swachhta at Coir Board Head Office.



Awareness Class on "Hygiene and Hand washing" at Coir Board Head Office.

7. 13th December 2017 :- Slogan writing competition on Swachhata for employees of the Coir Board.



Slogan writing competition on Swachhata for employees of the Coir Board.

8. 14th December 2017 :- Cleanliness drive at the approach road of the office :



Cleanliness drive at the approach road of the office

9. 15th December 2017 :- Seminar on Swachhata and Valedictory function of Swachhta Pakhwada –



Seminar on Swachhata and Valedictory function of Swachhta Pakhwada –

Swatchhata Awards:

Coir Board Head Office bagged the 1st prize and Central Coir Research Institute got the 11nd prize of Swatchhata Awards from the Ministry of MSME.

Swatchhata Awards for Clusters under SFURTI

The Ministry of MSME has given MSME Swatchhata Awards 2017 to Neyyattinkara Coir Cluster, Kerala (1st prize) and Kangayam Coir Cluster, Tamil Nadu (2nd prize) during the function held on 15.12.2017 at Vigyan Bhavan, New Delhi. These SFURTI coir clusters were selected by the Ministry for the best performance shown by them as part of Swatchhata Pakhwada held during 1st to 15th December 2017.



MSME Swatchhata Awards 1st prize Neyyattinkara Cluster and 11nd prize Kangayam Coir Cluster

SFURTHI-SPV formation meeting (SFURTI- II BHOGRAI COIR CLUSTER)



भवदीय/Yours faithfully,

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

प्रतिनिधि/ Copy to:

1. Shri.R.R.Meena,
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