



**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)

27.08.2018

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 27.07.2018 to 24.08.2018 – reg.**

The important events/discussions/decisions pertaining to Coir Board for the period from 27.07.2018 to 24.08.2018 are furnished below.

**कयर विकास योजना/COIR VIKAS YOJANA**

**Science & Technology**

- **ECOMARK :-** The Ministry of Environment, forest & climate Change had convened the Steering Committee Meeting on 3<sup>rd</sup> August 2018 for approving the **Criteria of Ecomark for coir and coir products.**



*Shri. C. K Mishra, Secretary, MoEF&CC convening the the Steering Committee Meeting*

- Coir Board attended the 1<sup>st</sup> meeting of the Rural Roads committee (H-5) to frame Guidelines for use of Coir & Jute geotextiles on roads held on 14<sup>th</sup> August, 2018 at IRC, R.K.Puram, New Delhi. The meeting was chaired by Shri D.P. Gupta, Former DG (Road Development), Convenor, Dr. I.K. Pateriya, Director, NRRDA and Co-Convenor & Shri A.V. Rajesh, Member-Secretary and members of the Technical Committee Section, IRC. A presentation was made by the Director RDTE highlighting the results of studies carried out on the application of coir geotextiles for reinforcement of rural roads with

all the collaborative Institutes viz the NIT's at Trichy, Kozhikode & Bhopal and College of Engineering Thiruvananthapuram. It was decided to constitute a subgroup of experts for the proposed work under the guidance of the Convener.



*1<sup>st</sup> meeting of the Rural Roads committee meeting*

- Coir Board attended the meeting chaired by the Hon'ble Minister for Commerce & Industry Shri. Suresh Prabhu for discussing the issues related to promotion of Geographical Indications (GIs) and coordination between the concerned departments/ office to work cohesively on the activities as mentioned in the GI Action Plan. The importance of promoting the GIs obtained for different products including coir was discussed at the meeting. Several measures to be taken to popularize the GI products were chalked out and suggestions taken from all representatives of different organizations.



*Shri. Suresh Prabhu, Hon'ble Minister for Commerce & Industry discussing the issues related to promotion of Geographical Indications (GIs)*

- Coir Board participated one day seminar on "Potentiality of coir pith compost at an organic manure/container and soilless media in crop production", which was organized by NCRMI, Govt. of Kerala. A presentation was made and displayed coir products during the seminar.
- Coir Board officials attended the training programme on "Research Excellence in Organisation" organized by Administrative Staff College of India, Hyderabad from 8-10<sup>th</sup> August 2018.

### **स्किल उपग्रडेशन & महिला कोयर योजना/Skill Up gradation & Mahila Coir Yojana**

- The Maharashtra Small Scale Industries Development Corporation Ltd. had sent 10 artisans to CCRI for undergoing training on the different technologies on coir. The training was completed on 21.08.2018.

- Provided training on polyester moulding to 10 trainees from Industries department , Govt. of Maharashtra in chemistry section and provided 5 day training on rubberised coir products and its testing to a representative from Coir-On form products, Pollachi
- Workshop on Development of Coir Industry in Karnataka was conducted in association with Karnataka Small Scale Industries Association at KASSIA Hall, Vijaynagara Bangalore on 21/08/2018.



The program was inaugurated by Smt. Gunjan Krishna IAS, Commissioner of MSME, Govt of Karnataka. Coconut Development Board, Joint Director, CICT ,MDs Coir Fed, Corporation, Exporter, Entrepreneurs Chief Manager/ Dy Chief Manager NABARD, NRLM, ASSOCIATION, Coir Manufacturers, etc. have attended the day long workshop with discussion.

- Stakeholder consultation on National Coir Policy & Mission, Andhra Pradesh Summit at Hotel River Bay in Andhra Pradesh on 18.08.2018.



- A Seminar on Coir Industry organized by Harippd Coir Cluster in association with Coir Board Regional Office, Kalavoor and Coir Project Office Kayamkulam on 10.08.2018 at MCM Auditorium Haripad.





- An Awareness Program on development of Coir Industry in Karnataka was organised through Regional office Bangalore at Kalkere Main Road, Ramamuthy Nagar, Bangalore today 31/07/2018.



## स्वदेशी विपणन/DOMESTIC MARKETING

During the reporting period, Coir Board has participated in the following exhibitions.

Sl No.	Name of the exhibition	Place	Date	State
1	Vision Maharashtra	Pune	3-5 August	Maharashtra
2	Yarn Expo	Ahmedabad	4-6 August	Gujarat
3	Susthithi	Kochi	10-12 August	Kerala
4	Mega Onam Trade Fair	Kochi	9-23 August	Kerala
5	Dinamalar Smart Shoppers Expo	Madurai	2-6 August	Tamilnadu
6	Hospitality Expo 2018	Panaji	2 <sup>nd</sup> August	Goa
7	Dinamalar Smart Shoppers Expo	Coimbatore	10-13 August	Tamilnadu
8	6 <sup>th</sup> Indian National Exhibition	Kolkata	26-29 July	West Bengal

## निर्यात विपणन/ EXPORT MARKETING

### Export

The final figures of export of coir and coir products during the year 2017-18 is valued at Rs.2532.28 crores for a quantum of 1016564 MT. It shows an increase of 6.2 % in terms of value and 11% in terms of quantity when compared to the corresponding period of the previous year.

- **Facilitation in the Source Direct at ASD, 2018**

Coir Board facilitated participation of the MSME Units in the Source Direct at ASD held during 29 July to 1 August, 2018 at Las Vegas, USA. The participation was very fruitful and the participants could generate a lot of trade enquiries and firm business orders for coir products.

- **External Market Development Assistance**

An amount of Rs.1,59,400/- (Rupees One Lakh Fifty Nine Thousand Four Hundred only) has been disbursed to a Unit as External Market Development Assistance for various export promotional activities abroad.

- **Export Registration**

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

### **कयर उद्यमी योजन/COIR UDYAMI YOJANA**

During the period from 25.07.2018 to 22.08.2018, the Board has released a sum of Rs.1,40,17,264/- towards subsidy for setting up of 40 coir units under Coir Udyami Yojana in the following states:

Sl.No.	State	No. of Units	Subsidy released (Rs.)
1	Tamilnadu	31	1,22,75,808.00
2	Kerala	7	10,47,456.00
3	Odisha	1	4,00,000.00
4	West Bengal	1	2,94,000.00
	<b>Total</b>	<b>40</b>	<b>1,40,17,264.00</b>

### **स्फुर्थि/SFURTI**

#### **9<sup>th</sup> Project Screening Committee (PSC) Meeting of SFURTI- 09.08.2018**

The 9<sup>th</sup> Project Screening Committee (PSC) meeting of SFURTI was held at 10.30 am on 09<sup>th</sup> August, 2018 at Hotel Excellency, Ashok Nagar, Bhubaneswar, Odisha under the chairmanship of Shri. C P Radhakrishnan Ex. MP, Chairman, Coir Board. Addl. Secretary (MSME) from the Govt. of Odisha, representatives of NABARD (Bhubaneswar), concerned officials from the Board's HO and Regional Office, Bhubaneswar, various stakeholders and Implementing Agencies from the clusters were also present in the meeting.



*Shri. C P Radhakrishnan Ex. MP. Chairman. Coir Board. Addl. Secretary (MSME) from the Govt. of Odisha in the 9<sup>th</sup> Project Screening Committee (PSC) meeting of SFURTI*

The representatives of Technical Agencies presented the following DPRs of SFURTI coir clusters for consideration of the committee.

1. Three Regular coir clusters from Odisha namely Konark, Rajkanika and Bhograi
2. One Regular coir cluster from Gujarat at Anand, Tarapur
3. One Regular coir cluster from UT of Andaman & Nicobar Islands
4. One Major coir cluster from Omalur, Salem, Tamil Nadu

The committee evaluated the DPRs of the above 6 proposals and recommended to the Ministry.

#### अन्य गतिविधियां \Other Activities



Coir Board Officials attended regional SC-ST hub conclave held in the State of Karnataka at Raichur on 28.07.2018. The conclave had sessions by various banks, PSUs, Industries Department and SC/ST Welfare Departments on the various schemes benefiting MSMEs belong to SC/ST category.

भवदीय/Yours faithfully,

वरिष्ठ लेखाधिकारी /  
Senior Accounts Officer

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.