



सत्यमेव जयते

सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



SFURTI

SCHEME OF
FUND FOR
REGENERATION OF
TRADITIONAL
INDUSTRIES



करा बोर्ड
COIR BOARD



SFURTI

India has a rich heritage of traditional industries. This sector not only plays a crucial role in providing large-scale employment opportunities at comparatively lower capital cost, but also helps in industrialization of rural & backward areas, thereby reducing regional imbalances, assuring more equitable distribution of income and wealth. The eco-friendly products of traditional industries have great potential for growth in production and export developing niche products for domestic and export markets.

With a view to making the traditional industries more productive and competitive and facilitating their sustainable development, the Govt. of India announced a Central Sector Scheme titled the “Scheme of Fund for Regeneration of Traditional Industries (SFURTI)”. This scheme is giving 90% grant, which is more ideal in sectors like coir, where financial capacity of stakeholders is very low.

The main objective of the Scheme is to make the traditional industries more competitive, market driven, productive, profitable and capable of providing sustainable employment for traditional industry artisans and rural entrepreneurs. The Scheme covers soft and hard interventions.

Soft Interventions with 100% GoI grant under the project consist of activities such as general awareness and trust building, skill development and capacity building, market promotion initiatives, design and product development etc.

Hard interventions with 90% GoI grant include creation of multiple facilities for multiple products and packaging wherever needed, Common facility centres (CFCs), Raw material banks (RMBs), Up-gradation of production infrastructure, warehousing facility, Training centre etc.

In addition to the above mentioned hard components and soft components, the scheme will also support cross-cutting thematic interventions at the sector level including several clusters in the same sector with emphasis on both domestic and international markets.

This type of common facilities within the cluster will provide improved technologies for artisans and also equip traditional artisans with the improved skills and capabilities through training under the clusters.

The cluster will build up innovated and traditional skills, improved technologies, advanced processes, market intelligence and new models of public-private partnerships, so as to gradually replicate similar models of cluster-based regenerated traditional industries.

The Ministry of MSME has so far accorded final approval for 40 coir clusters under Scheme of Fund for Regeneration of Traditional Industries (SFURTI) with a total budgetary allocation of Rs.141.01 Cr., where GoI grant is Rs.116.64 Cr. These approved 40 coir clusters comprises of 2 Heritage, 19 Major, 11 Mini and 8 Regular clusters. Out of which, 14 nos. are located in Tamil Nadu, 4 in Kerala, 8 in Karnataka 5 in Odisha, 4 in Andhra Pradesh , 2 each in Gujarat & Maharashtra and 1 in UT of Andaman & Nicobar Islands.

SUMMARY OF APPROVED SFURTI COIR CLUSTERS

Total No. of SFURTI Coir Clusters already approved by the Ministry of MSME	40
No.of SFURTI Coir Clusters inaugurated & functional	3
No.of SFURTI Coir Clusters in which CFCs completed, functional & ready for inauguration	13
No.of SFURTI Coir Clusters in which CFCs are under progress	9
No.of newly approved clusters and initial works started	15

DETAILS OF CLUSTERS : STATE WISE

ANDHRA PRADESH

No	Name & Type of cluster	No. of beneficiaries	GoI Grant (in lakhs)	SPV Share (in lakhs)	Proj. Cost (in lakhs)	Products in CFC
1	Vizianagaram (Major)	1600	264.30	67.78	332.08	Rubberized Coir
2	Chittoor (Mini)	400	112.03	20.07	132.10	Coir Fibre / Yarn Coir Mats
3	Kadiyapulanka (Major)	1000	377.29	33.90	411.19	Coir Pith Manure Coir Fibre Extraction unit Coir Spinning unit Coir Curling unit
4	Amalapuram (Major)	1500	313.94	27.44	341.38	Coir Pith Block unit (650 gm) Coir Fibre Extraction unit Coir Pith Block unit (5 kg) Coir Needled Felt plant (200 cm width) Coco Peat Garden Articles

GUJARAT

No	Name & Type of cluster	No. of beneficiaries	Gol Grant (in lakhs)	SPV Share (in lakhs)	Proj. Cost (in lakhs)	Products in CFC
1	Samvedana-ST cluster (Mini)	460	164.27	40.63	204.90	<ul style="list-style-type: none"> • Coir fibre • Coir yarn • Coir pith manure
2	Tarapur (Regular)	507	246.18	21.66	267.84	<ul style="list-style-type: none"> • CFC for Integrated Coir Processing <ul style="list-style-type: none"> Husk Collection Defibering Spinning Weaving Mat & Mattings Pith Compost making Coir Ornament making • Physical Infrastructure for Raw Material Bank (along with vehicle) • Market Development Centre

KARNATAKA

No	Name & Type of cluster	No. of beneficiaries	Gol Grant (in lakhs)	SPV Share (in lakhs)	Proj. Cost (in lakhs)	Products in CFC
1	Kumta (Mini)	500	149.36	36.35	185.71	<ul style="list-style-type: none"> • Geo textiles making unit • Handicrafts making unit Others:-Mobile dehusking & defibering unit
2	Tumkur (Heritage)	2500	737.52	251.09	988.61	<ul style="list-style-type: none"> • Coir Fibre & Curled Coir Rope • Coir Geo textiles • Pith Manure
3	Haralakatta (Mini)	500	148.54	34.68	183.22	<ul style="list-style-type: none"> • Pith Block • Coir Pith Manure
4	Javagal (Mini)	500	147.21	34.25	181.46	<ul style="list-style-type: none"> • Pith Block & Pith Manure • 2-ply yarn, mats and matting • Green House
5	Cheluru (Major)	800	413.69	38.55	452.24	<ul style="list-style-type: none"> • Coir fibre extraction unit • 5 Kg Pith block making unit • Automatic 2 ply yarn spinning unit
6	Kadaluru (Major)	820	415.67	38.85	454.52	<ul style="list-style-type: none"> • Coir fibre extraction unit • 5 Kg Pith block making unit • Automatic 2 ply yarn spinning unit • Pith manure making unit

7	Korategere (Major)	825	450.88	42.87	493.75	<ul style="list-style-type: none"> • Automatic 2 ply yarn spinning unit • Geo-textile making unit • 650gm, 5 kg & 25kg pith block making units • Coir pith grow bag (25kg) making unit
8	Sri Gavi Ranganatha Swamy (Major)	860	442.20	40.80	483.00	<ul style="list-style-type: none"> • PVC tufted coir mat making unit with printing facility

KERALA

No	Name & Type of cluster	No. of beneficiaries	Gol Grant (in lakhs)	SPV Share (in lakhs)	Proj. Cost (in lakhs)	Products in CFC
1	Neyyattinkara (Mini)	517	143.69	29.84	173.53	<ul style="list-style-type: none"> • Coir Needled Felt • Garden Articles/Coir Handicrafts • Coir Pith Compost
2	Balusseriy (Mini)	500	109.02	21.26	130.28	<ul style="list-style-type: none"> • Coir Fibre • Coir pith manure • Coir yarn
3	Haripad (Major)	10588	284.00	73.92	357.92	<ul style="list-style-type: none"> • Raw Material Bank (coir fibre) • Coir Yarn • ETP Tank
4	Ambalapuzha (Regular)	368	159.48	13.94	173.42	<ul style="list-style-type: none"> • Coir Geo-Textile Power Loom (2 Mtrs) – 4 Nos.

MAHARASHTRA

No	Name & Type of cluster	No. of beneficiaries	Gol Grant (in lakhs)	SPV Share (in lakhs)	Proj. Cost (in lakhs)	Products in CFC
1	Pendur (Mini)	550	149.34	31.59	180.93	<ul style="list-style-type: none"> • Coir Fibre • Geo-textile • Pith manure
2	Sawantwadi (Mini)	500	149.34	31.59	180.93	<ul style="list-style-type: none"> • Coir fibre, • Curled coir • Coir yarn • Coir pith manure • Coir geo-textile

ODISHA

No	Name & Type of cluster	No. of beneficiaries	Gol Grant (in lakhs)	SPV Share (in lakhs)	Proj. Cost (in lakhs)	Products in CFC
1	Bhograi (Regular)	559	198.74	17.60	216.34	<ul style="list-style-type: none"> • Coir Fibre • Coir pith manure • Coir Yarn • Geo-textiles • Coir Mat • Handicrafts
2	Konark (Regular)	1044	174.44	16.34	190.78	<ul style="list-style-type: none"> • Fibre • Garden Article • Coir Yarn and coir mat
3	Rajkanika (Regular)	401	161.25	15.14	176.39	<ul style="list-style-type: none"> • Geo Textile • Yarn & Coir Mat
4	Raghunath (Regular)	1187	243.34	21.36	264.70	<ul style="list-style-type: none"> • Coir fibre • Coir yarn • Mats • Handicrafts • Pith manure
5	Radharani (Regular)	500	185.08	16.14	201.22	<ul style="list-style-type: none"> • Coir yarn • Mat • Handicrafts

TAMIL NADU

No	Name & Type of cluster	No. of beneficiaries	Gol Grant (in lakhs)	SPV Share (in lakhs)	Proj. Cost (in lakhs)	Products in CFC
1	Dindigul (Major)	1520	291.62	98.00	389.62	<ul style="list-style-type: none"> • Pith block • Coir grow bag • CoCo peat disc
2	Kangayam-Tiruppur (Major)	650	289.19	115.75	404.94	<ul style="list-style-type: none"> • Coir yarn • Coir Geo Textile • Coir Matting
3	Palladam coir growbag (Major)	885	289.90	161.10	451	<ul style="list-style-type: none"> • Coir Fibre • Pith Block • Grow Bag , • Husk chips
4	Tirunelveli -Tenkasi (Major)	1330	273.71	77.38	351.09	<ul style="list-style-type: none"> • Coir Yarn • Geo Textiles • Grow Bag • Pith Block • Coco Chips • Coco log • Coir Pith manure

5	Salem coir mat consortium -Mettur (Major)	1033	298.91	113.75	412.66	<ul style="list-style-type: none"> • Coir Tufted Mat
6	Dharmapuri (Mini)	750	148.25	55.25	203.50	<ul style="list-style-type: none"> • Pith Block • Grow Bag
7	Madurai (Major)	2450	299.72	178.00	477.72	<ul style="list-style-type: none"> • Needled felt • Coir Composite Panels • Coir Garden articles
8	Pollachi -South (Heritage)	3350	650.35	238.33	888.68	<ul style="list-style-type: none"> • Coir matting • Coir geo-textiles • Tufted mats
9	Ethamozhy (Mini)	1750	149.06	50.50	199.56	<ul style="list-style-type: none"> • Coir Fibre Brooms & Brushes • Coir Buffing wheels
10	Krishnagiri (Major)	695	286.96	90.15	377.11	<ul style="list-style-type: none"> • 5 Kg Pith Block • PVC Tufting Mat • Coir Paper Board
11	Pakkam (Major)	866	491.48	47.39	538.87	<ul style="list-style-type: none"> • Automatic yarn spinning unit • PVC tufted coir mat manufacturing unit
12	Kongu (Major)	918	473.65	44.85	518.50	<ul style="list-style-type: none"> • Two ply yarn spinning facility • Coir mattings production facility • Coir Geo-textiles production facility • Cocolog making • Dyeing with effluent treatment plant
13	Mannargudi (Major)	810	493.00	47.00	540.00	<ul style="list-style-type: none"> • Coir needled felt unit • Coir composite panel production unit
14	Salem -Omalur (Major)	960	494.35	47.15	541.50	<ul style="list-style-type: none"> • Coir needled felt unit • Coir composite panel production unit

UT OF ANDAMAN & NICOBAR ISLANDS

No	Name & Type of cluster	No. of beneficiaries	Gol Grant (in lakhs)	SPV Share (in lakhs)	Proj. Cost (in lakhs)	Products in CFC
1	Andaman (Regular)	400	249.28	22.44	271.72	<ul style="list-style-type: none"> • Coir fibre extraction facility • Coir Two ply yarn spinning facility • Curled coir manufacturing facility • Coir Handicrafts & Frame mats manufacturing facility • Coir Pith Compost (Organic manure)

TECHNICAL AGENCIES

1	<p>M/s.Foundation for MSME Clusters USO House, 2nd Floor, USO Road, Shaheed Jeet Singh Marg, 6, Special Institutional Area, New Delhi-110 067. Tel (off): +91-11-40563323/24 Fax: +91-11-41688589/90</p> <p>M/s. Foundation for MSME Cluster H.No.150, 5th Cross, NGEF Layout, RMV Second stage, Sanjanagar, Bangalore-560094</p> <p style="text-align: center;">Contact: A Sravan Kumar Sharma : 07893213183 ask.sharma@msmefoundation.org Yathish M E (Project Associate): 8971282225 yame000@gmail.com , yathish@msmefoundation.org</p>
2	<p>M/s.Entrepreneurship Development Institute of India (Via Ahmedabad Airport & Indira Bridge) P.O. Bhat 382 428, Dist. Gandhinagar, Gujarat, India Ph:+91 - 79 – 23969151, 23969153, 23969163</p> <p>M/s.Entrepreneurship Development Institute of India,C/o. KILA Campus, Mulamkunnathukavu. P.O.,Thrissur-680 581., Kerala Ph: 0487-2206241</p> <p style="text-align: center;">Contact: Mr. Sivan Ambat : 08281784709 sivan@ediindia.org</p>
3	<p>M/s.ITCOT Consultancy & Services Ltd., 50-A, Greams Road, Murugesu Naicker Complex, Chennai-600 006. Ph: 044-2829 0324/4293 6800/6801 Email: itcot_salem@hotmail.com</p> <p style="text-align: center;">Contact : Mr. T Sekar : 09364159400 onlyofficial@hotmail.com</p>
4	<p>M/s. National Institute for Micro, Small and Medium Enterprises (ni-msme), Yousufguda, Hyderabad – 500 045. Email:dg@nimsme.org Phone:+91-40-23608544-218,+91-40-23608317-217 Fax:+91-40-23608547, +91-40-23608956</p> <p style="text-align: center;">Contact: Mr. Suryaprakash Gowda: 09908724315 kspg@nimsme.org</p>

5	<p>M/s. APITCO Ltd.,# 5-9-58/B, 8th Floor, Parisrama Bhavanam Fateh Maidan Road, Basheerbagh,Hyderabad, Telangana – 500 004 apitcocluster@gmail.com, sgrao.apitco@gmail.com</p> <p style="text-align: center;">Contact: Gopal Rao: 09989334055</p>
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COIR BOARD REGIONAL OFFICES *(FIELD OFFICE OF THE NODAL AGENCY)*

1	<p>Kerala Smt.Anita Jacob, Regional Officer Office of the Coir Mark Scheme, Coir Board Kalavoor P.O., Alleppey Dist.,Alleppey – 688 522, Kerala, India. Tel : +91-477-2258801/2258480/2258415 e-mail : coirmarkscheme@yahoo.com</p>
2	<p>Karnataka Shri.M.Krishna, Regional Officer Coir Board Regional Office, No.3A,Peenya Industrial Area,Near TVS Cross,Bangalore 560 058, India. Tel. : +91-80-28375023 Fax : +91-80-28375024 e-mail:cbrobbangalore@gmail.com</p>
3	<p>Tamil Nadu Shri.M.Krishna , Regional Officer. Shri.G.Poopalan , Development Officer Regional Office , Coir Board, No-41,Nehru Street,Mahalinga Puram, Near Roundana,Beside Water Tank, Pollachi-642 002 Dist.Coimbatore, Tamil Nadu State Phone :04259-222450 Tel Fax :04259-227665 e-mail: coirpollachi@gmail.com</p>
4	<p>Odisha Shri.P.K.Dash , Officer in Charge Coir Board, Regional Office, Jagamara (Udyogpuri) , P.O. Khandagiri, Bhubaneswar 751 030 , Odisha, India. Tel/Fax : +91-674-2350078 e-mail:robbsrcoirboard@gmail.com</p>

5	<p>Andhra Pradesh Shri.R.Ramachandra Rao , Officer in Charge Coir Board, Regional Office, Swaraj Nagar, A C Gardens,Doulesaram Road, Rajahmundry-533 101. Andhra Pradesh, India. Tel : 0883-2432065 Fax : 0883-2420196 e-mail:coirboardrorjy@yahoo.co.in</p>
6	<p>Maharashtra Shri.Srinivas V.Bitiligu ,Officer in Charge Coir Board Sub Regional Office Room No. 207, 1st Floor, A- Block, District Administrative Complex, Sindhudurgnagari Navnagar, Oras, Sindhudurg, Maharashtra – 41681</p>
7	<p>UT of Andaman & Nicobar Islands Shri. K.J.Joseph , Officer in Charge Coir Board Sub Regional Office Annex Building, Udyog Parisar, Opp.Departmental Workshop, Middle Point,Port Blair – 744 101, A&N Islands</p>
8	<p>Kannur- Kerala Shri.T.V.Sabu, Officer in Charge Coir Board Sub Regional Office, Madhava Apartment,Thezhukkil Peedika Mele Chovva, Kannur 670 006, Kerala</p>
9	<p>Assam Shri.V.T.Ashokan , Regional Officer Coir Board, Sub Regional Office, Ground Floor, House No. 01 Retnagiripath, Bamunimaidan, Guwahati-781021, Assam. Phone :0361-2556828</p>
10	<p>West Bengal Shri.Jomon Jacob, Officer in Charge Coir Board Sub Regional Office New Secretariat Building,C-Block, Ground Floor, Kiran Sankar Roy Road, Kolkata-700001 Tel:033-22625735 e-mail : cbsrokol@gmail.com</p>

The Coir is obtained from the husk of the coconut husk, which is a waste of the coconut industry. Therefore the coir industry is “wealth out of waste”.

At present the total production of coconut husk in India is 23,904.10 Million nuts. However, it is estimated that only 42% of the coconut husk is being utilized in the coir industry. Out of the total production of the coconut 25% is being utilized at the stage of tender coconut. Therefore, there is an untapped potential of about 33% of husk is available for utilization in coir industry.

The implementation of SFURTI program will enable to utilize the untapped coconut husk in non traditional states and for value addition of the products already produced in the traditional coir products producing states by promoting more coir clusters.

In the traditional areas where coir products are already producing more value added products like coir wood, coir geo-textiles, coir garden articles and PVC tufting unit will be considered so that more value chain addition will occur. In the non traditional coir producing areas coir defibering and yarn spinning, coir handicrafts will be considered under the SFURTI cluster proposals so that more husks which are waste of the coir industry will be utilized and thus value chain addition will also occur.



Major products made by Coir Clusters



PVC tufted mat



Coir needled felt



Coir Geotextiles



Coir Composites



Coir brushes



Coir pith Grow bag



Coir fibre Handicrafts



Coir Garden Articles



Coir Pith Blocks



Coir Pith Manure



Coir Ornaments



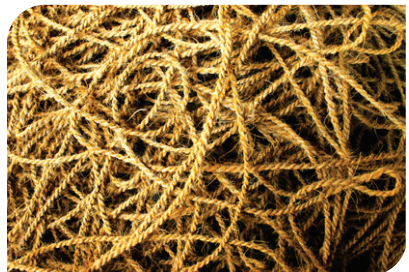
Curled coir rope



Rubberised coir



Coco chips



Coir Yarn

During the next five years, it is proposed to establish 81 coir SFURTI clusters in coir producing states all over India as detailed below:

State	No. of clusters					Total no of clusters	Total Gol grant	Total project cost
	2019-20	2020-21	2021-22	2022-23	2023-24		Rs.in Cr.	Rs.in Cr.
Karnataka	6	10	4	2	2	24	120	132
Tamil Nadu	4	5	4	3	2	18	90	99
Kerala	2	3	1	1	1	8	40	44
Andhra Pradesh	2	4	5	2	1	14	70	77
Odisha	1	2	1	-	-	4	10	11
West Bengal	2	2	-	-	-	4	20	22
Maharashtra	1	1	1	1	-	4	10	11
Gujarat	-	1	-	-	-	1	2.5	2.75
A & N Islands	-	1	-	-	-	1	2.5	2.75
Lakshadweep Islands	-	1	-	-	-	1	5	5.5
Assam	-	1	-	-	-	1	2.5	2.75
Goa	-	1	-	-	-	1	2.5	2.75
Total	18	32	16	9	6	81	375	412.5

The vibrancy of the cluster will attract more young hands into the coir sector and this will be helpful to address unemployment problems of the location. This will attract more buyers to the cluster which will create more business in the cluster. Now, the clusters are also focusing on export markets by participating international exhibitions along with Coir Board and have received export orders also.

Production of new innovative value added coir products will make a massive change in the coir sector. Mechanization, modernization and product diversifications are the growth triggering factors of the cluster.

EXPECTED IMPACT

It is expected that by establishing SFURTI clusters :

- Cluster turnover will increase by 45%.
- Investment will increase by 55%.
- Employment generation will increase by 23%.
- Wages will increase by 30%.
- Profitability will increase by 15%.
- Increase in husk utilization by 20%.
- Production and marketing of value added competitive products will get strengthened through marketing linkages (both domestic and export).
- Strengthened backward and forward linkages .
- Establishment of new units by converging various schemes of State and Central Governments resulting in additional investments in Coir sector by the cluster members.
- Social Security Schemes such as Pradhan Manthri Suraksha Bhima Yojana (PMSBY), Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Jan Dhan Yojana etc. will be introduced in all clusters for the benefit of Coir workers.
- Improved access to financial capital for cluster members.
- Knowledge Outreach: Exposure of cluster members to buyers beyond their local areas would have an immediate impact on their knowledge and ambitions.



