

SFURTI

Detailed Project Report AMALAPURAM COIR CLUSTER



Nodal Agency
COIR BOARD,
Kochi

Technical Agency
National Institute for Micro, Small and Medium Enterprises (ni-msme)
Hyderabad

Implementing Agency
ADITYA GLOBAL BUSINESS INCUBATOR
NUZVID, KRISHANA DISTRICT

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PROJECT SUMMARY

- 1. Cluster Category:** Major
- 2. Name of Cluster:** Amalapuram Coir Cluster
- 3. Location**
- State: Andhra Pradesh
District: East Godavari District
Villages: Pulleti Kurru, Ambajipeta,
Amalapuram rural, Gangalakurru,
Kothapeta
- 4. Craft/ Industry:** Village Industry
- 5. Cluster Products:** Coir Fibre, 2 ply yarn, Mats, Curled Coir
- 6. Name of IA:** Krushival Coconut Farmers Producer Company Limited, Ambajipeta, East Godavari, Andhra Pradesh
- 7. Project Objectives:**
- To create agripreneurs
 - To upgrade skills of traditional artisans & farmers
 - To create awareness on production of value added products
 - To improve artisan wages by at least 30%
 - To improve profitability of enterprises by 20%
 - To enhance cluster turnover by 50%
 - To create networks for marketing new value added products

8. Key Gaps Identified

Technology related

- Absence of technology to make value added products.
- Lack of awareness on latest coir technologies

Market related

- The cluster confined to traditional products.
- No demand for major cluster products viz., fibre and yarn

- The middlemen dominate the market. The real entrepreneurs are not in a position to compete with middlemen who influence market and price.
- Reduced export of coir yarn as no demand from China
- Meager margins
- Lack of marketing facilities and buyers information

Labour/ Entrepreneurs related:

- Wages of artisans are low
- Continuous work is not available
- Lack of skills for production of high value products
- The enterprises are operating in isolation.
- Poor cooperation among the units

Finance:

- Forced to sell at low margins in order to meet operational expenditure due to insufficient working capital
- Banks are not willing to finance micro enterprises due to their unorganized nature of operations. The expansion/ modernization plans by entrepreneurs are thus affected. The awareness of entrepreneurs on schemes like SFURTI, MUDRA and PMEGP is required.

Infrastructure related:

- Poor infrastructure facilities and outdated machinery.
- Lack of technology for value addition

Others:

- Low level of interactions with BDS providers, machinery suppliers and technical institutions including coir board hindering the growth of the cluster.
- Purchase of husk by power plants/ brick making units
- Many farmers interested to start coir activity but orientation on new technologies is required

9. Proposed Interventions

Soft Interventions

- Awareness Programmes on MSME Schemes for farmers and entrepreneurs
- Exposure visits to machinery suppliers and coir industries in Tamil Nadu to create awareness on production of value added products
- Training of artisans/ prospective entrepreneurs on latest machinery to promote new coir enterprises
- Design of publicity and packaging materials including Product logo, brochure, leaflet, advertising/ display material
- Participation in trade fairs
- BDS for Market Research to find business opportunities and develop market linkages
- Designing cluster website

Hard Interventions

- Creating Common Facility Centre for production of Garden articles, Coir needle felt, Coir Pith Blocks and Coco peat

10. Project cost & Means of Finance

S. No.	Intervention	NA	SPV	Total cost
1	Soft intervention	25.00	-	25.00
2	Hard Intervention	282.99	31.44	314.43
3	TA cost	25.15	-	25.15
4	IA/ CDE cost	20.00	-	20.00
Total		353.14	31.44	384.58

Means of Finance

Particulars	Amount in Rs. Lakhs
SPV contribution	31.44
GoI Grant	353.14
Total	384.58

11. Scheduling

Soft Interventions

S.No.	Activity	2019-20		2020-21				2021-22		
		Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
1	Awareness Programmes on MSME Schemes for farmers and entrepreneurs									
2	Exposure visits to machinery suppliers and coir industries in Tamil Nadu to create awareness on production of value added products									
3	Training of farmers/prospective entrepreneurs on latest machinery to promote new coir enterprises									
4	Design of publicity and packaging materials including Product logo, brochure, leaflet, advertising/ display material									
5	Participation in trade fairs									
6	BDS for Market Research to find business opportunities and develop market linkages									
7	Designing cluster website									

Hard Interventions

		Financial Year							
		2019-20				2020-21			
S. No	Activity	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	Civil works								
2	Bidding process for machinery								
3	Electrical works								
4	Installation of Machinery & commissioning								
5	Trial production								
6	Commercial Production								

12. Scope for convergence

- Networking with Coconut Development Board for strengthening of backward linkages
- Networking with NGOs/ CSR foundations to train artisans to make specialized products and discourage supply of husk to power plants
- Manufacturing and supply of specialized green products to tourism, educational and hospitality institutions

13. Proposed SPV

Krushivala Coconut Farmers Producer Company Limited is a farmer's producers company registered under Companies Act having 1160 farmers. There are 40 coir entrepreneurs in the company. They regularly make coconut samplings and supply to the farmers at nominal price. A work shed of 31feet * 54 feet is constructed on their own for coir extraction, storage of coconuts and also for the farmers requirement.

They have taken Ac 3.00 of land on lease basis for 15 years to construct common facility centre and expressed their readiness for 10% contribution towards hard interventions.

14. Key impact

- Creating agripreneurs by setting-up of new micro enterprises
- There will be a perceptible improvement in the quality of life of the artisans thus improving their socio-economic conditions.
- Improved profits by producing high value coir products at CFC
- Influence of middlemen will be reduced.
- Value addition leads to increased turnover, and profit for entrepreneurs and increased wages for artisans
- Continuous work for household enterprises

1.1. Background

India is endowed with more than one million traditional manufacturing enterprises which are micro in nature and fall under unorganized sector. Since ages the artisans are producing handlooms, handicrafts and coir products across the country especially in rural areas and are concentrated in clusters across the country due to availability of skilled manpower and quality raw materials at lower price. These clusters are playing an important role in providing employment opportunities in rural areas and even exporting to global markets due to uniqueness of the products. However issues like labour intensive nature, low volumes of production, limited focus on value addition are hindering their growth and making them incompatible with competitors at national and international markets.

With a view to make the traditional industries more productive, competitive and facilitate their sustainable growth, the Government of India has launched a Scheme in the year 2005 called SFURTI (Scheme of Fund for Regeneration of Traditional Industries). The Union Ministry of Micro, Small and Medium Enterprises and its organizations and institutions, in collaboration with State Governments, their organizations concerned, non-Governmental organizations, etc, are implementing the Scheme.

The SFURTI Scheme takes a holistic approach for cluster development and includes an initial diagnostic study and trust building exercise, based on which assistance is provided for infrastructure development, skill development,

technology upgradation of the enterprises, marketing, product development and setting up of common facility centres, etc.

During 11th Plan, Coir Board has implemented SFURTI scheme successfully in 26 clusters and continuing the scheme in the 12th plan period because of its impact in terms of employment creation, new enterprise creation, improved quality and productivity to name a few. Coir Board has entrusted National Institute for Micro, Small and Medium Enterprises (**ni-msme**) to prepare Diagnostic Study Report (DSR) of Amalapuram Coir Cluster.

1.2. District Profile

East Godavari District is a residuary portion of the old Godavari District after West Godavari District was separated in 1925. As the name of the district conveys, East Godavari District is closely associated with the river Godavari, occupying a major portion of the delta area. The Headquarters of the District is located at Kakinada. East Godavari District lies North - East Coast of Andhra Pradesh and bounded on the North by Visakhapatnam District and the State of Orissa, on the East and the South by the Bay of Bengal and on the West by Khammam and West Godavari Districts. Area of the District is 10,807 Sq.Kms. The District is located between Northern latitudes of 16° 30' and 18° 20' and between the Eastern longitudes of 81° 30' and 82° 30'. It has a population of 48.73 lakhs as per 2001 Census. The District consisting of 5 Revenue Divisions viz., Kakinada, Rajahmundry, Peddapuram, Rampachodavaram and Amalapuram

Economy

Being the largest part of the rich Godavari delta, agriculture and aquaculture are major parts of the economy for this District. With the discoveries of oil and natural

gas, it has increased its industrial sector. It is the home of two major fertilizer factories and in addition, gas based power plants and oil refineries. Now it is one of the largest oil & gas hubs in India

Resources

East Godavari is famous for agriculture because of fertile lands which are adequately irrigated throughout the year. Thanks to sir Arthor Cotton Who turned entire Godavari region to fertile position with his wonderful engineering mind, he constructed Dowlesawaram Barrage Across the river Godavari. and is the most prosperous district in the state and is the one of richest district in the country. Statistically it is a potential hinterland for oil and natural gas reserves in the country as many areas are identified as richest sources for oil and Natural gas in Godavari basin

Population

In 2011, East Godavari had population of 5,154,296 of which male and female were 2,569,688 and 2,584,608 respectively. In 2001 census, East Godavari had a population of 4,901,420 of which males were 2,459,640 and remaining 2,441,780 were females

North : Visakhapatnam District and Orissa State

East : Bay of Bengal

West : West Godavari District

South : Bay of Bengal

North West : Khammam District of Telangana State

East Godavari District Physical Location

East Godavari District is situated on the North - East of Andhra Pradesh State.

The Headquarter of District is Kakinada

Kakinada is 564KM away from Hyderabad, Andhra Pradesh Headquarter

East Godavari District lies between 16o 30" to 18o 20" North Latitude and 81o 30" to 82o 36" East Longitude

The District Boundaries are:

1.3. Amalapuram Coir Cluster

Location:

The cluster is located at Amalapuram which is located at around 60 km from Rajahmundry. It is the head of Konaseema delta, the triangle formed by the waters of Godavari River. The soil is very fertile and cotton and rice is grown at large quantities. The coir units are spread across five villages namely Pulleti Kurru, Ambajipeta, Amalapuram rural, Gangalakurru, and Kothapeta

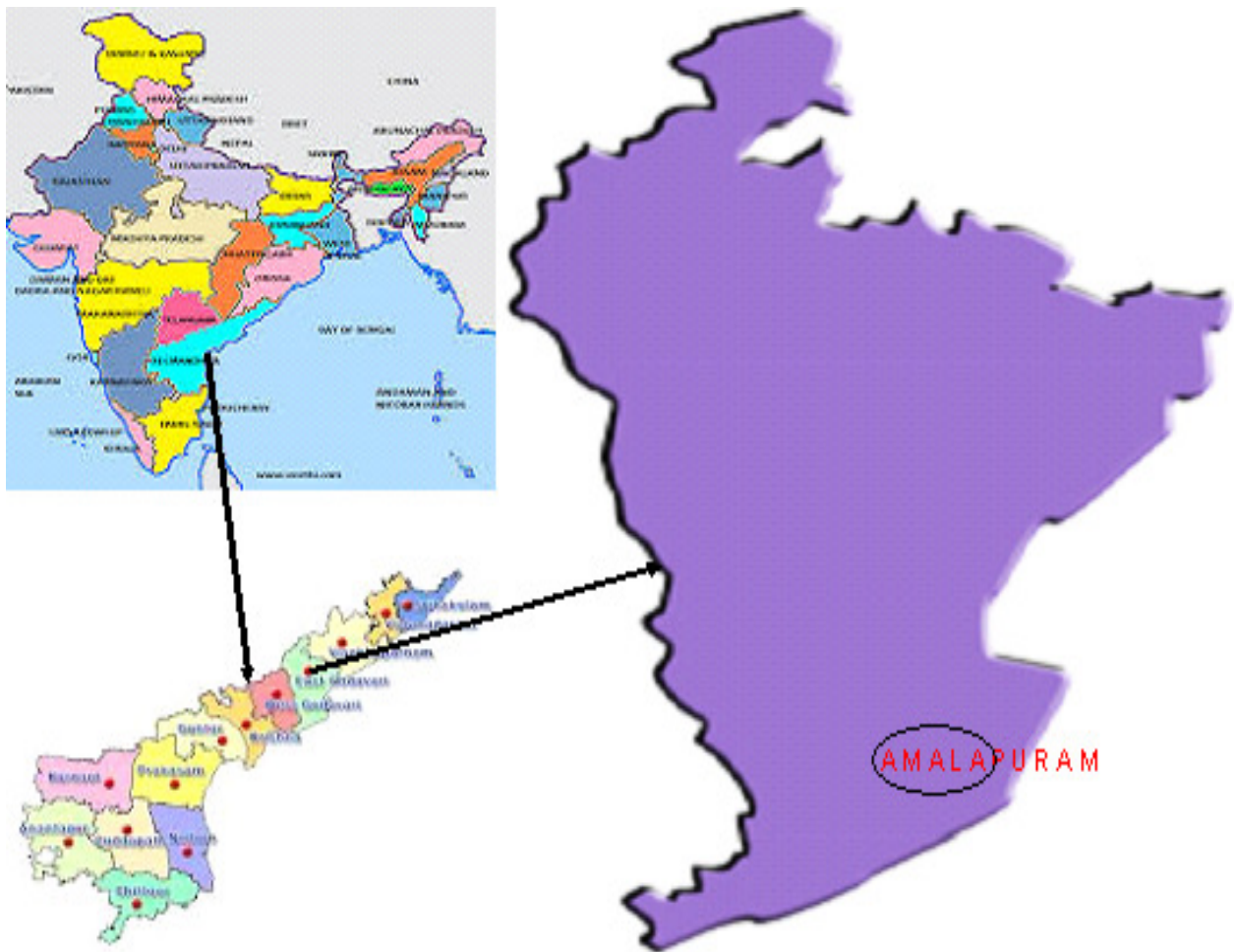
Current Product Portfolio:	Coir Fibre, 2 ply yarn, Mats, Curled Coir
Age of the cluster:	30 years
No. of units:	150 registered micro and small enterprises
Cluster Radius:	40 kms
No. of artisans/ workers:	More than 2000
Wages of artisans:	Men: Rs 250/- per day; Women: Rs 200/- per day
Cluster Turnover:	Rs 14 crore per annum

The first coir industry, M/s Venkateswara Industries was established in the year 1970 in the cluster area and then slowly many proactive entrepreneurs have entered in to coir sector. Due to good business opportunities and also initiatives of coir board many units were established in the years 1985-86, 1990-91, 1994-95, and 2007-08. Thanks to the initiative taken up by the Coir Board and the Industries

department, as many as 150 coir units have been established in East Godavari district in the year 2011, providing direct employment to about 1,500 labourers.

There is no dearth of market for coconut fibre and ropes, as the product is in greater demand in the international market. Besides sending their end product to the neighbouring Odisha and West Bengal, the industrialists are also eyeing possible exports to Sri Lanka and China.

Being extracted from the coconut husk, coconut fibre is the foremost raw material for mattresses industry. In all, about 550 small-scale units are active in the district, from which the fibre and rope are being carted to various places every day. Traders from the neighbouring States have been camping in lodges to procure the product.



The details of coir enterprises in the cluster area are mentioned below. The most of them are manufacturing coir fibre, 2 ply yarn, curled coir etc. A few artisans are making door mats and other products.

S.No	Name & address of the Units	Types of products	No of workers	Year of establishment
1	Venkateswara Industries, Near Red Bridge,Amalapuram	Fibre extraction	19	1970
2	Coastal Fibre Prodt. (P) Ltd., 3-67, Main Road,Ambajipeta	Fibre extraction	18	1975
3	Annapurna Coirs, Gangalakurru, Ambajipeta	Fibre extraction	8	1983
4	Savisa Fibres, Abbireddy St, Amalapuram	Fibre extraction	9	1986
5	Sri Venkata Sandya Coir Indy. Isukapudi-533 214,Ambajipeta	Fibre extraction	6	1985
6	Deepak Coir Industry, Peruru- 538 218,EGDt	Fibre extraction	5	1985
7	Sri Ganesh Coir Industry, Vilasavilli, Amalapuram	Fibre extraction	5	1985
8	Sri Sitaramanjaneya Coir Indy. Tondavaram - 533 221,	Fibre extraction	4	1985
9	Satya Sai Coir Inds., Bandarulanka, Amalapuram	Fibre extraction	5	1985
10	Shri Siddivinayaka Coir Indtry. Siripalli,Amalapuram Taluk,	Fibre extraction	5	1985
11	Sri Veeranjneya Coir Indy., Indupalli, Amalapuram,EGDt	Fibre extraction	14	1985
12	Modern Coir Goods Indy.,	FM &	12	1987

	Rangapuram, PO.Samanasa,	Matting		
13	Tanuja Coir Ind., College Road, Amalapuram,	Fibre extraction	6	1986
14	Godavari Coirs, Pulletikurru, Kothapeta Taluk	Fibre extraction	20	1986
15	Godavari Fibre Inds., R.Yanugupalli,D.Gannavaram	Fibre extraction	15	1986
16	Vinayaka Coir Industry, K.V.Palem, Ambajipeta,	Fibre extraction	4	1987
17	Sesha Rajeswari Coir Inds., Narendrapuram,P.Gannvaram	Matting	5	1988
18	Manthas Coir Complex, Peruru, Amalapuram Tq.,	Fibre extraction	6	1986
19	Saraswathi Coir Ind., Mosalapalli, Ambajipeta	Fibre extraction	10	1990
20	Sri Durga Coir Ind., Vill. Rangapuram,Samanasa	Fibre extraction	10	1990
21	Srinivasa Coir Industry, Peruru-533 218,	Fibre extraction	8	1990
22	Srinivasa Fibre Industry, High Street, Peruru-533 218,	Fibre extraction	4	1990
23	Sri Balaji Fibre Inds., HN2-97 P.O. Gannavaram Mandal,	Fibre extraction	12	1990
24	Sri Venkata Ramana Coir Indy. R. Yenugupalli,P.Gannavaram	Fibre extraction	10	1991
25	Deepak Coir and Coir Prods. Peruru - 533 218,Amalapuram	Fibre extraction	6	1991
26	East Coast Coir Inds., Batnavalli, Amalapuram	Fibre extraction	10	1987
27	Sidhivinayaka Coir Indy.	Fibre	15	1988

	2-29, K.V. Palem,Amabajipeta	extraction		
28	Sri Ayyappa Coir Inds., Katari lanka - 533 214,	Bristle Fibre & Mixed Fibre	15	1992
29	Ayyappa Bristle Fibre Indy. Kothapalem,Amabajipeta	Bristle fibre	8	1990
30	The Indira Priyadarsani Coir Workers ICS Ltd., Peddakanda- lapalem, P. Gannavaram Mdl	2 ply yarn & FM	60	1994
31	The Katarilanka Coir Rope Workers ICS Ltd., D. Gannavaram Mandal,	2 ply yarn & FM	60	1994
32	Sri Ramachandra Fibre Rope making Prodn. Processing & Servicing ICS Ltd., Peruru, Amalapuram Mandal,	2 ply yarn & FM	60	1994
33	Sri Lakshmi Ganpathi Coir Rope Workers ICS Ltd., Vanapalli, Kothapeta Mandal,	2 ply yarn & FM	60	1994
34	Sri Venkateswara Coir Rope Workers ICS Ltd., Peruru Kollurivaripeta,Amalapuram	2 ply yarn & FM	60	1994
35	Sri Narendra Coir Workers ICS Ltd.,Narendrapuram, P.Gannavaram Mandal,	2ply yarn, FM ,Mtg.	20	1994
36	Sri Balaji Coir Servicing ICS Ltd., P. Gannavaram	2ply yarn, FM ,Mtg.	104	1994
37	Sri Prahlada Prabhu fibres, Jaggannapeta, E.G. Dist.	Automatic spinning	15	1994
38	Sri Venkateswara Yarn and Rope Products, Peruru, Amalapuram	2 ply yarn	6	1994
39	Sape Nakshthram M.Spinning unit, 2-36, Bodasakurru,	M.ratt	1	1995
40	Konaseema Integrated	Defibering	24	1996

	Coconut Prods (P) Ltd. 1-75, Gangalakurru,Bandrulanka	& Curling		
41	Gayatri Coir Corporation, Yelchetty vari palem,Kothapeta M	Fibre extraction	7	1996
42	Sri Balaji Colir yarn & Rope Industry, Vanapalli Po. Kothapeta	M.ratt	1	1996
43	Amardeep Traders. High Street, Peruru, Amalapuram	Fibre extraction	7	1998
44	Pathy & CO., Main Road, Tatipaka,E.G.	Brush making	10	2005
45	2-A Coir Yarn Products Venkateswara Colony, Machavaram, Ambajipeta Mdl	Automatic spinning	12	2006
46	"Pedavadu" A Welfare Society of Poor People Social Economic Devpt. and Rural Technillogical Park (AVDI),D.No:10-156, Pillakalava Gattu, Palivela(V)	2 ply yarn & FM	10	2007
47	Society For Konaseema Youth Irusumanda,3-18/1, Ambajipeta	2 ply yarn & FM	8	2007
48	Udayakiran Yuvajana Samkshema Sangam, 2-148, Vadapalem,Kothapeta	2 ply yarn & FM	8	2007
49	P.Gannavaram Mandal Coconut by Products mrkting mutually Aided Coir Co-op. Society Ltd. P.Gannavaram.	Fibre extraction	20	2007
50	Sri Venugopala Coir Industry, 10-200,G.N.T.Road,Jaggampeta	Fibre extraction	30	2007
51	Bhavani Coir Industries Munganda,P.Gannavaram Mandal	Fibre extraction	20	2008
52	Sri Durgabavani Coir Industry	Fibre	20	2008

	Potayalanka,Ambajipeta,EGDt AP.	extraction		
53	M/s Vyshnavi Coir Industries Inalavaripalem,P.Gannavaram	Coir Yarn Spinning	10	2009
54	M/s Satya Coir Yarn Products,Dr.No.2-26 Isukapudi,Ambajipeta Mandalam	2 Ply Yarn	8	2011
55	M/s East Coast Coir Industry,Batnveli, Amalapuram,EGDt AP.	Fibre extraction	10	2011
56	M/s Jaya Coir Products,132/08 Alamuru, Alamuru Mandal,EGDt AP.	Fibre extraction	6	2012
57	Sri Krishna Coir Industry, VisweswaraAgraharam,Amlprum	Fibre extraction	7	1986
58	M/s Baby Coir Industry, Amabatvari palem,P.Gannavaram, RS No.169/4,P.Gannavaram Mandal,	Automatic Spinning	8	2009
59	M/s Rupa Satya Coir Industry, 6-267/1 , Panchayathi Road, P.Gannavaram,Gannavaram Mandal, East Godavari Dt.Off: Pothavaram, Yenugupalli Road,	Automatic Spinning	8	2009
60	M/s Amma Coir Industry, RS no.8-116,Main Road,P. Gannavaram,	Automatic Spinning	8	2009
61	M/s Ashirwad Coir Industry, W/O Imaniyelu,5-5A, RS no.132/2, Canal Road,P.Gannavaram,EGDt.	Automatic Spinning		
62	M/s Hemlatha Coir Industry, D.No:5/4-1,Canal Road,P.Gannavaram,	Automatic Spinning	8	2009
63	M/s Ammayamma Coir Industry, D.No:4-74,Kotavaripeta,RS no.87/1, P.Gannavaram,EGDt.	Automatic Spinning	8	2009
64	M/s Surya Ratna Kumari Coirs, 2-75, Pothavaram,EGDt.	Automatic Spinning	8	2009
65	M/s Padmavathi Coir Industry, 2-19/1, K.Yenugupalli, P.Gannavaram Mandal,EGDt.	Automatic Spinning	8	2009
66	M/s Satyaveni Coir Indy, 2-24,K.Yenugupalli,EGDt.	Automatic Spinning	8	2009
67	M/s Kata Naga Jyothi Coir Industry,	Automatic	8	2009

	Mungandapalem,P.Gannavaram	Spinning		
68	M/s Varasidhi Vinayaka Coir Industries, K.Yenugupalli,D.Gannavaram Mandal,	Automatic Spinning	8	2010
69	M/s Bapiraju Veeramma Coir Industries S.No.23/2, Maremma Manyam,	Automatic Spinning	8	2010
70	Vadapalem,Kothapeta Mandal,EGDt. M/s Nagamani Ratnam Coir, S.No.426/7,Sangampalem,Vanapalli.P.O. Kothapeta,EGDt.	Automatic Spinning	8	2010
71	M/s Vijaya Coir Industry S.No 416/3,Near Penthkosthu Church, Vanapalli,Kothapeta Mandal,	Automatic Spinning	8	2010
72	M/s Sai Prasanna Coir Industry S.No.419/1B,Satylavaripeta, Vanapalli, Kothapeta,Mandal,EGDt.	Automatic Spinning	5	2010
73	M/srayojana Coir Industry,S.No.683/4 Near Palivela Bridge,Palivela, Kothapeta Mandal,E.G.Dt.	Automatic Spinning	5	2010
74	M/s Chikurumilli Prabavathi, 2-101, Bellampudi,P. Gannavaram	Automatic Spinning	8	2010
75	M/s Joel Coirs, 2-4-73, Grace Land,Amalapuram, Unit at Peruru,East Godavari Dt. 6-4-77/6A,Karri Ramaswamy Street, Ashoknagar,Amalapuram,EGDt.	Automatic Spinning Spinning	8	2009
76	M/s Jyothi Coirs, Indupalli,Amalapuram Mandal,EGDt.	Automatic Spinning	8	2009
77	M/s Sri Laxmi Narayana Coir, Ambedkarnagar,Peruru,Amalapuram	Automatic Spinning	8	2009
78	M/s Indira Coir, Bodasakurru,Amalapuram Mandal,	Automatic Spinning	8	2009
79	M/s Nagamani Coir, Indupalli,Amalapuram Mandal,EGDt.	Automatic Spinning	8	2010
80	M/s Sai Hanuman Coir, Vesweswara Agraharam,Peruru,	Automatic Spinning	8	2010
81	M/s Ratna Kumari Coirs, Opp. RTC Complex, Jaggampeta,East Godavari Dt.	Automatic Spinning	8	2009
82	M/s Venugopala Coir Products, Jaggampeta,East Godavari Dt.	Automatic Spinning	8	2010
83	M/s Satyvathi Coirs,	Automatic	8	2009

	14-116-1,Pechettivaripalem, Ambajipeta Mandal,East Godavari Dt.	Spinning		
84	M/s Somu Coirs, 6-90,K.Pedapudi,Ambajipeta Mandal,	Automatic Spinning	8	2009
85	M/s Vanumulamma Coir Industry, Ambajipeta,East Godavari Dt.	Automatic Spinning	8	2009
86	M/s Ganapathi Coir Industry, Ambajipeta,East Godavari Dt.	Automatic Spinning	8	2009
87	M/s Sakkubhai Coir Industry, 15-149,Kotevari Agraharam, Ambajipeta,East Godavari Dt. 3-43, K.N.palem,Ambajipeta,EGDt.	Automatic Spinning	8	2009
88	M/s Chinta Coir Industry, Jayanthinagar,Ambajipeta,EGDt.	Automatic Spinning	8	2009
89	M/s Adilaxmi Coir Industry, Jangavari veedhi,Munganda, P.Gannavaram Mandal,EGDt.	Curled Rope	8	2011
90	M/s Savithri Coir Industry, Pothavaram,P.Gannavaram Mandal,	Automatic Spinning	8	2011
91	M/s Manga Coir Industry, Pothavaram,P. Gannavaram Mandal, East Godavari Dt.	Automatic Spinning	8	2011
92	M/s Nagamani Coir Industry, Indiranagar,Munganda,P.Gannavaram	Automatic Spinning	8	2011
93	M/s Krishna Kumari Coir Industry, Marrigunta,Rajupalem,Rajupalem, Narendrapuram,P. Gannavaram	Curled Coir	8	2011
94	M/s Vijaya Coir Industry, Savaram Road,Savaram,Amalapuram,	Automatic Spinning	8	2011
95	M/s Ramalinga Coirs, 6/76, Brhmani Street, Near Veerabhadra Temple,Bandarulanka,Amalapuram	Automatic Spinning	8	2011
96	M/s Narayani Coirs, R.Yenugupalli,P.Gannavaram Mandal,	Automatic Spinning	8	2011
97	M/s Sri Durga Coir Yarns, 2-3-20, Market Street, Amalapuram,	Automatic Spinning	8	2011
98	M/s Koteswara Coir Yarns, Near Veerabhadra Temple, Bandarulanka,Amalapuram Mandal,	Automatic Spinning	8	2011
99	M/s Chittibabu Coir Industry, Jonnalalanka,P.Gannavaram Mandal,	Automatic Spinning	8	2011

100	M/s Anjalidevi Coir Industry, Jonnalalanka,P.Gannavaram Mandal,	Automatic Spinning	8	2011
101	M/s Neelaveni Coir Industry, Ambedkarnagar,P.Gannavaram,	Automatic Spinning	8	2011
102	M/s Janak Coir Products, Karupallipadu,R.Yenugupalli,EGDt.	Automatic Spinning	8	2011
103	M/s Janak Sai Coir Products, Karupallipadu,R.Yenugupalli, P.Gannavaram Mandal,East Godavari Dt.	Automatic Spinning	8	2011
104	M/s Venkata Laxmi Coirs, Karupallipadu,R.Yenugupalli, P.Gannavaram Mandal,East Godavari Dt.	Automatic Spinning	8	2011
105	M/s Cinna Coir Yarns, Karupallipadu,R.Yenugupalli, P.Gannavarma Mandal,EGDt.	Automatic Spinning	8	2011
106	M/s Narayana Coir Yarns, Karupallipadu,R.Yenugupalli, P.Gannavaram Mandal,East Godavari Dt.	Automatic Spinning	8	2011
107	M/s Mangadevi Coir, Peruru, Amalapuram Mandal, EGDt.	Automatic Spinning	8	2009
108	M/s Malini Coir, Savaram, Amalapuram,EGDt.	Automatic Spinning	8	2009
109	M/s Laxmi Coirs, Gollakotivaripalem,Kothapeta Mandal,	Automatic Spinning	8	2010
110	M/s Ganapathi Coir, Gollakotivaripalem,Kothapeta Mandal,	Automatic Spinning	8	2010
111	M/s Durga Coirs, Bodapativaripalem,P.Gannavaram	Automatic Spinning	8	2010
112	M/s Laxmi Coirs, Bodapativaripalem,P.Gannavadram	Automatic Spinning	8	2010
113	M/s Laxmi Tulasi Coir, Machavaram, Ambajipeta Mandal	Automatic Spinning	8	2010
114	M/s Sri Lakshmi Durga Coir Industry, Peruru, Amalapuram Mandal,EGDt.	Automatic Spinning	8	2013
115	M/s Satyaprasad Coir Industry, Peruru, Amalapuram Mandal,	Automatic Spinning	8	2013
116	M/s Sai Srilakshmi Coir Industry, Pothailanka, Ambajipeta Mandal, E.G.Dt.	Automatic Spinning	8	2013
117	M/s Mahadeva Coir Industry, Gangalakurru Agraharam,	Automatic Spinning	8	2013
118	M/s Veeraveni Coir Industry,	Automatic Spinning	8	2013

	Boddapativari Palem,P.Gannavaram	Spinning		
119	M/s Maanasa Fibres, 1-125, R.Yenugupalli, P.Gannavaram Mandal,E.G.Dt.	Automatic Spinning	8	2013
120	M/s Sankar Fibres, 2-3-20, Market Street,Amalapuram,	Automatic Spinning	8	2013
121	M/s Neela Coir, 107/6a, Main Road, Bandarulanka, Amalapuram Mandal,EGDt.	Automatic Spinning	8	2013
122	M/s Neeraja Coir, 107/6a, Main Road, Bandarulanka, Amalapuram Mandal,EGDt.	Automatic Spinning	8	2013
123	M/s Shanmukha Fibres, 107/6a, Main Road, Bandarulanka, Amalapuram Mandal,EGDt.	Automatic Spinning	8	2013
124	M/s Nalini Coir, 107/6a, Main Road, Bandarulanka, Amalapuram Mandal,EGDt.	Automatic Spinning	8	2013
125	M/s Lakshmi Sai Coir Yarn Industry, Isukapudi, Ambajipeta Mandal,EGDt.	Automatic Spinning	8	2013
126	M/s Sri Sidhivinayaka Coir Industry, Isukapudi,Ambajipeta Mandal,E.G.Dt.	Automatic Spinning	8	2013
127	M/s Varasidhi Vinayaka Coir Industry, Gunnepalli Agraharam,Amalapuram	Automatic Spinning	8	2013
128	M/s Jai Ram Fibres, 2-3-20, Market Street, Amalapuram,	Curled Rope	8	2013
129	M/s Hemalatha Fibres, 2-56, Brahmin Street,Manepalli, P.Gannavaram Mandal, E.G.Dt.	Curled Rope	8	2013
130	M/s J.K.Coir Industry, Chinthavaripeta,Udumudi, P.O. Gannavaram Mandal, EGDt	Automatic Spinning	8	2013
131	M/s Sri Satyamamba Coir Industry, 3-150,Tatikayalavari Palem, P.Gannavaram Mandal,	Automatic Spinning	8	2013
132	M/s Sri Sai Manikanta Coir Spinning Unit 3-94,Thondavaram,Vakalagaruvu Ambajipeta Mandal,EGDt.	Automatic Spinning	8	2013
133	M/s Raju Coir Industry, 11-1-58,Ganikamma Temple Street,	Fibre Extraction	8	2013

	Amalapuram,EGDt.			
134	M/s. Venkata Lakshmi Coir Industry, Indupalli, Amalapuram Mandal,EGDt.	Automatic Spinning	8	2013
135	M/s Jai Vijaya Durga Coir Industry, Peruru, Amalapuram Mandal,EGDt.	Automatic Spinning	8	2013
136	M/s. Sri Kanakadurga Coir Industry, Sivalayam Street, Palivela,Kothapeta	Automatic Spinning	8	2013
137	M/s Rajeswari Coir Industry 4-1-20/A,Bhupayya Agraharam Gopalakrishna Street,Amalapuram	Automatic Spinning	8	2013
138	M/s Vijaya Durga Coir Industry Gowthami Nagar,Peruru,Amalapuram	Automatic Spinning	8	2013
139	M/s Anjaneya Coir Industry R S No.93/6,Machavaram,Ambajapeta	Fibre Extraction	8	2013
140	M/s Ananthalakshmi Coir Industry 2-123 Tondavaram,Ambajapeta Mandal	Automatic Spinning	8	2013
141	M/s Srinivasa Coir Industry Machavaram,Ambajapeta Mandal,	Automatic Spinning	8	2013
142	M/s Rajeswari Coir Industry Machavaram,Ambajapeta Mandal,	Fibre Extraction	8	2013
143	M/s Harsha Manikanda Coir Yarn Industry Potahi Lanka,Ambajapeta Mandal,	Automatic Spinning	8	2013
144	M/s Mary Matha Coir Industry Isukapudi,Ambajapeta Mandal,EGDt.	Automatic Spinning	8	2013
145	M/s Neeharika Coir Industry 2-103,Isukapudi,Ambajapeta Mandal,	Automatic Spinning	8	2013
146	M/s Bala Srinivasayya Coir Industry Isukapudi,Ambajapeta Mandal,	Fibre Extraction	8	2013
147	M/s Sathish Coir Yarn Industry 4-32/1,Isukapudi,Ambajapeta Mandal,	Automatic Spinning	8	2013
148	M/s Sai Ganesh Coir Yarn Industry 2-75,Isukapudi,Ambajapeta Mandal,	Automatic Spinning	8	2013
149	Sri Venkata Suresh Coir Prods. Isukapudi, Ambajipeta Mandal,	Fibre extraction	18	1991
150	Sri Venkata Suresh Coir Prods. Isukapudi, Ambajipeta Mandal,	Fibre extraction	18	1991

Chapter: 2

Cluster Value Chain Mapping

2.1. Product Profile:

Sufficient quantity of raw material (Coir Husk) though produced in the cluster is diverted as fuel in the Brick Manufacturing units along with Firewood during summer season. None of the entrepreneurs mentioned about raw material problem. Nowadays there is no much demand for husk as the export of coir fibre has been lowered. The coir units however produce traditional coir products like Fibre, Yarn and Curled coir and sell in domestic markets and also at national level. As the profit margins are less, the entrepreneurs are purchasing the coir husk at lower price.

The main cluster products include coir fibre and curled coir.

a) Coir Fibre

Coir fibre is extracted from the fibrous outer cover of the fruit of the coconut palm, with or without retting. Coir fibre is graded based on its nature of extraction, colour, presence of long and short fibres, impurities etc.

b) Curled Coir

Curled Coir is mainly used for manufacturing rubberized mattresses, pillows and cushions.

2.2. Production Process

Majority entrepreneurs are adopting traditional technology for manufacturing coir fibre, curled coir in their units and some of the entrepreneurs are adopting available latest technology in their units

All the units in the cluster have regular production throughout the year and for some units the Coconut Husk (Raw material) is not available during rainy season for two months i.e. from July to August every year.

a) Coir Fibre Extraction

The coconut husk collected from the farms is first fed in to the disintegrator where it is crushed. The crushed husk is soaked in water for one Week. The soaked material is fed into the decorticator to separate fibre and pith. The fibre is dried in the sunlight and is pressed in the form of 35-Kg bundles by using balling press. The bales are sold to the coir products manufactures based at near by Districts & States.

b) Automatic two ply yarn Spinning

Coir yarn spinning is similar to cotton yarn spinning. The processes involved given here under: Willowing, Slivering, Spinning, Winding. Coir fibre obtained from fibre extraction units is wetted by spraying water. After 2-3 hours the wetted fibre is passed through the willowing machine to remove the impurities and the place the fibre and parallel to each other. The fibre is then fed in to slivering machine wherein it is converted in to sliver form. The slivers are spun into yarn as per specifications in the spinning machine. The yarn is then cleaned and wound in to rolls and is now ready for the market.

c) Curled coir

Coir fibre obtained from fibre extraction units is wetted by spraying water. Then the fibre was cleaned by using of Turbo cleaner. The fibre is then fed in to curling machine wherein it is converted into curled rope. The curled rope is then rolled by using of winding machine. Finally it is dispatched into manufacturing of coir bed units.

Presently the units are working with traditional manufacturing techniques that are obsolete. Practically the tiny units of this cluster are not using any machinery and all operations are carried out by hand by the artisans. Now-a-days everything has got mechanized in several areas. These machines will be made popular through the cluster development program to make this cluster to convert into mechanization and value addition. The machineries widely used for fibre extraction is Decorticator. The Spinning process is mostly done by Automatic Yarn Spinning Machine. (Single headed machine & double headed machine). The machinery manufacturers namely Kartikeya Engineering Works & Sri Lakshmi Coir Machines are available at the cluster itself. So, the machinery manufacturer's support as well as service is easily availed at the cluster anytime.

2.3. Value Chain Analysis

Yield of nuts per acre of plantation: 6000 to 10000

Average Yield of nuts per acre of plantation: 8000

Cost of 4000 Nos of husks to carry in tractor to processing unit:

Amount paid to farmer: Rs 1500

Loading & Unloading charges: Rs 500

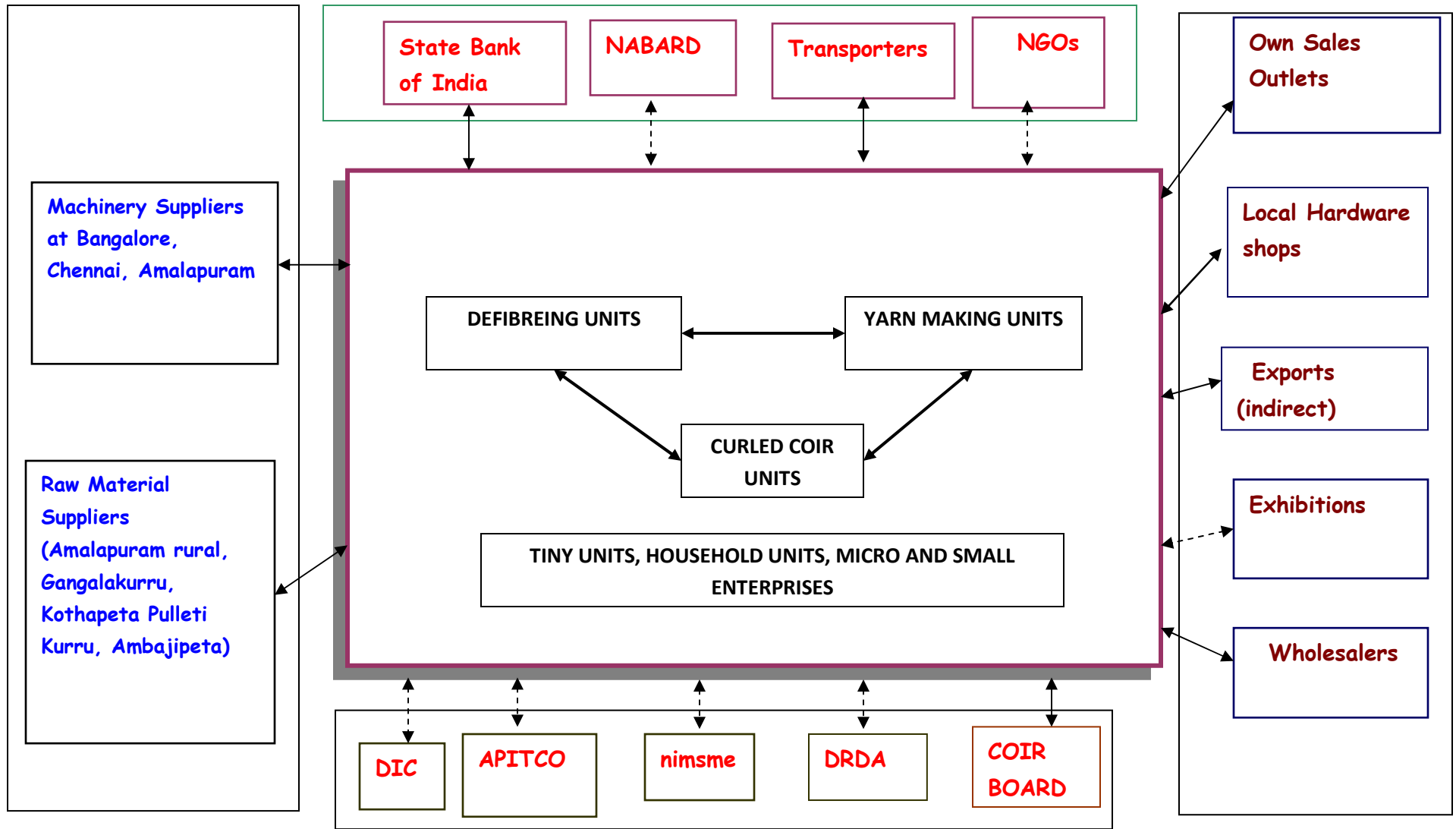
Tractor Freight: Rs 1500

Total cost: Rs 3500

Cost of each husk including transport: Rs 0.88

<p>Fibre Extraction: (One Tractor i.e. 4000 husks)</p> <p>Husk ↓</p> <p>Decorticator ↓</p> <p>Soaked in water for 2-3 days ↓</p> <p>Disintegrator ↓</p> <p>Drying of the fibre ONE/TWO days as per moisture ↓</p> <p>Production of Fibre</p> <p>Production cost of the Fibre: Rs. 7.00 Sales price of the fibre : Rs. 10.00 (Domestic) Rs 14.00 (Exports)</p>	<p>2 Ply Yarn : (One Ton)</p> <table border="0"> <tr> <td style="text-align: center;">Fibre ↓</td> <td style="text-align: center;">Fibre ↓</td> </tr> <tr> <td style="text-align: center;">2 Ply Yarn Feeding (Manual)</td> <td style="text-align: center;">Auto</td> </tr> <tr> <td style="text-align: center;">25 Kg. Kg. to 40 kg. (Per day)</td> <td style="text-align: center;">50 to 60 kg. (Per day)</td> </tr> </table> <p>Production Price: 20/- to 25/-</p> <p>Sales Price : 25/- to 35/-</p>	Fibre ↓	Fibre ↓	2 Ply Yarn Feeding (Manual)	Auto	25 Kg. Kg. to 40 kg. (Per day)	50 to 60 kg. (Per day)	<p>Curled coir : (One Ton)</p> <p>Production Price: 14/-</p> <p>Sales Price : 18/- to 22/-</p>
Fibre ↓	Fibre ↓							
2 Ply Yarn Feeding (Manual)	Auto							
25 Kg. Kg. to 40 kg. (Per day)	50 to 60 kg. (Per day)							

2.4. Cluster Map



2.5. Principal Stakeholders:

The Public and Private Service Providers /Support Institutions in the cluster are:

Coir Board:

Coir Board is the Nodal Agency for the SFURTI scheme. The Coir Board was set up by the Government of India under an act of parliament the coir Industry act 1953. Coir Board provides financial, market development, skill training assistance for the development of coir Industry and also extends the technical guidance and advice for setting up of new units as well as for renewal/ modernization of existing units for development and increasing productivity, quality up-gradation etc. Coir Board is implementing SFURTI scheme for revival of traditional coir industries.

District Industries Centre:

The 'District Industries Centre' (DIC) was started by the central government in 1978 with the objective of promoting micro, small, and medium industries in a particular area and to make available all necessary services and facilities at one place. DIC acts as the focal point of the industrialization of the district, prepares the industrial profile of the district, counsel and assists entrepreneurs in selection of business ideas; provide information about local sources of raw materials and their availability, manpower assessment with respect to skilled, semi-skilled workers. DIC organizes entrepreneurship development training programs, provides information about various government schemes, subsidies, grants and assistance available from the other corporations set up for promotion of industries, assessment of availability of infrastructure facilities, gives SSI registration and prepares techno-economic feasibility report. The entrepreneurs expressed that DIC is providing techno-managerial services for the cluster enterprises.

APITCO Ltd

APITCO, incorporated in 1976, is a premier Technical Consultancy Organisation promoted jointly by all-India financial institutions (IDBI, IFCI, ICICI), industry development corporations in Andhra Pradesh (APIDC, APSFC) and Commercial Banks (Andhra Bank, Indian Bank, State Bank of India, Syndicate Bank). APITCO provides a wide range of consulting services, especially to SMEs in project identification, project counselling, pre-feasibility reports, detailed project feasibility studies, infrastructure planning, market assessment, expansion, diversification and turnaround strategies, energy audits, waste minimisation, environment impact assessment, valuation of fixed assets, skill development etc. Extending handholding to micro entrepreneurs through its 'escort services' is APITCO's USP. APITCO has been actively engaged in the development of fruit processing, foundry, readymade garments, handloom cotton durries and mango jelly clusters in Andhra Pradesh. During 11th five years plan, APITCO has successfully implemented SFURTI programme in Rajahmundry and Srikakulam Coir Clusters

Machinery Suppliers:

There is good number of machinery suppliers supporting the cluster enterprises. M/s Kartikeya Coir Machinery manufacturers and M/s Sri Lakshmi Coir Industries are existing in the cluster. The well known machinery suppliers like M/s Sukumar Engineering Exports have branch office in Amalapuram. Some of the other machinery suppliers are mentioned below:

1. 2M Engineering Company, Bangalore for manufacturing of Coir Fibre process
2. S.G. Engineering Company, Tirunalveli for manufacturing of coir rope
3. Balu Engineering Company, Tirunalveli for manufacturing of coir rope
4. Venkateswara Engg. Works, Yelamanchili for manufacturing of coir fibre
5. Indira Industries, Coimbatore for loading of materials and manufacturing of fibre
6. Godwell Engineering Products, Coimbatore make all kinds of coir machinery

R&D, Testing & Training Institutions:

The two associate institutes of coir board namely Central Coir Research Institute and National Coir Training & Design Centre provide requisite information for the entrepreneurs and also conduct training to create skilled manpower, evolve new designs and popularize the same. Further they also undertake research activities for development of new products/ processes.

Commercial banks & Micro finance institutions:

Entrepreneurs are getting finance mainly from State Bank of India, Andhra Bank, and Indian overseas Bank. NABARD and Chaitanya Godavari Grameena Bank are providing MSME loans and other financial products for cluster enterprises.

ni-msme:

National Institute for Micro, Small and Medium Enterprises (**ni-msme**) is a reputed national level entrepreneurship development institute with expertise in cluster development methodology. **ni-msme** helps the practicing entrepreneurs through a host of services like research, consultancy, information, training, education and extension. It is the technical agency for the clusters approved under the SFURTI scheme. The institute assists the nodal agency in training of the cluster development agents, the implementing agency, validation of cluster action plans, monitoring, and evaluation etc.

Chapter - 3

Market Assessment and Demand Analysis

The Coir Industry is one of the oldest industries in India. The raw material of which is coconut husk and it is a waste of coconut. The extracted coir out of the coconut husk has been used in several products like door mats, floor covering, brooms and brushes for regular use in day to day life. This Industry is providing employment to the rural masses that need not to relocate their native places. The final products from coir are mostly eco friendly and have good export potential. Both Union and State Governments are announcing several packages for the growth of this Industry and extending their support. The coir Industry is creating wealth from waste and creating employment in rural areas thereby not only avoiding migration of labor but also strengthening the rural economy. By recognizing the importance of Coir Industry, the Government of India set up a separate Board for its overall development called Coir Board working under the ministry of MSME.

Currently, the global annual production of coir fiber is about 350,000 metric tons (MT). The world's top two producers, India and Sri Lanka, which account for about 90% of global coir fiber production, process only a fraction of the available husks. In the 1980s and 90s, global exports of coir fiber fell by almost half, as Western consumers shifted to synthetic foam and fibers. Then, since 1990, rapidly growing domestic demand in India more than doubled global production benefiting exclusively the Indian coir industry. Finally, since 2001, a rising Chinese demand for coir, an expanding market for coir-based erosion control products, and the spread of coir pith as a peat moss substitute in horticulture has further pushed up global production and prices. In turn, other coconut growing countries, including Philippines, Thailand and Vietnam are

now expanding their production and export of coir fiber. These changes are also reflected in the international trade in coir.

Exports of Coir & Coir Products from India (April 2016- March 2018)

EXPORT OF COIR PRODUCTS FROM INDIA MARCH- 2018												
Q = Quantity in MT						V = Value in Rs.Lakhs						
Item	MARCH 2018		MARCH 2017		%Growth Monthly		April 17- Mar 18		April 16 - Mar 17		% Growth Cumulative	
	Q	V	Q	V	Q	V	Q	V	Q	V	Q	V
Coir fibre	17798	3738.47	47530	7336.72	-82.6	-49.0	374320	70177.88	370357	53913.63	1.1	30.2
Coir Yarn	356	299.52	297	200.79	19.9	49.2	3328	2457.68	4426	2948.32	-24.8	-16.6
Handloom Mat	1596	1641.82	1647	1761.77	-3.1	-6.8	18277	18613.96	20143	21316.31	-9.3	-12.7
Powloom Mat	32	51.90	0	0.00			37	57.75	166	196.38	-77.8	-70.6
Tufted Mat	4150	3852.00	4759	4349.02	-12.8	-11.4	54279	49591.41	51718	48442.83	5.0	2.4
Handloom Matting	72	120.83	123	130.90	-41.9	-7.7	1117	1394.79	1272	1535.25	-12.2	-9.1
Powloom Matting	63	101.17	0	0.00	-	-	131	216.49	0	0.00	-	-
Coir Geotextiles	586	389.94	619	349.08	-8.5	11.7	5845	3996.59	6219	4481.04	-8.0	-10.8
Coir Rugs & Carpets	11	11.74	29	33.24	-61.7	-64.7	254	269.58	205	271.92	24.0	-0.9
Coir Rope	52	40.08	59	38.99	-12.6	2.8	491	401.72	484	388.50	1.4	3.4
Curled Coir	925	262.57	713	163.82	29.8	60.3	8800	2316.26	10356	2419.30	-15.0	-4.3
Rubberised Coir	165	298.02	226	288.90	-27.1	3.2	900	1388.64	888	1295.64	1.4	7.2
Coir Pith	70564	13209.02	56703	10253.17	24.4	28.8	548479	101846.82	490552	90539.11	11.8	12.5
Coir Other Sorts**	10	18.10	60	76.38	-83.9	-76.3	306	498.29	256	416.59	19.4	19.6
Total	96359	24035.18	112764	24982.78	-14.5	-3.8	1016564	253227.84	957045	228164.82	6.2	11.0

Quantity is Rounded off

** Coir Braids, Poles, Bags, Fenders & Coir Fancy Items.

Historically, Sri Lanka had been the world's largest exporter of various fiber grades, whereas India exports largely value added products – yarn, mats, and rugs. While in 1990 about 80% of global production was exported, growth of the Indian domestic market dropped that rate to below 40%. Global trade volume for coir fiber, value added products – yarn, mats, rugs – and coir pith now stands at about \$140 million per year with India and Sri Lanka respectively accounting for about \$70 and \$60 million of that amount. This may not seem much but in the coconut regions of producing countries coir is an important economic factor. In Sri Lanka, coir related exports account for 6% of agricultural exports, over 1% of all exports and 0.35% of GDP. Moreover, coir milling and value addition, mostly spinning and weaving, are important regional employers, particularly in rural Southern India and coastal Sri Lanka. They give

work to 500,000 plus people, many of them women working part-time. Yet, working conditions and productivity are generally poor.

The challenge for industry is to sustainably expand markets for this versatile renewable resource while maintaining its role as employer for the rural poor. This may require producers to innovate production, improve product consistency, and in particular develop novel applications – jointly with their customers in importing countries. Businesses, public agencies and research institutes are now addressing this challenge in multilateral projects worldwide – setting examples that global trade can be beneficial to all parties involved. Indian coir industry is an important cottage industry contributing significantly to the economy of the major coconut growing States and Union Territories, i.e., Kerala, Tamil nadu, Andhra Pradesh, Karnataka, Maharashtra, Goa, Orissa, Assam, Andaman & Nicobar, Lakshadweed, Pondicherry, etc. About .5.5 lakh persons get employment, mostly part time, in this industry. The exports from this industry are around Rs. 70 crores. Coconut husk is the basic raw material for coir products. Around 50 per cent of the available coir husk is used to produce coir products. Hence, there is scope for growth of coir industry.

Not more than 50 per cent of the coconut husks is utilised in the coir industry, the remaining being used as fuel in rural areas. Production in the cooperative fold is not more than 20 to 25 per cent. The development programmes so far undertaken aimed at revitalisation of coir cooperatives, improvement in quality and products diversification. Efforts were also made for exploring wider export markets for coir and coir products. Judged from the increase in production and employment, the progress has been rather slow and exports in physical terms have remained mere or lets static.

Andhra Pradesh is the largest state in the southern peninsular region, with an area of 2,75,100 sq. kms and a coastal line of 974 kms. Out of 2.75 lakhs Sq.

Kms of the State, 14.5 Lakhs hectares are under cultivation. 1.02 lakhs hectares are under coconut cultivation. Annually Andhra Pradesh produces around 110 crores of coconuts. These are predominantly in the coastal districts of Srikakulam, Vijayanagaram, East Godavari, West Godavari and Krishna. Andhra Pradesh is the fourth largest producer of coir with an output of 28,900 tonnes of coir fibre. The utilisation of husk being 31 per cent of the total production of coconuts in the State, there is still plenty of scope for coir production. In Andhra Pradesh, around 41,000 people are employed in this sector and 80 per cent of them being women. There are good export opportunities for coir and coir pith and it can be taken up on large scale as the product is plenty available. To satisfy the needs of the local Coir Industry, the Coir Board establishes one of its regional offices at Visakhapatnam in Andhra Pradesh and later on it was shifted to Rajahmundry, East Godavari District to make available to the larger number of beneficiaries.

Around 500 micro and small coir industries are working in East Godavari district and producing coir fibre, yarn, mats and curled coir. Disposal of coir pith is a major problem in this industry few years back but with the use of coir pith as a bio fertilizer, there is large demand for coir pith now a day. Further, there is export potential for coir pith blocks and scope for geo textiles, coir ply boards and other productions for new state capital of the state. Coir Board has taken up an aggressive action plan to develop coir units during 12th plan period and DIC is giving its full fledged support. In view of the above, there is good scope for production of value added coir products like curled coir, needle felt, coir pith blocks, garden articles and coco peat etc.,

4.1 SWOT analysis

Strengths

- Availability of sufficient quantity of husk in the cluster
- Demand for cluster products in domestic and national markets
- Support from State Government and Coir Board for sector development
- Requirement of low capital to start coir activity
- Eco friendly products
- Availability of Labor at reasonable wages

Weaknesses

- Requirement of large area for Coir pith
- Lack of collective marketing efforts
- Low level of modernization and up gradation of technologies in the cluster
- Presence of middle men/agents leads to fluctuation of raw material and finished products
- Lack of business skills
- Insufficient working capital and poor financial linkages

Opportunities

- Growing Domestic and International Markets especially for new coir products
- Locational advantages.
- Proactive farmers to start coir industry
- Nearness to Visakhapatnam and Kakinada ports which facilitate for exports
- Scope for product diversification and manufacturing value added coir products

Challenges

- Competition from synthetic fiber
- Heavy competition from domestic clusters
- Production fluctuation due to floods/ influence of middlemen
- Shortage/irregular supply of electricity
- Usage of Husk as fuel by power plants and brick making units

4.2 Need Gap analysis

Technology related:

- No technology related issues in the cluster. There is good scope for value addition and making innovative coir products. But, none of the unit is focusing on producing value added products and also technology is not available.
- Lack of awareness on new coir products and required technology to make them
- Lack of knowledge on the product manufacturing and processes

Market related:

- The middlemen are influencing raw material and fibre cost due to insufficient working capital and also poor cooperation among cluster enterprises. The local entrepreneurs are not ready to take risk and always depend on select buyers and not focusing on export opportunities and also grab opportunities from new capital of the state.
- The members expressed their inability to create market linkages as they were concentrating on production processes and related areas of the industry thus a gap with respect to marketing etc. The gap is to be filled in by a BDS consultant.
- Cluster members concerned on understanding product marketing, product related positioning, sales, and impact on credit cycle as present credit cycle is well established in the market.

Power related:

- Adequate power supply is not available in the state and power cut resulting in low production of the coir products in the district.

Chapter - 5

Profile of the Implementing Agency & SPV

Profile of the Implementing Agency

ADITYA GLOBAL BUSINESS INCUBATOR, KAKINADA funded by Department of Science & Technology, Government of India which is registered under the Andhra Pradesh Societies Registration Act 2001.

Aditya group has established a Global Business Incubator, which acts as a springboard to budding entrepreneurs who wish to launch themselves into the world of business. It fosters the innovative and smart ideas of students and provides necessary support for successful completion. AGBI provides infrastructure, access to business support services, mentoring, training programs to enhance skills of entrepreneurs and seed capital. The Institute has wide network with various Engineering Colleges in Andhra Pradesh and Telangana.

Since its inception AGBI has been organizing various events like Google-start-up weekend, e-weekend, hackathons, seminars and others awareness programs to push the ideas of students in the right direction. The main objective of all these programs is to find innovative projects that solve local problems.

So far 96 business ideas have been developed

- 100 + business ideas have been identified as commercially viable business models.
- 4 business models are in implementation stage.
- 2 business models getmytailor.com and getmybooks.com have registered as companies and are reaping benefits.
- 30 + business models have registered as companies and are reaping benefits.

Profile of SPV

1. Name of the company: Krushivala Coconut Farmers Producer Company Limited
(Registered under Companies Act)
2. Village & Mandal: Ambajipeta & Ambajipeta
3. Address: Door NoO.3-53, Mainroad, Ambajipeta, East GodavaraI -533214, Andhra Pradesh.
4. Corporate Office: D.No.1-144/1, Upstairs, PACs, Ambajipeta
5. Registration No: CIN: U01100AO2017PTC105498
24, March, 2017.
6. No of Farmers: 1,160 members
7. Details of crops existing: 3,300 Acers
8. Cultivation activity: Coconut, Coco, Arecanut, Banana, Vegetables
9. Contact details: Mr. Ganapati Veera Ragavulu , Director
(M): 98850 92299,
Mr. Nimmakayala Satish Babu, CEO
(M): 97053 48130
10. Target of Share Capital: Rs. 40 Lakhs
11. Share Capital Collected: Rs. 36.40 Lakhs
12. Bank Account: Andhra Bank

Krushivala Coconut Farmers Producer Company Limited is a farmer's producers company registered under Companies Act having 1160 farmers. There are 40 coir entrepreneurs in the company. They regularly make coconut samplings and supply to the farmers at nominal price. A work shed of 31feet * 54 feet is constructed on their own for coir extraction, storage of coconuts and also for the farmers requirement.

They have taken Ac 3.00 of land on lease basis for 15 years to construct common facility centre.

Chapter - 6

Project Concepts & Strategy Framework

6.1. Project Rationale

The cluster analysis indicates that the infrastructure available with the cluster is suitable for making traditional products of low value and none of the unit is manufacturing high value products like pith blocks, needle felt, coco peat etc which have good demand in domestic and international markets. The production of value added products is going to increase profitability of individual enterprises and also wages of the workers. Further in order to create dual income for the artisans and also attract new artisans and provide sustained employment, it is proposed to focus on manufacturing of value added products involving large number of proactive farmers, industries and coir workers of the cluster.

6.2. Project Objectives

- To create agripreneurs
- To upgrade skills of traditional artisans & farmers
- To create awareness on production of value added products
- To improve artisan wages by at least 30%
- To improve profitability of enterprises by 20%
- To enhance cluster turnover by 50%
- To create networks for marketing new value added products

6.3. Strategy:

1. Skill up-gradation of coir workers to improve quality and productivity and also to make value added products.
2. Create awareness on latest technologies and scope for manufacturing of various coir products suitable for cluster enterprises
3. Exposure visit to other successful clusters, Central Coir Research Institute and National Coir Training & Design Centre and machinery manufacturers to study and understand latest technologies available for making value added products
4. Deployment of market research consultant to identify new markets and demand for high value coir products
5. Development of new designs and new products by availing services from NID or any other suitable BDS
6. Using social media to reach new markets and customers
7. Participating in trade fairs and exhibitions conducted by coir board and other agencies, so as to learn changing marketing condition, technology process and customer requirements/preferences.
8. Motivate farmers opinion leaders, proactive entrepreneurs and other members to create Special Purpose Vehicle (SPV) for collective efforts and cluster interventions
9. Establishment of Common Facility Centre for manufacturing of coir products like pith blocks, coco peat, garden articles etc.

Chapter - 7

Project Interventions

Based on the cluster analysis and interaction with the farmers/ entrepreneurs, the following interventions are proposed under SFURTI programme.

7.1. Soft Interventions

- Exposure visits to machinery suppliers and coir industries in Tamil Nadu to create awareness on production of value added products
- Training of artisans/ prospective entrepreneurs on latest machinery to promote new coir enterprises
- Design of publicity and packaging materials including Product logo, brochure, leaflet, advertising/ display material
- Design and Development of new value added products like coir ply sheets
- Participation in trade fairs
- BDS for Market Research, marketing and sales & designing cluster website

7.2. Hard Interventions

- Creating common facility centre for production of coir pith blocks, coco peat, garden articles etc.

Chapter 8 Project cost and Means of Finance

8.1. Project cost

The project cost including the grant, support for soft and hard interventions, remuneration to technical agency, implementing agency and CDE will be as under:

Project cost & Means of Finance

(Rs in lakhs)

S. No.	Intervention	NA	SPV	Total cost
1	Soft intervention	25.00	-	25.00
2	Hard Intervention	282.99	31.44	314.43
3	TA cost	25.15	-	25.15
4	IA/ CDE cost	20.00	-	20.00
Total		353.14	31.44	384.58

Means of Finance

(Rs in lakhs)

Particulars	Amount in Rs. Lakhs
SPV contribution	31.44
GoI Grant	353.14
Total	384.58

Chapter 9

Plan for Convergence Initiatives

Potential convergence initiatives could be

- To take initiatives to dovetail schemes and Programmes of Coconut Development Board and Department of Agriculture, Government of Andhra Pradesh for strengthening of backward linkages
- To implement Programmes of District Rural Development Authority
- Networking with NGOs/ CSR foundations to train artisans to make specialized products and discourage supply of husk to power plants
- Manufacturing and supply of specialized green products to tourism, educational and hospitality institutions

Chapter 10

Action Plan

S. No.	Activity	Amount Rs in Lakhs
(A). Soft Interventions		
1	Awareness Programmes on MSME Schemes for farmers and entrepreneurs	2.00
2	Exposure visits to machinery suppliers and coir industries in Tamil Nadu to create awareness on production of value added products	2.00
3	Training of farmers/ prospective entrepreneurs on latest machinery to promote new coir enterprises	2.00
4	Design of publicity and packaging materials including Product logo, brochure, leaflet, advertising/ display material	3.00
5	Participation in trade fairs	5.00
6	BDS for Market Research to find business opportunities and develop market linkages	8.00
7	Designing cluster website	3.00
Sub- Total (A)		25.00

(B). Hard Interventions		
Common Facility Centre for manufacturing of Coir Pith Blocks, Needle felt, Coco peat, & Garden Articles		
S.No	Particulars	Amount
1)	Fibre Extraction Unit Inclusive of Loaders, Auto Feeders, Conveyors etc.,	65.00
2)	Coir Pith Block Machine (5 Kgs)	20.00
3)	Coir Garden Articles including Oven and Moulds.	30.00
4)	Bull smart for internal transport	22.00
5)	Needled Felt plant 200 cm width.	30.00
6)	Shrink Wrapping Equipment.	3.00
7)	Work Sheds. 2Nos.3500sft.	80.00
8)	Electrical Transformer, installation , office furniture pre and post operative expenses	32.00
	Total	Rs. 282.00

Chapter 11 Project Time Line

11.1. Soft Interventions

S.No.	Activity	2019-20		2020-21				202-22		
		Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
1	Awareness Programmes on MSME Schemes for farmers and entrepreneurs									
2	Exposure visits to machinery suppliers and coir industries in Tamil Nadu to create awareness on production of value added products									
3	Training of farmers/prospective entrepreneurs on latest machinery to promote new coir enterprises									
4	Design of publicity and packaging materials including Product logo, brochure, leaflet, advertising/ display material									
5	Participation in trade fairs									
6	BDS for Market Research to find business opportunities and develop market linkages									
7	Designing cluster website									

11.2. Hard Interventions

		Financial Year							
		2019-20				2020-21			
S. No	Activity	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1	Civil works								
2	Bidding process for machinery								
3	Electrical works								
4	Installation of Machinery & commissioning								
5	Trial production								
6	Commercial Production								

Chapter 12 Business Plan

- It is proposed to create infrastructure to manufacture coir fibre, needle felt, coir pith blocks and coco peat to market in domestic and international markets.
- The machinery is to be established in the leased premises which is located at Pullelavaripeta village, Avidi , Kothapeta Mandal of East Godavari District
- The sheds of 3500 sqft are to be constructed and machinery layout may be finalized in consultation with machinery suppliers
- The SPV has already identified a team to look out day to day activities
- It is assumed that 70% of the capacity may be utilized in the first year with incremental 5% in subsequent years

Cost of the Project	Amount Rs. In lakhs
Land	0.00
Work Sheds with Water connection	80.00
Machinery & Equipment Electrical works	192.00
Office Furniture & Computers	5.00
Preliminary and Pre opr. Expenses	5.00
	282.00
Working Capital	32.43
Grand total	314.43

Machinery and Equipment**Amount Rs. In lakhs**

Fibre Extraction Unit Inclusive of Loaders, Auto Feeders, Conveyors etc., Coir Pith Block Machine (5 Kgs), Coir Garden Articles including Oven and Moulds, Bull smart for internal transport, Needled Felt plant 200 cm width, Shrink Wrapping Equipment	192.00
Office Furniture & Fixtures, Computers, Printer, Fax Xerox etc	5.00

Capital Investment	Amount Rs. In lakhs
Land	0.00
Work Sheds & Electrical and Water connection	80.00
Machinery & Equipment	192.00
Furniture & Fixtures	5.00
	277.00

Preliminary and Pre Operative Expenses	Amount Rs. In lakhs
Registration and Documentation	5.00
Taxes, Licenses etc	
	5.00

Fixed Capital (Assets)	Amount Rs. In lakhs
Work Sheds & Electrical and Water connection	80.00
Machinery & Equipment	192.00
Furniture & Fixtures	5.00
Preliminary and Pre opr. Expenses	5.00
	282.00

Raw Materials	Amount Rs. In lakhs
Husk	259.20
	259.20

Utilities	Yearly Amount Rs. In lakhs
Electricity, water, fuel	72.00
	72.00

Salaries and Wages	Yearly Amount Rs. In lakhs
	66.00

Other Expenses	Yearly Amount Rs. In lakhs
Consumables	6.00
Repairs & maintenance	6.00
Fuel & Lubricants	12.00
Rent, Staff Welfare	4.00
	28.00

Total Working Capital	Yearly Amount Rs. In lakhs
Raw Materials	259.20
Utilities	36.00
Salaries and Wages	66.00
Other	28.00
Rent for Leased Land	0
pa	389.20
pm	32.43
Total Capital Investment	Amount Rs. In lakhs
Fixed Assets	282.00
Working Capital for one month	32.43
	314.43

Cost of Production	Yearly Amount Rs. In lakhs
Total working Capital	389.2
Depreciation on Machinery	28.8
Depreciation Furniture and Fixtures	0.75
Depreciation on Building	8.00
	426.75

Sales Turnover	Yearly Amount Rs. In lakhs
By sale of needle felt, garden articles, pith blocks and coco peat	554

Fixed Cost per annum	Yearly Amount Rs. In lakhs
Depreciation on Machinery	28.8
Depreciation Furniture and Fixtures	0.75
Depreciation on Building	8.00
Salaries and Wages - 40%	26.4
Utilities - 40%	28.8
Other expenses 40%	11.2
	103.95
Variable Cost	Yearly Amount Rs. In lakhs
Cost of Production	426.75
Less : Fixed Cost	103.95
	322.8
Profit	Yearly Amount Rs. In lakhs
Sales	554
Cost of Production	426.75
Gross profit	127.25
Less : Selling and Admn. Expenses 2% of sales)	11.08
Net Profit	116.17

Break Even Analysis

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
Sales	554.00	609.40	670.34	737.37	811.11
Variable Cost	322.80	355.08	390.59	429.65	472.61
Contribution--(sales-VC)	231.20	254.32	279.75	307.73	338.50
Fixed Cost	103.95	103.95	103.95	103.95	103.95
profit = Contribution - fixed cost	127.25	150.37	175.80	203.78	234.55
BEP	0.45	0.41	0.37	0.34	0.31

**Estimated Annual Cost
of Production**

Particulars	1st Year	2nd Year	3rd Year	4th Year	5th Year
Raw Materials	259.2	285.12	313.63	345.00	379.49
Utilities	72	79.2	87.12	95.83	105.42
Salaries & Wages	66	72.6	79.86	87.85	96.63
Other Expenses	28	30.80	33.88	37.27	40.99
Depreciation on Machinery	28.8	24.48	20.81	17.69	15.03
Depreciation on Furniture	0.75	0.6375	0.54	0.46	0.39
Depreciation on Building	8.00	7.6	7.22	6.86	6.52
Total	462.75	500.44	543.06	590.95	644.48

Key Financial Indicators					
BEP	0.45	0.41	0.37	0.34	0.31
Return On Investment = Return /Investment (without working capital)	0.45	0.53	0.62	0.72	0.83
% of profit over sales	23	25	26	28	29

Chapter 13

Project Planning, Implementation and Monitoring

13.1 Project Planning

During preparation of Detailed Project report (DPR), the Technical Agency, **ni-msme** had discussed with the coir board, implementing agency/ SPV members to be associated in the project on critical problems, suitable interventions to overcome the problem areas including soft and hard interventions.

The details of soft interventions are mentioned in earlier report.

- Awareness Programmes on MSME Schemes for farmers and entrepreneurs
- Exposure visits to machinery suppliers and coir industries in Tamil Nadu to create awareness on production of value added products
- Training of artisans/ prospective entrepreneurs on latest machinery to promote new coir enterprises
- Design of publicity and packaging materials including Product logo, brochure, leaflet, advertising/ display material
- Participation in trade fairs
- BDS for Market Research to find business opportunities and develop market linkages
- Designing cluster website

With respect to the hard interventions, the following are finalized:

- WORK SHED 20X50FEET 2NOS
- DESINTIGRATORS 20HP 2NOS.
- DECORTICATORS 40HP 2NOS
- SCREENERS 2HP 2NOS.
- AUTO FEEDING SPINNING MACHINES 2.5HP 20 NOS
- WILLOWING MACHINES 2HP 3NOS
- AUTO FEED CURLING MACHINES 8HP 6NOS.
- TURBO CLEANER 5HP 2 NOS.
- REWINDING MACHINE 0.5HP 3NOS.
- COCO PEAT SCREENER 2HP 1NO
- COCO PEAT COMPACTING MACHINE 5KG 20HP 1NO.
- COCO PEAT COMPACTING MACHINE 650GM 5HP 1NO.
- NEEDED FELT MACHINE 1.25MTR WIDTH 20HP 1NO.
- HOT AIR OVEN 1NO
- HYDRAULIC HOT PRESS FOR GARDEN ARTICLES WITH MOULDS 1NO.
- LOADER 1NO.
- LABORATORY FOR TESTING
- PITH PLUS MFG. LAB.
- AIR CONDITIONED ROOM FOR STORAGE OF PITH PLUS.
- SHRINK WRAPPER EQUIPMENT.

Krushivala Coconut Farmers Producer Company Limited is a farmer's producers company registered under Companies Act having 1160 farmers. There are 40 coir entrepreneurs in the company. They regularly make coconut samplings and supply to the farmers at nominal price. A work shed of 31feet * 54 feet is constructed on their own for coir extraction, storage of coconuts and also for the farmers requirement. They have taken Ac 3.00 of land on lease basis for 15 years to construct common facility centre.

The following important tasks are required to be completed during establishment of the above infrastructure at Common Facilities Centre (CFC).

- Formation of purchase committee with representation from IA, NA, TA, CDE, Financial Institution (or Financial expert), Technical Institution (or Technical Expert) and entrepreneurs
- Identification and selection of machinery suppliers
- Procurement of machinery
- Renovation/ Repair of factory sheds
- Installation & Electrification of machinery
- Trial production
- Commercial production

The successful implementation of above activities will depend on the following aspects:

- Scheduling of above activities to implement within the time frame
- SPV has to regularly follow-up with NA & TA; supervision of project progress and managing the same
- Undertaking work by SPV as per the defined time frame in the schedule
- Regular review of project by NA

In order to implement the project successfully, the SPV, NA (Coir Board), IA (SPV), TA (**ni-msme**), and CDE need to work as a team and coordinate each other from time to time. At the same time it is suggested to carry out these activities simultaneously to reduce the time. All the concerned agencies have to play their role at the appropriate time for successful implementation of the project. It's the responsibility of SPV to regularly interact with NA and TA for their requirements and also to attend or solve any issues.

Some important activities of the above agencies are outlined in the following:

13.1.1. Field office, Coir Board

The Regional Office, Coir Board at Rajamundry is local office of the nodal agency. The nodal agency facilitates SPV in smooth implementation of the project and monitors the progress of proposed CFC in addition to appraising implementation and progress of the CFC to the head office at Kochi.

13.1.2. District Industries Centre, East Godavari District

On behalf of the Government of Andhra Pradesh, the District Industries Centre plays an important role in successful implementation of the project. The DIC also acts as one of the facilitator in smooth functioning of CFC in long run and also helps in fulfilling requirements of IA/SPV for successful operation of CFC.

13.1.3. National Institute for Micro, Small & Medium Enterprises (ni-msme)

The Technical Agency, **ni-msme** monitors the cluster on regular basis, and reports to the field office of Nodal Agency, and assists Nodal agency in disbursement of funds.

13.1.4. Special Purpose Vehicle (SPV)

Krushivala Coconut Farmers Producer Company Limited will act as Implementing Agency and also SPV

13.2. Implementation, Monitoring & Evaluation

After receiving final approval of the project from Scheme Steering Committee (SSC), the SPV establishes Cluster Advisory Group headed by District Magistrate and Working Committee for regular monitoring of the project apart from a purchase committee for procurement of machinery for CFC.

13.2.1. Cluster Advisory Group

The Cluster Advisory Group is to be established under the chairmanship of District Magistrate with representation from District Rural Development Authority, Educational Institution, Lead Bank, with the objective of fostering increased level of involvement of various cluster stakeholders and strengthening the implementation of the project.

13.2.2. Working Committee

The working committee is to be formed having nominated members from Regional Office, Coir Board, Implementing Agency, Technical Agency, District Industries Centre, District Rural Development Authority, Commercial Bank/ Lead Bank Manager, Technical Institution and also Cluster Development Executive & senior entrepreneurs from SPV.

The Working Committee will be chaired by Regional officer of coir board and will meet at least once in a month to review the operational and maintenance aspects of the CFC and decide about the user charges. The SPV will open and maintain a corpus fund for maintenance of the CFC. The user charges will go to the corpus. The SPV

on the basis of recommendation of Working Committee may incur expenditure towards maintenance/ augmentation of the CFC.

13.2.3. Purchase Committee

Facilitating the SPV in identification of suitable suppliers of machinery, inviting tenders, bid processing and finalizing tenders are some of the important functions of purchase committee. The Committee will be formed for short term duration at the time of purchase of plant and machinery. The Nodal officer of Coir Board, nominated members from a technical institution, TA, IA, DIC, and senior entrepreneurs will be the members in the committee and the committee is to be chaired by the Nodal Officer.

Chapter 14

Project Outcome

- Creating agripreneurs by setting-up of new micro enterprises
- There will be a perceptible improvement in the quality of life of the artisans thus improving their socio-economic conditions.
- Improved profits by producing high value coir products at CFC
- Influence of middlemen will be reduced.
- Value addition leads to increased turnover, and profit for entrepreneurs and increased wages for artisans
- Continuous work for household enterprises
- Establishment of at least 25 new micro enterprises during project period
- Increase in cluster turnover by at least 50%
- Increase in wages of workers by at least 30%
- Improvement in profitability of enterprises by 20% through improved quality and productivity and value addition



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AFFIDAVIT

I, **Vuddaraju Krishnaveni**, W/o. **Prasada raju**, Age 60 years, Housewife, D.No: 16-157, Bank Colony(old), Kothapeta, East Godavari Dist, Andhra Pradesh do hereby solemnly affirm and state on oath as follows:-

I possess Zyroit Land an extent of Ac. 3.00 Cents in R.S No. 582 in Pullelavari Peta, Avidi, Kothapeta Mandal, East Godavari Dist, AP. I leased out the above said land of Ac.3.00 Cents to **KRUSHIVALA Coconut Farmers Producer Company Ltd.** D.No. 1-144/1, Upstairs, Ambajipeta, East Godavari District, for a period of 15 years. The yearly agreed rent for entire land is at Rs. 1,50,000/- per year and it will be enhanced for every 2 years @ 15 %.

The above contents are true to the best of my knowledge and belief and I am liable for any action taken by the authorities concerned if the above facts are found in correct in future.

Deponent: ✓ *Dr. Krishnaveni*

Solemnly affirmed on oath and put the signature in my presence on 25-11-2018 at Amalapuram.



ATTESTED
[Signature]
 25/11/2018
 PUBLIC NOTARY
 AMALAPURAM-533 201





**GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS**

Central Registration Centre

Certificate of Incorporation

[Pursuant to sub-section (2) of section 7 of the Companies Act, 2013 and rule 18 the Companies (Incorporation) Rules, 2014]

I hereby certify that KRUSHIVALA COCONUT FARMERS PRODUCER COMPANY LIMITED is incorporated on this Twenty fourth day of March Two thousand seventeen under the Companies Act, 2013 and that the company is limited by shares.

The CIN of the company is U01100AP2017PTC105498.

Given under my hand at Manesar this Twenty fourth day of March Two thousand seventeen .



ALOK TANDON

For and on behalf of the Jurisdictional Registrar of Companies

Registrar of Companies

Central Registration Centre

Disclaimer: This certificate only evidences incorporation of the company on the basis of documents and declarations of the applicant(s). This certificate is neither a license nor permission to conduct business or solicit deposits or funds from public. Permission of sector regulator is necessary wherever required. Registration status and other details of the company can be verified on www.mca.gov.in

Mailing Address as per record available in Registrar of Companies office:

KRUSHIVALA COCONUT FARMERS PRODUCER COMPANY LIMITED

D.NO.3-53, MAIN ROAD,, AMBAJI PETA, East Godavari, Andhra Pradesh,
India, 533214

