

COIR BOARD

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA
KOCHI - 682 015
(ISO 9001:2008 CERTIFIED)



MSME
सूक्ष्म, लघु एवं मध्यम उद्यम
MICRO, SMALL & MEDIUM ENTERPRISES

(ISO 9001:2008 CERTIFIED)



SFURTI
CLUSTERS

SUCCESS STORIES



S
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SCHEME
OF
FUND
FOR
REGENERATION
OF
TRADITIONAL
INDUSTRIES

SUCCESS STORIES OF



SFURTI CLUSTERS



COIR BOARD



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA
KOCHI - 682 016



कलराज मिश्र
KALRAJ MISHRA



सूक्ष्म, लघु और मध्यम उद्यम मंत्री
भारत सरकार
नई दिल्ली - 110011
Minister
of
Micro, Small & Medium Enterprises
Government of India
New Delhi-110011

सन्देश

मुझे यह जानकर खुशी हो रही है कि कयर बोर्ड ने देश भर में 20 कयर क्लस्टरों को स्थापित करके XI वीं पंचवर्षीय योजना में परंपरागत उद्योगों के पुनरुद्धार हेतु निधि योजना (स्फूर्ति) कार्यक्रम सफलतापूर्वक पूरा किया है।

देश के मुख्य परंपरागत उद्योगों में से एक कयर ग्रामीण श्रम और कृषि-आधारित कच्चे माल की बड़े पैमाने पर उपयोग करके प्रमुख स्थान रखता है। ग्रामीण महिलाओं को रोजगार प्रदान करके, यह ग्रामीण अर्थव्यवस्था में, विशेष रूप से भारत के तटीय क्षेत्रों में, प्रमुख भूमिका निभाता है।

मुझे यह जानकर खुशी हो रही है कि कयर बोर्ड ने परंपरागत उद्योगों के नवीकरण के लिए निधि योजना (स्फूर्ति), परंपरागत उद्योगों को अधिकाधिक बाजारोन्मुख एवं प्रतिस्पर्धी, उत्पादनक्षम और लाभदायी बनाने तथा कारीगरों एवं ग्रामीण उद्यमियों को लगातार रोजगार प्रदान करने के उद्देश्य से प्रारंभ की है।

कयर और खादी व जिला उद्योगों में 800 और अधिक स्फूर्ति क्लस्टरों की स्थापना के लिए केन्द्र सरकार की घोषणा निश्चित रूप से इस क्षेत्र के आगे की उन्नति के लिए सफल निकलेगी और मैं विश्वास करता हूँ कि आगे कयर बोर्ड चुनौती लेने में सक्षम होगा।

कयर बोर्ड द्वारा XI वीं योजना काल के दौरान “स्फूर्ति क्लस्टरों की सफलता की कहानियाँ” को प्रकाशित करने हेतु उठाए गए प्रयासों को स्वीकार करते हुए, मैं इस कार्यक्रम के सफल कार्यान्वयन के लिए सहयोग दिए सभी को हार्दिक बधाई और शुभकामनाएँ देता हूँ।

हार्दिक शुभकामनाओं के साथ,

कलराज मिश्र

(कलराज मिश्र)

कलराज मिश्र
KALRAJ MISHRA



सूक्ष्म, लघु और मध्यम उद्यम मंत्री
भारत सरकार
नई दिल्ली - 110011
Minister
of
Micro, Small & Medium Enterprises
Government of India
New Delhi-110011

MESSAGE

I am pleased to know that the Coir Board has successfully completed the 'Scheme of Fund for Regeneration of Traditional Industries (SFURTI)' programme in XI Five Year Plan, by setting up of Twenty Coir Clusters across the country.

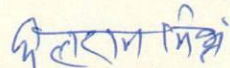
One of the major traditional industries in the country, Coir occupies a premium place with its massive use of rural labour and agro-based raw material. By providing employment to the rural women, it plays a pivotal role in the rural economy especially in the coastal areas of India.

I am very happy to learn that the Coir Board has approached the **Scheme for Fund for Regeneration of Traditional Industries (SFURTI)** with a view to make the traditional industries more competitive, more market driven, productive, profitable and for producing sustained employment and returns for traditional industry artisans and rural entrepreneurs.

The announcement of the Central Government for establishment of 800 more SFURTI Clusters in Coir and Khadi and Village Industries will definitely go a long way in further advancements of the sector and I believe that Coir Board will be able to take the challenge ahead.

While recognizing the efforts of Coir Board in releasing "Success Stories from SFURTI Clusters" during XI Plan, I extend my heartiest greeting and best wishes to all who contributed immensely for the successful implementation of the programme.

With best wishes.


(KALRAJ MISHRA)

गिरिराज सिंह
GIRIRAJ SINGH



राज्य मंत्री
सूक्ष्म, लघु और मध्यम उद्यम
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सन्देश

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कयर एक कृषि आधारित ग्रामीण उद्योग है, जो 80% महिला श्रमिक संख्या के साथ ग्रामीण अर्थव्यवस्था के विकास में विशेष रूप से भारत के तटीय क्षेत्रों में मुख्य भूमिका निभाता है।

परंपरागत उद्योगों के पुनरुद्धार हेतु निधि योजना (स्फूर्ति), एक क्लस्टर आधारित विकास कार्यक्रम का ध्यान क्षमता विनिर्माण, प्रशिक्षण, विपणन और अन्य कार्यकलापों पर केन्द्रित है, ने बड़ी हुई मजदूरी, उत्पादन और बिक्री में वृद्धि के साथ परंपरागत उद्योगों में लगातार रोजगार सृजित करने में प्रभावी भूमिका निभाई है।

कयर और खादी व जिला उद्योगों में 800 और अधिक स्फूर्ति क्लस्टरों की स्थापना के लिए केन्द्र सरकार की घोषणा निश्चित रूप से इस क्षेत्र के आगे की उन्नति के लिए सफल निकलेगी।

XI वीं योजना काल के दौरान "स्फूर्ति क्लस्टरों की सफलता की कहानियाँ" को प्रकाशित करने हेतु कयर बोर्ड द्वारा उठाए गए प्रयास, विशेष रूप से उल्लेखनीय है। मेरा यह दृढ़ विश्वास है कि आगामी वर्षों में कयर बोर्ड इसके शिखर तक पहुँचेगा।

(गिरिराज सिंह)

गिरिराज सिंह
GIRIRAJ SINGH



सत्यमेव जयते



राज्य मंत्री
सूक्ष्म, लघु और मध्यम उद्यम
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NEW DELHI-110011

MESSAGE

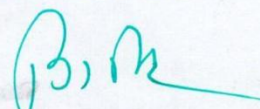
I am very happy to learn that the Coir Board has successfully completed the 'Scheme of Fund for Regeneration of Traditional Industries (SFURTI)' programme in XI Five Year Plan, by setting up of Twenty Coir Cluster across the country.

Coir an agro-based rural industry, with 80% women workforce play a key role in the development of rural economy especially in the coastal areas of India.

Scheme of Fund for Regeneration of Traditional Industries (SFURTI), the cluster based development programme with its interventions focussed in capacity building, training, marketing and other activities has effectively led to generation of sustainable employment in traditional industries with enhanced wages, increased production and sales.

The announcement of the Union Government for establishment of 800 more SFURTI clusters in Coir and Khadi and Village Industries would definitely surge these sectors ahead.

The effort of the Coir Board in bringing out the "Success Stories from SFURTI Cluster" under XI Plan deserves special mention. I fervently hope that coir sector would definitely reach its pinnacle in the years to come.


(GIRIRAJ SINGH)

प्रस्तावना



अध्यक्ष (प्र.), कयर बोर्ड एवं संयुक्त सचिव
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
भारत सरकार, नई दिल्ली - 100 001

Chairman i/c, Coir Board &
Joint Secretary
Ministry of Micro, Small & Medium Enterprises
Government of India, New Delhi - 100 001

सुरेन्द्र नाथ त्रिपाठी Surendra Nath Tripathi

सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार ने परंपरागत उद्योगों को अधिकाधिक बाज़ारोन्मुख एवं प्रतिस्पर्धी, उत्पादनक्षम और लाभदायी बनाने तथा कारीगरों एवं ग्रामीण उद्यमियों को रोज़गार प्रदान करने के उद्देश्य से परंपरागत उद्योगों के नवीकरण के लिए निधि योजना (स्फूर्ति) को कार्यान्वित की है। यह योजना क्षमता विनिर्माण, सामान्य सुविधा केन्द्रों का विकास, विपणन संवर्धन और उत्पाद विकास एवं डिज़ाइन हस्तक्षेप आदि जैसे कार्यकलापों पर विचार करती है।

स्फूर्ति के कार्यान्वयन से कयर उद्योग को नई स्फूर्ति मिली है। यह योजना कयर क्षेत्र के असंगठित परंपरागत उद्योगों और इसके पणधारियों के लिए क्षमता विनिर्माण, सामान्य सुविधा केन्द्रों का विकास, विपणन संवर्धन और उत्पाद विकास एवं डिज़ाइन हस्तक्षेप आदि के ज़रिए सहायता प्रदान करने में सहायक साबित हो गई है जिसके परिणामस्वरूप कारीगरों को नियमित रूप से बेहतर आमदनी प्राप्त हुई है।

XI वीं योजना में स्फूर्ति के कार्यान्वयन और इसकी सफलता से देश में अधिकाधिक स्फूर्ति क्लस्टरों की माँग उत्पन्न करने में सहायक बनी। इससे संसद के पटल पर सरकार 12वीं योजना काल में कयर और खादी एवं जिला उद्योगों में 800 स्फूर्ति क्लस्टरों को स्थापित करने की घोषणा करने की उत्तेजना मिली है।

मुझे अत्यंत खुशी हो रही है कि कयर बोर्ड “स्फूर्ति क्लस्टरों की सफलता की कहानियाँ” प्रकाशित कर रहा है, जो वर्तमान क्लस्टरों की उपलब्धियों को दर्शाने का एवं नए क्लस्टरों को शुरू करने के लिए एक उत्साहजनक उपकरण बनेगा।

मैं, कयर बोर्ड द्वारा XI वीं योजना के दौरान शुरू किए गए स्फूर्ति क्लस्टरों और जो, XII वीं योजना के दौरान कार्यान्वयन की प्रतीक्षा में है, को सफलता की कामना करता हूँ। हम सब को साथ मिलकर कयर उद्योग को शिखर तक ले जाएँ।

कोच्ची - 602 016
26 जनवरी 2015

(सुरेन्द्रनाथ त्रिपाठी)

FOREWORD



अध्यक्ष (प्र.), कयर बोर्ड एवं संयुक्त सचिव
सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय
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सुरेन्द्र नाथ त्रिपाठी
Surendra Nath Tripathi

The Ministry of Micro Small and Medium Enterprises, Govt. of India has evolved the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) with a view to make the traditional industries more competitive, more market driven, productive, profitable and capable for providing sustained employment for traditional industry artisans and increased returns for rural entrepreneurs. The Scheme envisages activities like Capacity Building, Development of Common Facility Centre (CFC), Market Promotions, and Product Development and Design Intervention etc

Implementation of the SFURTI Scheme has given a new breath to the Coir Industry. The scheme proved to be instrumental for providing hand holding support to the unorganized traditional industries in coir sector and its stake holders through Capacity Building, Development of Common Facility Centre (CFC), Market Promotions, and Product Development and Design Intervention etc. resulting in better earnings of artisans on regular basis.

The implementation of SFURTI clusters in the XI Plan and its success has made great impact to generate demand for more and more SFURTI clusters in the country. It prompted the Government to announce on the floor of Parliament for establishing 800 SFURTI clusters in Coir and KVIC Industries in the XII Plan Period.

I am very glad to note that the Coir Board is publishing a “Success Stories from SFURTI Clusters”, which will be a encouraging tool in showcasing the achievements in respect of existing clusters as well as inspiration to take up New Clusters.

I wish all success for the SFURTI Clusters taken up by the Coir Board during XI Plan and those awaiting implementation during XII Plan. Let us all join hands and take the industry to new heights.

Kochi - 602 016

26th Jan 2015

(Surendra Nath Tripathi)

SUCCESS STORY FROM COIR CLUSTERS UNDER THE
SCHEME OF FUND FOR REGENERATION
OF TRADITIONAL INDUSTRIES
(SFURTI)



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Chapter 1

Introduction

The Ministry of Micro Small and Medium Enterprises, Govt. of India has approved the **Scheme of Fund for Regeneration of Traditional Industries (SFURTI)** with a view to make the traditional industries more competitive, more market driven, productive, profitable and sustain the artisans and rural entrepreneurs. 25 Clusters were identified in the coir sector all over India for implementation of the Scheme in the first phase with the consent of State Governments concerned. The Scheme started implementation during 2005-06. An amount of Rs.71 lakhs has been earmarked for each cluster for implementation of the Scheme.

The Scheme envisages activities like **Capacity Building, Establishment of Common Facility Centre (CFC), Market Promotion, and Product Development and Design Intervention etc.** For implementation of the scheme, **Implementing Agencies (IAs)** were appointed in each cluster. **Cluster Development Executives (CDE)** appointed by the IAs were the actual programme implementing official in the cluster by interacting with the artisans and entrepreneurs in each cluster. The **Technical Agencies (TAs)** give necessary technical inputs for implementing the programme, Coir Board was functioning as the Nodal Agency for implementation of the Scheme. The names of coir clusters selected for implementation under SFURTI programme, the Implementing Agencies and Technical Agencies for each cluster are as detailed below:

Sl. No.	Location	State	Year of Intervention	Name of Implementing Agencies	Name of Technical Agencies
1	Chirayinkeezhu	Kerala	2006	Coir Project Office, Chirayinkeezhu	EDII, Ahmedabad
2	Beyepore	Kerala	2006	Coir Project Office, Kozhikode	EDII, Ahmedabad
3	Mangad	Kerala	2006	Coir Project Office, Kollam	EDII, Ahmedabad
4	Vaikom	Kerala	2006	Coir Project Office, Vaikom	EDII, Ahmedabad
5	Salem	Tamil Nadu	2006	DIC, Salem	NIMSME, Hyderabad
6	Singampuneri	Tamil Nadu	2006	DIC, Sivgangai	NIMSME, Hyderabad

7	Periyakulam	Tamil Nadu	2006	DIC, Theni	NIMSME, Hyderabad
8	Pattukottai	Tamil Nadu	2006	DIC, Thanjavur	NIMSME, Hyderabad
9	Cuddalore	Tamil Nadu	2006	DIC, Cuddalore	NIMSME, Hyderabad
10	Gudiyatham	Tamil Nadu	2006	DIC, Vellore	NIMSME, Hyderabad
11	Hassan	Karnataka	2006	Karnataka State Coir Cooperative Federation, Bangalore	NIESBUD, Noida
12	Chennapatana	Karnataka	2006	Karnataka State Coir Development Corporation, Bangalore	NIESBUD, Noida
13	Gubbi	Karnataka	2006	Thengina Narina Kushala Kaigarika Sahakara Sanga	CEDOK
14	Arsikere	Karnataka	2006	Karnataka State Coir Cooperative Federation, Bangalore	NIESBUD, Noida
15	Rajahmundry	Andhra Pradesh	2006	APITCO, Hyderabad	NIMSME, Hyderabad
16	Srikakulam	Andhra Pradesh	2006	APITCO, Hyderabad	NIMSME, Hyderabad
17	Alanahat	Orissa	2006	Orissa Cooperative Coir Corporation Ltd.	NIMSME, Hyderabad
18	Sakhigopal	Orissa	2006	Orissa Cooperative Coir Corporation Ltd.	NIMSME, Hyderabad
19	Androth	Lakshadweep	2006	Director of Industries, Kavarathi, Lakshadweep	EDII, Ahmedabad
20	Puducherry	Puducherry	2006	District Industries Centre, Puducherry	NIMSME, Hyderabad
21	Manas	Assam	2006	Barnarddi Gram Unnayan Samiti, Guwahati	IIE, Guwahati

22	Dhancheberia	West Bengal	2006	Bartala Human Welfare Education Society, South 24 Paraganas	IIE, Guwahati
23	Rangath Middle Andaman	Andaman & Nicobar	2006	DIC, Port Blair	NIMSME, Hyderabad
24	Indranagar	Tripura	2008	Society for Entrepreneurship Development, Indranagar, Agarthala	IIE, Guwahati
25	Palakkad	Kerala	2010	Coir Project Office, Ponnani, Palakkad	EDII, Ahmedabad

OBJECTIVES OF THE SCHEME:

The main objectives of the scheme are as under:

- a. To develop clusters of traditional industries in various parts of the country.
- b. To make traditional industries more competitive with more market-driven, productive, profitable and sustained employment for traditional industry artisans and rural entrepreneurs;
- c. To strengthen the local governance systems of industry clusters, with the active participation of the local stakeholders, so that they are enabled to undertake development initiatives by themselves; and
- d. To 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.

COIR CLUSTERS IN KERALA

CHIRAYINKEEZHU COIR CLUSTER

Chirayinkeezhu Coir cluster is located in Thiruvananthapuram District of Kerala. Chirayinkeezhu is considered as the land of 'Coir' and 'Kayal (backwaters)'. Historically it has a rich tradition of Coir. The district is well connected with all sorts of transports viz. water, road and rail. The nearest airport Trivandrum is around 30km from Chirayinkeezhu.



The Chirayinkeezhu Coir Industry plays an important role in coir industry as it is the exclusive production centre of Anjengo yarn, the finest variety of coir yarn used for weaving mattings and carpets. Golden coir fibre is produced in this area by “retting” process extending to around 10-12 months yielding the superior quality of coir fibre extracted manually.

The Government of Kerala through its Project Office (Coir) implemented the scheme in Chirayinkeezhu Cluster. The Entrepreneurship Development Institute of India, Ahmedabad, served as Technical Agency for rendering technical inputs to the Implementing agency. Based on the Diagnostic Study undertaken at the cluster, Action Plan for implementation of the scheme was drawn up and the programme

implementation started during 2006-07 itself. The Chirayinkeezhu Coir Vikasana Samithi, Veeralam, Attingal was the Special Purpose Vehicle (SPV) in the Cluster. The Official inauguration of the cluster was held on 31.01.2011.

Major issues faced by the Coir Industry in Chirayinkeezhu before the implementation of SFURTI

- Low productivity and high production cost
- Lack of modernization
- Scarcity of workers due to low & unattractive wages
- Lack of orders for coir mattings
- Poor finance linkages
- Poor marketing linkages.

The Chirayinkeezhu Coir Cluster comprises of 34 member societies, in which 18 CFCs were established under SFURTI. As a part of setting up of CFC, 15 Automatic spinning machines, 3 Defibering units and 100 Electronic ratts have been installed in member societies. The details are as follows:

Machineries supplied to Societies(Cluster Members) under Chirayinkeezhu Coir Cluster

Sl. No.	Name of the Society	Automatic Spinning Machine (in Nos.)	Electronic Ratt (in Nos.)	No of Labourers
1	Akathumuri Thekku CVCS Ltd.No.339,	-	5	20
2	North Vennikode Ltd. No.450	-	6	20
3	Akathumuri Thekku CVCS Ltd.No.303	1	5	22
4	Anchuthengu CVCS Ltd. No.286	1	5	25
5	Vakkom South CVCS Ltd. No.T 537	-	6	35
6	Anathalavattom CVCS Ltd.No.708	2	7	75

7	Chirayinkeezhu Anchuthengu Mats & Mattings T 1000	1	5	25
8	Madanvila CVCS Ltd.No.306	1	6	55
9	Muttappalam CVCS Ltd.No.705	1	5	22
10	Perunguzhy CVCS Ltd.No.3053	3	7	140
11	Kadinamkulam CVCS Ltd.No.215	-	5	18
12	Kadakampally CVCS Ltd.No.706	1	6	22
13	Kadakampally Coir Mats & Matting Co-operative Society	-	5	15
14	Karichara CVCS Ltd.No.530	-	5	24
15	Pallimukku CVCS Ltd.No.738	-	6	24
16	Puthukurichy CVCS Ltd.No. 160	1	6	45
17	Vazhamuttom CVCS Ltd.No.3061	2	5	30
18	Pachalloor CVCS Ltd.No.177	1	5	28
	Total	15	100	645

Project Funding

1.	Cluster products	Angengo type coir yarn in different runnage	
2.	Assistance provided by the Central Govt. to Nodal Agency (Rs.in lakh)	Rs.71.00 lakhs	
3.	CFCs established	18 nos. CFCs established	
4.	Machinery distributed	Automatic Spinning machine 15 nos. Mobile defibering units 3 nos. Electronics ratts 100	
5.	Total No. of labourers		
	Male	Female	Total
	38	607	645
6.	Artisans benefited		
	Male	Female	Total
	2200	7000	9200
7.	Additional Employment Generated	645	

Factors contributed to the success of the cluster

- Facilitating use of advanced technologies introduced in the Coir Sector
- Due to the introduction of Mobile Defibering machine, extraction of fibre from green coconut husks was made possible, which eliminated retting and pollution problem.
- Improved the socio-economic conditions of the workers engaged in the industry
- Conduct of EDPs and exposure tour created confidence among the coir workers and got acquaintance of latest technologies being practiced in different coir producing areas.
- Artisans have been motivated to produce quality and all types of varieties coir yarn

Outcome

	Pre-intervention (2006-07)	Post-intervention (2011-12)	% of increase
Production (in tonnes)	551.5	634.22	15%
Sales (in Rs.)	1,76,60,303.00	4,43,95,400.00	151.39%
Earning per month per person(n Rs.)	2400.00	7200.00	200%

Visit of Honourable Union Minister (Ministry of MSME) – Shri.Kalraj Mishra at the cluster on 28.12.2014



VAIKOM COIR CLUSTER

Vaikom is a Taluk in Kottayam District having great historical importance and tradition in Coir sector. The total population is about 1.85 Lakhs and most of the people are either agricultural workers or traditional coir workers. The literacy level of the people is very high. Kottayam District had achieved 100% literacy first in the Country, before a decade. The coastal belt of the Vembanad Back waters is traditionally well known for the manufacture of Vaikom Coir (VYCOME COIR). Vycome Coir is a type of loosely spun coir having runnage 180, 200, 220, 240, 260, 280m/kg. under the common varieties of Vycome Coir yarn. The yarn having runnage 220 to 260 are commonly manufactured in the area according to the demand. Vycome coir is used for the manufacture of Mats and Mattings and also for weaving geo-textiles. Vycome coir is having good demand and it is one of the cheapest varieties of yarn compared to Anjengo or Aratory.



The Project Officer (Coir), Vaikom under the Director of Coir Development, Govt. of Kerala was the Implementing Agency of Vaikom Coir Cluster. The Entrepreneurship Development Institute of India, Ahmedabad, served as Technical Agency for rendering technical helps to the Implementing Agency. Based on the

Diagnostic study undertaken the action plan for implementation of the Scheme was drawn up and the programme implementation started during 2006-07 itself. The Vaikom Coir Cluster Golden Fibre Consortium was the Special Purpose Vehicle (SPV) of the cluster.

Major issues faced by the Coir Industry in Vaikom before the implementation of SFURTI

- Lack of modernization
- Low productivity
- Non availability of sufficient raw material
- Migration of labour force to other sector due to the low income
- Poor quality of yarn
- Poor marketability

The Vaikom Coir Cluster comprises of 25 member societies, in which 10 CFCs were established under SFURTI. The CFC comprises of Semi Automatic Loom with spooling machine, Ginning mill, Fibre treatment plant, Automatic spinning machine and willowing machine. The details of the CFCs are as follows.

Sl.No.	Name of the beneficiaries	Machinery installed	Additional Employment created (in Nos.)
1	Vaikom Coir Mats & Mattings Society Ltd. No.349	Two semi Automatic Loom with Spooling Machine	18
2	T.V.Puram CVCS-31	Ginning Mill, Treatment Plant and 3 Nos. Automatic Spinning Machine and a Willowing machine	22
3	Chemmanakari CVCS Ltd. No.507	3 Nos. Automatic Spinning Machine and a Willowing Machine	12
4	Maravanthuruthu CVCS Ltd.No.569	3 Nos. Automatic Spinning Machine and a Willowing machine	12

5	Vaikom CVCS Ltd. No.3056, Chempu	3 Nos. of Automatic Spinning Machine and a Willowing Machine	12
6	Kattikunnu CVCS Ltd. No.384	3 Nos. of Automatic Spinning Machine and a willowing Machine	12
7	Parakkattukulangara CVCS Ltd. No.K.675	3 Nos. of Automatic Spinning Machine and a Willowing Machine	12
8	Padinjarekara CVCS Ltd. No.338	3 Nos. of Automatic Spinning Machine and a Willowing machine	12
9	Vallakam Vadakkumbhagam CVCS Ltd. No.K.664	3 Nos. of Automatic Spinning Machine and a Willowing Machine	12
10	Akkarappadam CVCS Ltd. No.57	3 Nos. of Automatic spinning Machine and a Willowing machine	12
TOTAL			136

Project Funding

1.	Cluster products	Vycome coir yarn in different runnage	
2.	Assistance provided by the Govt. of India to Nodal Agency (Rs. in lakhs)	Rs.71.00 lakhs	
3.	CFCs established	10 nos. CFCs established	
4.	Machinery distributed	Automatic spinning machine 27 nos. Willowing Machine 9 nos. Two semi Automatic loom with spooling machine. Ginning Mill and Treatment Plant	
5.	Total No. of labourers		
	Male	Female	Total
	26	110	136
6.	Artisans benefited		
	Male	Female	Total
	1800	6500	8300
7	Additional Employment Generated	260	

Factors contributed to the success of the cluster

- Facilitating use of advanced technologies developed in the coir sector by the traditional coir workers
- Skill development of the traditional coir workers
- Replacement of old machineries
- Production of value added products
- Venturing new market for the products developed
- Establishing market intelligence with public/private partnership
- Improved the socio-economic condition of the workers engaged in the industry.

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Production (in tonnes)	874.50	963.00	10.12%
Sales (Rs. in lakhs)	306.08	577.80	88.77%
Earning per month per person(in Rs.)	1920.00	7200.00	275%



MANGAD COIR CLUSTER

Mangad Coir Cluster is located in Kollam district in Kerala State. Kollam is considered as the 'illam' (house) of all traditional industries, especially coir and cashew. The district is well connected with all sorts of transport, viz. water, road and rail. The nearest airport is around 70 kms from Kollam. Mangad Coir Cluster covers two taluks of Kollam District, i.e., Kollam and Karunagappally.



The coconut yield in Kollam district is around 430 million nuts, spread over about 66153 ares of land. Government of Kerala also gave their consent for implementation of the scheme in Mangad cluster and nominated the Coir Project Officer, Kollam as the Implementing Agency for this cluster. Entrepreneurship Development Institute of India, Ahmedabad served as Technical Agency for rendering technical inputs to the Implementing Agency of the Cluster. Based on the Diagnostic Study Report under taken at the cluster areas, Action plan has been drawn up and the implementation of the programme in the cluster was started during the year 2006-07. The Mangad Coir Cluster Development Society, Kollam (Reg.No.Q 173/2009) is the Special Purpose Vehicle (SPV) of the Cluster.

Major issues faced by the Coir Industry in Mangad before the implementation of SFURTI

- Even though abundance of raw material existed collection mechanism was very poor
- Productivity was very low.
- Unaware of modern techniques
- Lack of infrastructure facilities like work shed, modern equipments etc.
- Poor finance linkages
- Poor marketing linkages

8 nos of CFC's were established in the cluster as detailed here under.

Sl.No.	Name of the Society	Machinery installed	No. of Labourers
1	Mangad CVCS Ltd.No.35, Managad P.O.Kollam	5 Automatic Spinning machine and a Willowing machine	20
2	North Murunthal CVCS Ltd.No.635, Perinad P.O., Kollam	"	20
3	Kuzhiyam CVCS Ltd.No.629, Chemmakkad P.O., Kollam	"	20
4	Prayar South CVCS Ltd.No.547, Alumpeedika P.O., Kollam	"	20
5	Nellettil CVCS Ltd. No.643, Poothakkulam P.O. Kollam	"	20
6	Naduvilacherry,Vadakkekkara CVCS Ltf. No.291, Kanjaveli P.O. Kollam	"	20
7	Clappana North CVCS Ltd. No.431, Clappana P.O., Kollam	"	20
8	Mukundapuram CVCS Ltd. No.314	"	20

Project Funding

1.	Cluster products		Coir yarn in different types in various runnage.
2.	Assistance provided by the Nodal Agency (Rs. In lakh)		Rs.71.00 lakhs
3.	CFCs established		8 nos. CFCs established
4.	Machinery distributed		Automatic spinning machine 40 nos. Willowing Machine 8 nos.
5.	Total No. of labourers engaged in the CFC's		
	Male	Female	Total
	25	135	160
6.	Artisans benefited		
	Male	Female	Total
	1750	6400	8150
7.	Additional Employment Generated		Directly – 160 Indirectly - <u>120</u> 280

Factors contributed to the success of the Cluster

- Facilitating to produce different types of coir yarn in different runnage.
- Skill development of the traditional coir workers
- Replacement of old machineries
- Production of value added products
- Venturing new market for the products developed
- Establishing market intelligence with public/private partnership
- Improved the socio-economic condition of the workers engaged in the industry

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Production (in tonnes)	697.2	815.64	16.98%
Sales (Rs. in lakhs)	264.93	366.1	98.2%

Earning per month(in Rs.)	1650.00	5365.00	225.15%
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Visit of Shri. Dinsha.J.Patel, Former Honourable Minister of State for MSME Govt. of India to Mangad Coir Cluster on 13.07.2010



BEYPORE COIR CLUSTER

Beyepore is an ancient port town and part of Kozhikode municipal corporation in Kozhikode district in the state of Kerala. Beyepore is renowned with the name “Uru”, since from the ancient days. Beyepore Coir Cluster comprising of two revenue Taluks of Kozhikode District. Viz, Kozhikode and Koyilandy Taluks. The area of Kozhikode Taluk is 1032.08 Sq. Km. and Koyilandy Taluk is 731.11 Sq. Km.



The Project Officer (Coir), Kozhikode had been selected as the Implementing Agency and Entrepreneurship Development Institute of India (EDII), Ahmedabad is the Technical Agency. The Kozhikode Coir Vikasana Samithy, Reg.No.S.337/08, Kozhikode is the Special Purpose Vehicle (SPV) formed in the Cluster.

Major issues faced by the Coir Industry in Beyepore before the implementation of SFURTI

- Reluctance of youngsters to take up coir activities
- Low level of modernization and technology up gradation
- Scope of product diversification was limited
- Unaware of production process of various product available in the market
- High cost of production due to low working hours and unscientific way of product grading
- Maximum production per day of a worker was **3 to 4 kg** of coir yarn
- Lack of linkage and trust between manufacturers and actual buyers
- Lack of awareness in technical and managerial knowledge
- The production cycle in traditional retting method is comparatively low

Under Coir activities, the cluster has established 2 CFCs for dyeing and bleaching, 3 CFCs for installation of Automatic Spinning Machine and 1 CFC for setting up of Mat Making units in the following Coir Vyavasaya Co-operative Societies (CVCS).

Sl.No.	Name of the Society	Machinery installed	No. of Labourers
1	Moorad CVCS Ltd. No. 227, Puthuppanam P.O, Vatakara-5	3 Dye Vat for Bleaching and Dyeing, 3 Fire Hearths	12
2	Kadalundy CVCS Ltd. No. 223, Kottakkunnu. P.O, Kadalundy, Kozhikode	"	12
3	Perumugham CVCS Ltd.	3 Automatic Spinning Machines	12
4	Cheenachery CVCS Ltd., Kappad	"	12
5	Iringal CVCS Ltd.	"	12
6	Annassery CVCS Ltd.	2 Mat Frames ,1 Semi- automatic loom, 1 Ordinary loom, 1 Mat table	16
7	Iringallur CVCS Ltd.	2 Mat Frames,1 Semi- automatic loom, 1 Mat table	16
8	Annassery CVCS Ltd.	2 Mat Frames, 1 Semi- automatic loom, 1 Mat Pressing Unit, 1 Rope Mate Frame with Table	16
9	Chemenchery CVCS Ltd.	2 Mat Frame, 1 Mat Pressing Unit, 1 Mat table, 1 Rope Mate Frame with Table	16
10	Karuvanchery CVCS Ltd.	1 Mat Frame, 1 Mat Pressing Unit, 1 Rope Mate Frame with Table	9
Total			133

The SFURTI cluster intervention has improved the efficiency of the artisans in production, quality upgradation and earnings as also generation of new employment. Introduced fully Automatic coir yarn spinning machines in place of traditional ratt spinning, which is a paradigm shift in the traditional coir spinning sector of Kozhikode district. This intervention is only a beginning and will be extended to other areas for improving the earnings of the Coir spinners,

especially women, and also to attract the new generation to the coir sector. The other activities such as market Development interventions, Skill Development programmes and exposure visits of artisans to other coir producing centres have also started delivering results.

Project Funding

1.	Cluster products		Different variety of frame mats and semi-automatic mats, coir yarn and coir fibre etc.
2.	Assistance provided by the Nodal Agency (Rs. In lakh)		Rs.71.00 lakhs
3.	CFCs established		10 nos. CFCs established
4.	Machinery distributed		Semi-automatic Loom-3 Mat Frame-9 Mat pressing Unit-3 Mat Table-3 Rope Mat Frame with Table-3
5.	Total No. of labourers		
	Male	Female	Total
	42	91	133
6.	Artisans benefited		
	Male	Female	Total
	1400	4400	5800
7.	Additional Employment Generated		133

Factors contributed to the success of the Cluster

- Facilitating use of advanced technologies introduced in the Coir Sector
- Skill development of the traditional coir workers
- Replacement of old machineries
- Production of value – added products
- Venturing new market for the products
- Establishing market intelligence with public/private partnership
- Improved the socio-economic conditions of the workers engaged in the industry

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Production (in Metric Tonnes)	13.00	15.00	15.38%
Sales (Rs. in lakhs)	677.00	798.00	17.87%
Earning per person per day(in Rs.)	100.00	350.00	250%

Website:-

www.beyporecoircluster.com

**Visit of Shri. Madhav Lal IAS, Secretary to Ministry of MSME, Govt, of India to
Beypore Coir Cluster**



PALAKKAD COIR CLUSTER

Palakkad Coir cluster is located in the Palakkad District in Kerala State. It is situated about 350 kilometres north of state capital Thiruvananthapuram and 54 kilometers south west of Coimbatore. Palakkad is popularly known as land of Palmyra trees.



Govindapuram in Muthalamada Grama Panchayath of Chittoor Taluk became the centre of coir industry in Palakkad district. Various types of units such as de-fibering units, curled coir fibre, rope/yarn making units, pith block units, pith manure making units etc are existing in this cluster. There are around 2500 labours engaged in Palakkad Coir Cluster. Majority of the workers are women. There are units which export their products as well as selling to other state/clusters.

The Palakkad District Coir Fibre Products Manufactures Association, Reg. No. T.C. 34/2009, Kollengode, Palakkad is the SPV. The Coir Project Office, Ponnani is the Implementing Agency and M/s EDII, Ahmedabad is the Technical Agency for the scheme in Palakkad Coir Cluster.

Major issues faced by the Coir Industry in Palakkad before the implementation of SFURTI

- Inadequate de-fibering facility
- No value addition for fibre as well as pith
- Inadequate skills for producing value added products
- Inadequate working capital
- Lack of awareness of government schemes

- Absence of BDS providers
- Lack of exploration of markets
- Fluctuation in raw material availability
- Environmental problem and resistance of local people
- New Generation has little interest on this industry
- It was considered as a rural traditional industry and as a result fund flow to the industry is not at the desired level
- Too much dependency on outside market
- Inability to manage and market the waste
- Inadequate system and higher cost to collect husk from small farmers
- Financial inability to acquire modern machineries
- Lack of skilled labours for value added product
- Poor support of financial institutions

The SPV under core activities of the cluster have established 6 Common Facility Centres installing Automatic Spinning and Willowing machineries in the following Coir Vyavasaya Co-operative Societies (CVCS).

Sl.No	Name of the unit	Machinery installed	No. of Labourers
1.	M/s. Thenari YCVSS Ltd.No.900, Thenari, Palakkad	Automatic Spinning Machine-3 Nos, Willowing Machine-1 No., Mini DF machine-1 No.	17
2.	M/s.Amman Coir Products, Kozhinjampara, Palakkad	Automatic Spinning Machine-3 Nos, Willowing Machine-1 No., Mini DF	17
3.	M/s.Shree Mookambika Coir Products , Meenakshipuram	Automatic Spinning Machine-3 Nos, Willowing Machine-1 No., Mini DF machine-1 No.	17

4.	M/s. Priyadarsini Coir Products, Muthalamada	Automatic Spinning Machine-3 Nos, Willowing Machine- 1 No., Mini DF machine-1 No.	17
5.	M/s. Palakkad District Fibre Manufactures Association	Curling Machine- 1 No. Willowing Machine – 1 No.	6
6.	M/s.Peringottukavu YCVSS Ltd.No.907,	Curling Machine- 1 No. Willowing Machine – 1 No.	6

Project Funding

1.	Cluster products	Coir Yarn, Curled Rope for making mattress	
2.	Assistance provided by the Nodal Agency (Rs. in lakhs)	Rs.71.00 lakhs	
3.	CFCs established	6 nos. CFCs established	
4.	Machinery distributed	Automatic Spinning Machine-4 Nos. Willowing Machine- 6 Nos. Mobile De-Fibering Machine-4 Nos. Curling Machine- 2 Nos.	
5.	Total No. of labourers		
	Male	Female	Total
	12	68	80
6.	Artisans benefited		
	Male	Female	Total
	1650	5200	6850
7.	Additional Employment Generated	350	

Factors contributed to the success of the Cluster

- Basic raw material is available abundantly
- Availability of cheap labour force
- Availability land on cheap rate than other places
- Association of the units
- High market demand for the product

- Sufficient technological back up from the relevant State entities
- Nearness of Pollachi Cluster where large no. of defibering units are located

Out come

	Pre-intervention	Post intervention (2014-15)	% of increase
Curled yarn			
Production (in tonnes)	-----	20.0	The production of curled fibre has started only after completion of the cluster intervention.
Sales (Rs. in lakhs)	-----	2.80	----
Yarn			
Production (in tonnes)	3843.8	4474.18	16.4%
Sales (Rs. in lakhs)	184.71	366.1	98.2%
Earning per person per day (in Rs.)	165.00	280.00	69%



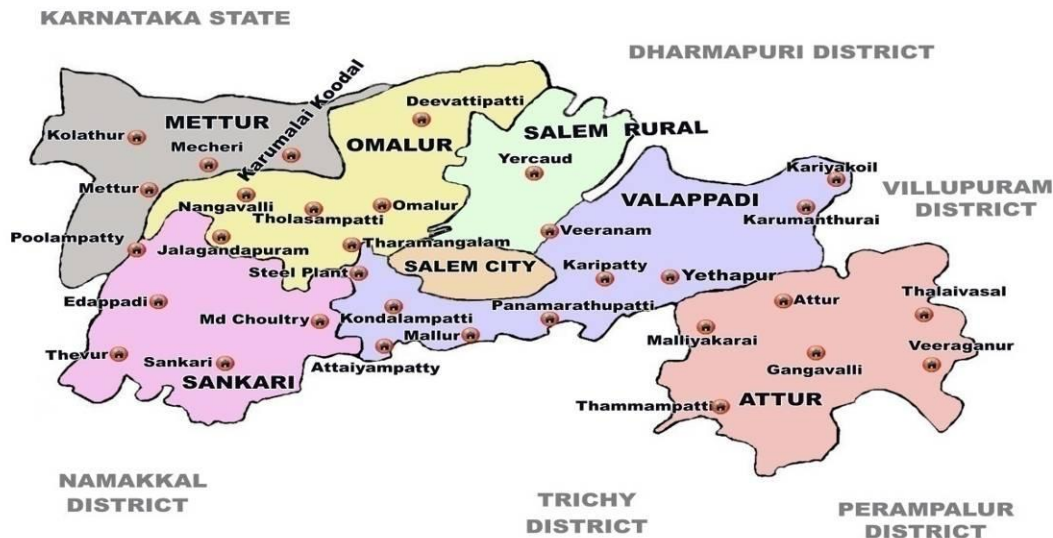
Curling Machines working in one of the CFCs in the Palakkad Coir Cluster

COIR CLUSTERS IN TAMIL NADU

SALEM COIR CLUSTER

Salem coir cluster is located in Tamil Nadu in Salem District. The geographical contour of the cluster extends to Salem, Tharamangalam, Omalur, Mettur, Edappadi, Veerapandi and Valapadi blocks. The geographical spread of the cluster measures about 60 km radius.

SALEM DISTRICT



Salem Coir Cluster is one of the largest manufactures and promoters of coir ropes from India. The District Industries Centre, Govt. of Tamil Nadu was the Implementing Agency of Salem Coir Cluster. The National Institute for Micro, Small & Medium Enterprises (NIMSE), Hyderabad was the Technical Agency of the Cluster for rendering technical inputs to the Implementing Agency. Based on the Diagnostic study undertaken of the cluster, Action Plan for implementation of the scheme was drawn up and the implementation started on 28.06.2006. The Salem Coir Cluster Private Ltd., is the Special Purpose Vehicle (SPV) of the Cluster.

Major issues faced by the Coir Industry in Salem before the implementation of SFURTI

- Lack of knowledge on manufacturing of value added/diversified products like Matts & Mattings, rubberized coir, Coir ply boards, Coir Geotextiles etc.
- Lack of awareness of the modern Technology of production
- Inconsistency in the availability of quality raw material.
- Lack of entrepreneurial capability of the members
- Over dependence on local Traders
- Lack of healthy linkages among the cluster actors
- Lack of awareness for the direct export.

The major products in Salem Coir Cluster are Garden Articles and Geo Textiles. The Cluster also produces needle felt and raw material for rubberised bed. In Salem coir cluster, 2 CFCs were established. These CFCs are located in Steel Plant Road and Maramangalathupatty in Salem.

Machinery details and outcome of the Cluster

Sl. No.	Location of the CFCs	Machinery installed	No. of labourers	Product development	Marketing promotional Assistance
1	2 CFCs located in Steel Plant Road and Maramangalathupatty in Salem district	1. Semi Automatic Coir Geo Textiles Machine 2. Needled Felt Machine with accessories 3. Hydraulic press 4. Attritor 5. 40 KVA Generator	167	Needle felt roll and basket for Garden articles	Created website www.salemcoir.com . Noticed that there are 40% enhancement of sales.

Project Funding

1.	Cluster products	Garden articles, Geo Textiles, Needle felt roll, raw material for rubberized bed.
2.	Assistance provided by the Nodal Agency (Rs. In lakh)	Rs.71.00 lakhs
3.	CFCs established	2 nos. CFCs established

4.	Machinery distributed		1.Semi Automatic Coir Geo Textiles Machine 2.Needled Felt Machine with accessories 3. Hydraulic press 4. Attritor 5. 40 KVA Generator
5.	Total No. of labourers		
	Male	Female	Total
	28	139	167
6.	Artisans benefited		
	Male	Female	Total
	1200	2800	4000
7.	Additional Employment Generated		250

Factors contributed to the success of the cluster

1. Well established intermediations for sourcing of raw material
2. Availability of skilled labour force
3. Easy to adopt technology to manufacture of value added/diversified products
4. Excellent network of commercial and co-operative banks in the cluster
5. Cluster has got all necessary infrastructure facilities like rail and road links.
6. Existence of well established marketing centre for Coir fibre and coir ropes.

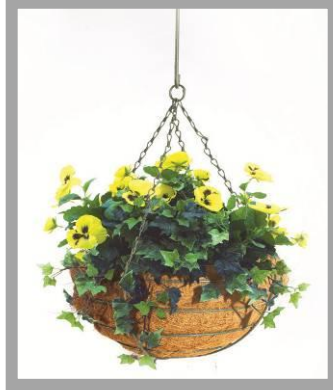
Before the implementation of the scheme in Salem, the coir industry was scattered in different locations. Hence they faced a lot of problem and could not make coir industry as a source of income for their livelihood. After launching SFURTI, the workers get Rs.200-300 wages per day.

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Turn Over (in Crores)	60.00	62.00	3.33%
Earning per day per person	Men Rs.150/day; Women Rs.100/day	Men Rs.300/day; Women Rs.200/day	100%

Website

www.salemcoir.com



SINGAMPUNERI COIR CLUSTER

Singampuneri Coir Cluster is located in the Sivagangai District in Southern Tamil Nadu. There are 6 taluks with 12 Blocks and 445 Village Panchayats. The district spreads over 4189 Sq. Kms. There are many units of handlooms, stainless steel and metal, bricks and brick tiles, pottery and clay etc. working in this district. Meanwhile, 6138 industrial units are registered in this district.

Coir industry plays a prominent role in creating employment here. Coir Industrial activities run through nearly 3 Taluks of Sivagangai District. Coconut cultivation is spread over 5600 hectares and 950 hectares is in Singampuneri Block alone. Above 750 families derive their life and sustain income through this industry. Basically, this is a traditional coir cluster producing coir fibre, yarn and rope.



The registered Special Purpose Vehicle (SPV) of the cluster is M/s. Singampuneri Coir Regeneration Kalanjiyam Producer Company Ltd., Singampuneri, Sivagangai (Dst). The District

Industries Centre, Sivagangai, Govt. of Tamil Nadu is the Implementing Agency and M/s Ni-msme, Hyderabad is the Technical Agency for the scheme in Singampuneri Coir Cluster.

Major issues faced by the Coir Industry in Singampuneri before the implementation of SFURTI

- Lack of organized infrastructure for promotion of coir products in marketing
- Want of product range or diversification
- Lack of R & D in coir products
- Lack of trained manpower to carry forward this industry
- Lack of modern machineries
- Lack of value added production
- Lack of infrastructure facilities such as godowns and sales outlets
- Absence of adequate training infrastructure
- Lack of adequate technical and artisan skills
- Lack of industrial associations
- Limited role of financial institutions

The Common Facility Centre of the cluster includes Automatic Yarn Spinning Unit, Motorized traditional Ratts, Corridor and Frame Matt Units. With the aid of these machineries installed in the CFC, different variety of products like AYS choodi and Nice kappani are produced.

Details of CFC Established

Sl. No.	Details of the Machine	Operation Status	No. of Labourers
1	AYS Double head spinning machine, willowing machines	16 Nos. Automatic double head spinning machine, 2 Nos. Willowing machine, 50 Nos. Bobbins and 2 Nos. Rehanking set	110

Project Funding

1.	Cluster products	Coir Yarn(AYS Choodi & Mangadan), Coir Matt , Coir Geo-Textiles	
2.	Assistance provided by the Nodal Agency (Rs. In lakh)	Rs.71.00 lakhs	
3.	CFCs established	1 CFC established	
4.	Machinery distributed	Automatic Yarn Spinning Machine, Motorized Traditional Ratt, Anugraha Loom, Corridor and Frame Matt	
5.	Total No. of Labourers directly employed in the CFC's		
	Male	Female	Total
	18	92	110
6.	Artisans benefited		
	Male	Female	Total
	900	2600	3500
7.	Additional Employment Generated	630	

Factors contributed to the success of the cluster

- Traditional nature of business with inherently skilled workers
- Vertical cluster with processes in first level of value chain feeding the processes in the subsequent level
- Plenty of geographical concentrated spinning units
- Vast potential for value addition
- Large domestic market
- Inherent skills in spinning

Achievement

After launching the SFURTI cluster, the coir workers are earning Rs.260/- per day and 30 workers are given direct employment. Also, workers are getting employment whole year continuously and thereby the socio-economic condition of the workers are getting improved.

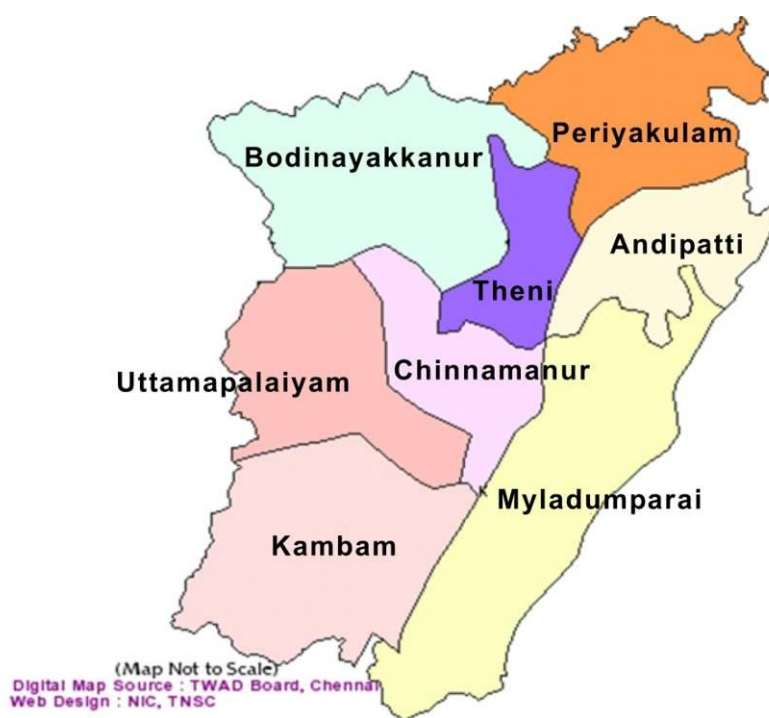
Out come

	Pre- intervention (2006-07)	Post intervention (2011-12)	% of increase
Production (in Rs.)	42487.00	49710.00	17%
Sales (in Rs.)	48694	55860	14.71%
Earning per day per worker(in Rs.)	90.00	260.00	188.88%



PERIYAKULAM CLUSTER

The Periyakulam Coir Cluster is located in Theni District of Tamil Nadu. It is located nearer to Kerala state, which is home land of coconut cultivation and coir industry therefore marketing of yarn and value added coir products are not so difficult when compared to other coir clusters. Periyakulam Vattara Kalanjiam members were the beneficiaries of SFURTI cluster. This Coir Cluster covers eight villages (Devadanapati, Sengulathupati, Melmangalam, Jayamangalam, Kamatchipuram, Samathuvapuram, Chinnamanoor, Muthalakkampati).



The District Industries Centre, Theni, Govt. of TamilNadu is the Implementing Agency of the Cluster and National Institute for Micro, Small and Medium Enterprises (NIMSME), Hyderabad served as Technical Agency for rendering technical support to the Implementing Agency. Action Plan for the implementation of the scheme was prepared and the programme implementation started since 2006-07 itself. The Periyakulam Coir Cluster Kalanjiam Producer Company Ltd., is the Special Purpose Vehicle (SPV) formed in the cluster. DHAN foundation is the Cluster Development Agency (CDA) of the cluster. The official inauguration of the cluster was done on 27.01.2011.

Major issues faced by the Coir industry in Periyakulam before the implementation of SFURTI

- Lack of infrastructure facilities in this sector
- Absence of adequate training infrastructure
- Lack of adequate technical and artisan skills
- Weak industrial associations
- Lack of modernization

Details of machineries and outcome of the cluster

Sl.No.	Details of the Machinery	Operation status	Location	No. of Labourers
1	AYS double head spinning machine, willowing machines	9 number Automatic double head spinning machines and 3 numbers willowing machine, 60 no.bobbins, 3 no. of slivering machines, 3 no. of hand winding machine and 3 no. of unwinding stand.	Machineries were purchased and installed at Common Facility centre, functioning at Sengulathupatty, Periyakulam.	88

Project Funding

1.	Cluster products	AYS Choodi. Mangadan & Nice Kappani are produced	
2.	Assistance provided by the Nodal Agency (Rs. In lakh)	Rs.71.00 lakhs	
3.	CFCs established	1 CFC established	
4.	Machinery distributed	9 number Automatic double head spinning machines and 3 numbers willowing machine, 60 no.bobbins, 3 no. of slivering machines, 3 no. of hand winding machine and 3 no. of unwinding stand	
5.	Total No. of Labourers		
	Male	Female	Total
	120	306	426
6.	Artisans benefited		

	Male	Female	Total
	1600	2700	4300
7.	Additional Employment Generated		610

Factors contributed to the success of the cluster

1. Facilitating use of advanced technologies introduced in the Coir Sector
2. Skill development of the traditional coir workers
3. Replacement of old machineries
4. Venturing new market for the products developed

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Coir Production (in Metric Tonnes)	275.00	322.00	17.09%
Earnings per person per day (in Rs.)	70.00	350.00	400%



GUDIYATHAM COIR CLUSTER

Gudiyatham Coir Cluster in Vellore District, Tamil Nadu is located about 25 kms. Away from Vellore. Most of the coir artisans comes under the category of landless households, if not marginal farmers. There are about 3000 artisans scattered in different areas. Among 3000 artisans, 2400 are female. There are 51 Fiberizing Units, 8 yarn Spinning Units, 4 Curled Coir Units, 4 Pith Block units and 100-road side hand ratt rope making units in the cluster.



The Special Purpose Vehicle (SPV) for Gudiyatham Coir Cluster is registered in the name of Gudiyatham Coconut Coir Manufacturers Association, No.24, Dharji Varadaian Street, Nellorepet, Gudiyatham-2. The District Industries Centre, Vellore, Govt. of Tamil Nadu was the Implementing Agency and M/s. Ni-msme, Hyderabad was the Technical Agency for the scheme in Gudiyatham Coir Cluster.

Major issues faced by the Coir Industry before the implementation of SFURTI

- No initiative taken by the cluster members on manufacturing of value added/diversified coir products even though there are immense scope
- Lack of entrepreneurship among cluster members
- Low labour turn out due to lower wages and irregular work
- Lack of skilled workers
- No direct link with domestic as well as export buyers. Total distribution is through local dealers only
- Inadequate support from banks to cater to the working capital needs
- No technical institution of repute to guide and motivate the coir industries located within the cluster
- Lack of Knowledge on manufacturing of value added/diversified products. ie. Geo-Textiles, Mats & Mattings, Rubberised coir, Coir Ply Boards etc.

Details of CFC Established

The cluster is having two approved Common Facility Centres(CFC) viz, one at Gudiyattam and another at Tirupattur. The following are the details of the machineries installed in these CFCs.

Sl. No.	Details of the Machine installed	Location of the CFC	No. of Labourers
1	Coir Opener, Coir Needle Felt, Band Saw Cutting Machine, Latex Spray System, Vulcanizer, Air Compressor, Hydraulic Press, Dye Sets, Loom Matting Set	Gudiyattam Coir Consortium(India) Pvt Ltd., S/F No. 264, Pakkam Village, Chittur Main Road, Gudiyattam, Vellore District	38
2	Coir Opener, Coir Needle Felt	Tirupatur CFC, Sellarapatty, Elavampatty Village & (PO), Tirupattur Taluk, Vellore District	12

Project Funding

1.	Cluster products	Coir Needle Product, Garden Articles	
2.	Assistance provided by the Nodal Agency (Rs. In lakh)	Rs.71.00 lakhs	
3.	CFCs established	2 CFCs established	
4.	Machinery distributed	Basket Liner from needled felt, Loom Mating unit, Coir Needled felt	
5.	Total No. of Labourers		
	Male	Female	Total
	38	12	50
6.	Artisans benefited		
	Male	Female	Total
	1100	2000	3100
7.	Additional Employment Generated	125	

Factors contributed to the success of the cluster

- Abundance availability of raw material
- Location advantage- the cluster is located in Andhra-Tamil Nadu Border. Andhra Pradesh is the market place of coir products viz. Ropes & Two Ply Yarn
- Well established intermediations for sourcing of raw material
- Easy to adopt technology to manufacture of value added/diversified products
- Vast potential for value addition
- Uninterrupted power supply
- The cluster has got all necessary infrastructure facilities like rail and road links

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Production (Rs. in lakhs)	1300	1380	6%
Earning per person per day(in Rs.)	70.00	320.00	357.14%



PATTUKOTTAI COIR CLUSTER

The Pattukottai Cluster in Thanjavur District is located about 50 kms away from Thanjavur, Tamil Nadu. The cluster area includes mainly the villages of Pattukottai Block. Most of the coir industries in this block are situated in the areas namely Sandhangadu, Athirampattinam, Karambayam, Udhayasuriyapuram, Kasangadu and Karambakadu.



An association called Cholamandalam Coir Manufactures Association, 109/3, Palamuthi Road, Pattukottai is the SPV. The District Industries Centre, Thanjavur, Govt. of Tamil Nadu is the Implementing Agency and M/s Ni-msme, Hyderabad is the Technical Agency for the scheme in Pattukottai Coir Cluster. The official inauguration of the cluster was conducted on 27.01.2011.

Coir Fibre, Two Ply Yarn and Curled Coir are the products produced in this cluster and the products were exported to Korea and other countries. The production

range of the cluster is nearly 150 Tonnes of 5 kg Coir Pith Block and exported 25 Tonnes and sold 70 tonnes to Domestic Market.

Major issues faced by the Coir Industry in Pattukottai before the implementation of SFURTI

- Lack of co-operation among members of the association
- No initiative taken by the cluster members on manufacturing of value added/diversified coir products even though there is immense scope
- Low labour turn out due to lower wages and irregular work
- Lack of skilled workers
- No direct link with domestic as well as export buyers. Total distribution is through local dealers only
- Lack of knowledge on manufacturing of value added/diversified products
- Vast unutilized scope for emergence of new enterprises in coir cluster

Details of CFC Established

Sl.No.	Location in which CFC established	Machinery installed	No. of Labourers
1	Pazhaverikkadu Village, Pattukottai Block, Tamil Nadu	Coir Pith Block making machine, Curling Machine	70

Project Funding

1.	Cluster products		Coir Pith Blocks, Fibre, 2 Ply Yarn, Curled Coir
2.	Assistance provided by the Nodal Agency (Rs. In lakh)		Rs.71.00 lakhs
3.	CFCs established		1 CFC established
4.	Machinery distributed		Coir Pith Block making machine
5.	Total No. of Labourers		
	Male	Female	Total
	20	50	70
6.	Artisans benefited		
	Male	Female	Total
	240	320	560
7.	Additional Employment Generated		250

Factors contributed to the success of the Cluster

- Abundance availability of raw material
- Well established intermediations for sourcing of raw material
- Easy to adopt technology to manufacture of value added/diversified products
- Vast potential for value addition
- Plenty of geographically concentrated Fibre extraction units
- Availability of local machines, engineering workshops and lathes
- Large domestic market

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Annual Turn Over (in Crores)	10.6	12.19	15%
Earning per person per day (in Rs.)	70.00	330.00	371.42%



CUDDALORE COIR CLUSTER

Cuddalore Coir Cluster is situated in Salaikarai area of Cuddalore block in the Cuddalore District in Tamil Nadu. Cuddalore District is situated along the coast of Bay of Bengal and it is bounded by Villupuram District in the west and Union Territory of Pondicherry in the north. The Cuddalore district comprises of 7 taluks and 13 blocks. The taluks are Cuddalore, Panruti, Virudhachalam, Chidambaram, Tittakudi and Kattumannarkoil. The blocks are Mangalur, Nallur, Virudhachalam, Kammapuram, Panruti, Annagramam, Cuddalore, Kurinjipadi, Bhuvanagiri, Parangipettai, Keerapalayam, Komaratchi and Kattumannarkoil.



The District Industries Centre, Cuddalore, Govt. of Tamil Nadu is the Implementing Agency of the cluster and National Institute for Micro, Small and Medium Enterprises (NIMSME), Hyderabad is the Technical Agency of the cluster for rendering technical inputs to the Implementing Agency. Based on the Diagnostic Study undertaken, action plan for implementation of the scheme was drawn up and the programme implementation started since 2006-07 itself.

In Cuddalore Coir Cluster, a Special Purpose Vehicle (SPV) has been registered under Society's Act namely "Cuddalore Coconut Fibre & Yarn Manufacturers' Association". The Cuddalore Common Facility Centre under SFURTI Scheme has been established at Karaikadu in Cuddalore District to facilitate the Coir Industries in Cuddalore District.

Major issues faced by the Coir Industry in Cuddalore before the implementation of SFURTI

- Lack of modernization
- Lack of association among cluster members
- Traditional methods of production and adoption of low level of technology
- Lack of market information
- Lack of knowledge on manufacturing of value added/diversified products i.e., Geo-Textiles, Matts & Mattings, rubberized coir, Coir ply boards etc.
- Weak linkage of cluster members with banks & other institutions.

Details of machineries installed in the cluster

Machineries in the CFC	Location	No. of Labourers
Coir Pith block making machine, Metallic loom, Bobbin winding machine, Quilling machine, Storage freezer, Conductivity & P.H., Combined meter, Hot Air oven, Auto Clave vertical type, air Blower horizontal laminar flow, Electronic weighing scale	CFC established in Karaikadu in Cuddalore District	42

Project Funding

1	Cluster Products		Pith Block
2	Assistance provided by the Nodal Agency (Rs. In lakhs)		Rs.71 lakhs
3	CFCs established		One
4	Machinery distributed		Coir Pith block making machine, Metallic loom, Bobbin winding machine, Quilling machine, Storage freezer, Conductivity & P.H., Combined meter, Hot Air oven, Auto Clave vertical type, air Blower horizontal laminar flow, Electronic weighing scale
5	Total No. of labourers		
	Male	Female	Total
	14	28	42

6	Artisans benefited		
	Male	Female	Total
	1200	2600	3800
7	Additional Employment Generated		250

Factors contributed to the success of the cluster

1. Sufficient availability of raw material and well established intermediations for sourcing of raw material.
2. Facilitating use of advanced technologies introduced in the sector
3. Vast potential for value addition
4. Availability of skilled labour force
5. Conduct of workshops which created confidence among the workers and acquainted with latest technologies being practiced in different coir producing areas.

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Annual Turn Over (in Crores)	2.82	3.32	18%
Earning per person per day(in Rs.)	120.00	325.00	175%

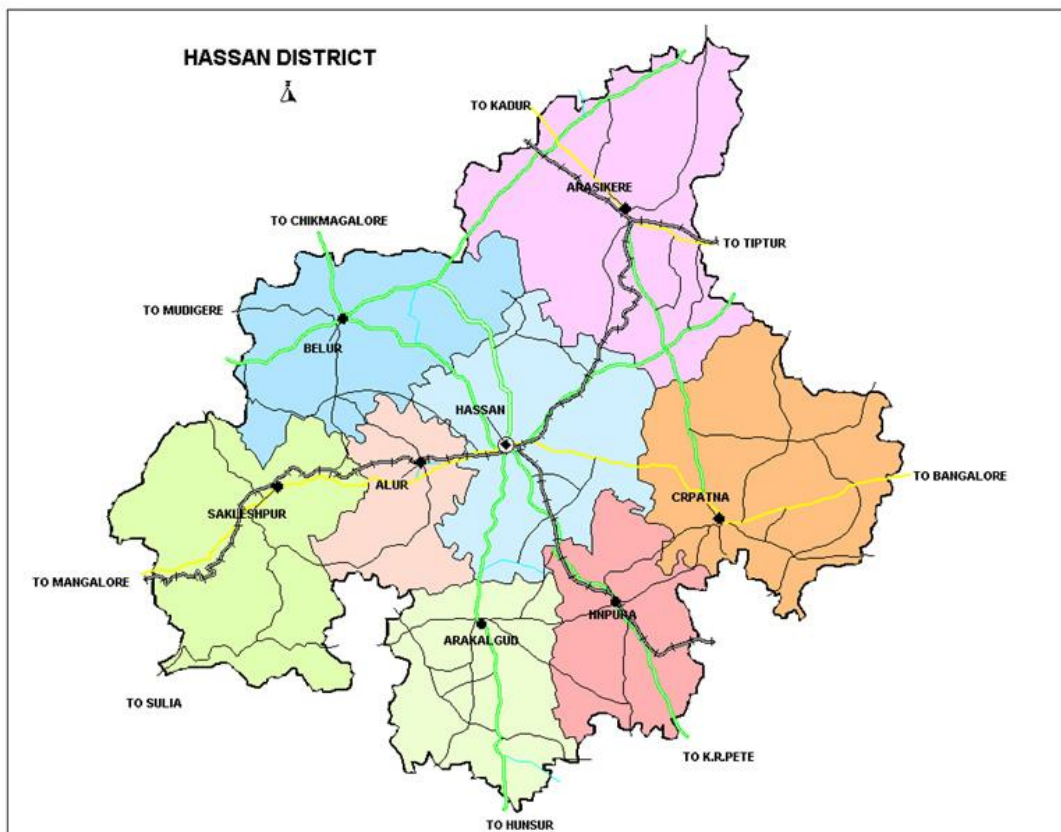


COIR CLUSTERS IN KARNATAKA

HASSAN COIR CLUSTER

The Hassan Coir Cluster operates in Hassan District of Karnataka State. The geographical area covered are Hassan, C.R.Patna and H.N. Pura taluks. The economy of the region in and around the Hassan, C.R.Patna and H.N.Pura mainly depends on the coconut and potato sales and coir industry along with the other agricultural activities. The coir industry is subsidiary activity along with agriculture.

The cluster has extended its area of operation into the entire state of Karnataka. Under SFURTI Scheme, Dudda has been identified as Cluster location for manufacturing of rubber backed coir mats and soft coir pillows.



M/s. Karnataka State Coir Co-operative Federation Ltd., Bangalore is the Implementing Agency and M/s. NIESBUD, Noida is the Technical Agency for the scheme in Hassan Coir Cluster.

Major issues faced by the Coir Industry before the implementation of SFURTI

- Inadequate power supply
- Poor institutional support in marketing, technology and R & D
- No order sharing, joint market activities
- No demonstration of new products making, new process for quality improving
- Lack of initiative to fix the price on quality of the material produced by the MSMEs
- Good quality fibre is not available
- Underutilization of raw material i.e., husks
- Low wages to the workers

Details of CFC Established

The following are the details of the machineries installed in these CFCs.

Sl. No.	Details of the Machinery installed in CFC	No. of Labourers
1	Double Headed Automatic Coir Spinning Machine – 1 No.	4
2	Semi Automatic Power Loom-1 No.	4
3	Rubber Mixing Mill-1 No.	5
4	Hydraulic Press- 1 No.	3
5	Coir Curling Machine- 1 No.	3
6	Heckler Machine- 1 No.	3
7	Moulds- 8 Nos.	8

Project Funding

1.	Cluster products	Rubber back mats & Soft Coir Pillows	
2.	Assistance provided by the Nodal Agency (Rs. In lakh)	Rs.71.00 lakhs	
3.	CFCs established	1 CFC established	
4.	Machinery distributed	Double Headed Automatic Coir Spinning Machine, Semi Automatic Power Loom, Rubber Mixing Mill, Hydraulic Press, Coir Curling Machine, Heckler Machine	
5.	Total No. of labourers	30	
6.	Artisans benefited		
	Male	Female	Total
	200	300	500
7.	Additional Employment Generated	800	

Achievement

The cluster was able to create direct and indirect employment to the extent of 500 persons.

Factors contributed to the success of the cluster

- Natural cluster
- Abundant availability of raw material
- Availability of comparatively cheap labour
- Best suited material for rubberized coir products
- Existing market linkages and opportunities
- Availability of support institutions
- Good transportation facility
- The presence of Coir Federation

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Production (in tonnes)	96.28	125.07	29.9
Sales (Rs. in lakhs)	198.23	230.33	16%
Earning per person per day (in Rs.)	110.00	350.00	218%



GUBBI COIR CLUSTER

Gubbi Coir cluster is located at Gubbi taluk in Tumkur District in Karnataka State. Gubbi taluk comprises an area of 1221 Sq.Km. This is one of the major coconut producing areas in Tumkur district. Coconut cultivation and coir industries are concentrated in Nittur Hobli, Kasaba Hobli, Chelur Hobli, Kadaba and C.S.Pura Hobli, Hagalvadi Hobli. Gubbi has good network of road. Four National Highways passes through Gubbi-Taluk.



The Gubbi Coir Cluster plays an important role in the Coir sector of Karnataka. M/s.Thengina Narina Kushala Kaigarika Ssahakara Sangha, Thyagattur,

Nittur Hobli in Gubbi Taluk is the Implementing Agency of the Cluster. It is a registered co-operative society established in 1966 for the promotion of coir and coir products with intention to serve the coconut growers and to create rural employment. The society is registered with Department of Industries and Commerce, Tumkur. The NIESBUD, Noida is the Technical Agency of Gubbi Cluster for rendering technical support to the Implementing Agency. Basaveshwara Coir Craft, Adalagere is the Special Purpose Vehicle formed in the cluster.

Major issues faced by the Coir Industry in Gubbi before the implementation of SFURTI

- Low productivity
- Lack of committed labour force from among the agricultural workers
- Absence of Professional management
- Obsolete machines
- Low level of modernization and product diversification
- Lack of quality awareness
- Lack of co-operation and co-ordination

The Gubbi Coir cluster comprises of one registered society and ten other enterprises. Needled felt and Coir composite boards are the major products from this cluster.

Details of Machineries installed in the cluster

Sl.N o.	Details of the machinery	Products	No. of labourers
1	1. Coir cleaning machinery-1 No. 2. Coir Needle felt making machinery-1No. 3. Needle felt impregnation machinery-1No. 4. Cutting machinery-1No. 5. Hydraulic hot compression machine-640 tonne	Coir composite panel board of 4' x 8' size, Needle felt	SC: 6 ST: 20 OBC: 10 Min: 1 Gen: 9

	6. Edge cutting machine-1 No. 7. Hydraulic Scissor lift-1 No. 8. Boiler Thermic fluid with wood fire boiler-1 No.		
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Project Funding

1	Cluster Products		Needle felt, Composite panel board
2	Assistance provided by the Nodal Agency (Rs. In lakhs)		82.72
3	CFCs established		One
4	Machinery distributed		Coir cleaning machinery Coir Needle felt making machinery Needle felt impregnation machinery Cutting machinery Hydraulic hot compression machine-640 tonne Edge cutting machine Hydraulic Scessor lift Boiler Thermic fluid with wood fire boiler
5	Artisans benefited (Directly)		
	Male	Female	Total
	17	29	46
6	Additional Employment Generated		156

Factors contributed to the success of the cluster

1. Abundant availability of raw material
2. Existing market linkages and opportunities
3. Facilitating use of advanced technologies, developed in the coir sector, by the traditional coir workers
4. Skill development of the traditional coir workers
5. Replacement of old machinery
6. Production of value added products
7. Venturing new market for the products developed
8. Establishing market intelligence with public/private partnership
9. Comparatively good communication facilities available

Achievements

The Coir products from Gubbi Cluster were exhibited in the Exhibition organized by India Expo 2008 conducted at Tumkur. The German Federal President Mr. Joachim Gauck visited Gubbi Coir Cluster in the month of February, 2014. This cluster gives direct employment to 40 peoples and has indirectly benefitted to 500 families.

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Coir Production (in tonnes)	12.54	36.80	193.46%
Sales (Rs. in lakhs)	44.97	120.00	166.84%
Earning per person per day (in Rs.)	90.00	350.00	289.00%



ARSIKERE COIR CLUSTER

Arsikere Coir Cluster is approximately 175 Kms away from Bangalore, Karnataka. It is located in Arsikere taluk in Hassan district. The geographical area of this cluster covers Hassan, Channarayapatna and Holenarasipura. The cluster was registered vide Registration No.DRH/S/126/2008-09 dated 12.11.2008 as per Society Act 1960. Within the 50 Kms radius of Arsikere, the coconut plantation is dense.



The Karnataka State Coir Federation, Bangalore is the Implementing Agency of Arsikere Coir Cluster. NIESBUD, Noida is the Technical Agency for rendering technical inputs to the Implementing Agency. Based on the Diagnostic study report submitted by the Cluster Development Executive, Action plan for the implementation of the scheme was drawn up and the programme implementation started during the year 2006-07 itself.

The SFURTI Coir cluster Society, Coir Complex, Mysore road, Arsikere is the Special Purpose Vehicle formed in the cluster. The setting up of CFC was completed in April 2012.

Major issues faced by the Coir Industry in Arsikere before the implementation of SFURTI

- Under utilization of raw material
- Low wages to the workers
- Lack of Co-ordination between cluster members
- Substantial deposits required for power consumption
- Falling standards of raw material
- Labourers migrated to other fields

Details of Machineries installed in the Cluster

Sl.No.	Details of the Machinery under CFC	No. of Labourers
1	5 Kgs. Fully automatic coir pith compacting machine with electrical accessories with production – 1 No.	5
2	Rotary type screener with 2 HP Motor and started with electrical and accessories	3
3	35 KVA DG SET – 1No.	2

Project Funding

1	Cluster Products	Pith Blocks
2	Assistance provided by the Nodal Agency (Rs. In lakhs)	Rs.71 lakhs
3	CFCs established	1 no.
4	Machinery distributed	5 Kgs. Fully automatic coir pith compacting machine with electrical accessories with production. Rotary type screener with 2 HP Motor and started with electrical and accessories
5	Artisans benefited (Directly)	
	Male	Female
	275	325
6.	Additional Employment Generated	400

Factors contributed to the success of the cluster

1. Abundant availability of raw material
2. Good transportation facility
3. The functioning of Karnataka Coir Corporation
4. More number of sales outlets in Karnataka state
5. Coir Federation is functioning in the premises
6. Availability of all required infrastructural facilities such as suitable building, access to road and rail transport etc.
7. Skilled labourers
8. Facilitating use of advanced technologies introduced in the coir sector.

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Coir Production (in tonnes)	30.00	86.54	188.46%
Sales (Rs. in lakhs)	71.81	88.33	23%
Earning per day per person (in Rs.)	90.00	330.00	266.67%



CHANNAPATNA COIR CLUSTER

Channapatna coir cluster is located in southern part of the Karnataka state. It is situated at a distance of 62 Km. from Bangalore the state's capital. It is well connected by road and rail to majority of the coir trade centres. The area of operation of the cluster is Channapatna, Ramanagara, Kanakapura and Maddur Taluk.



The Karnataka State Coir Development Corporation Ltd. is the Implementing Agency of the Channapatna Coir Cluster. The Common Facility Centre (CFC) under SFURTI scheme was established at Kunthurdoddi, Channapatna taluk, Ramanagara with the financial assistance of the Nodal Agency and State Government and engaged in production of Coir Veneer Board, which are eco friendly, cost effective, water and thermal proof, besides termite resistivity, which lead to longer durability of the coir composites. Dependency on forest could also be reduced to great extent, thereby ensuring conservation of forests. The introduction of new product viz. "Coir Veneer Board", paved

the way for manufacturing of dual desk and reversible desks required for the schools and colleges of State Government and Government undertakings. Further, the cluster has taken more efforts to boost the sale of dual and reversible desks to various Govt. Departments.

NIESBUD, Noida is the Technical Agency of the cluster for rendering technical inputs to the Implementing Agency. Based on the Diagnostic Study Reports submitted by the Cluster Development Executive, Action Plan for implementation of the scheme was drawn up and programme implementation started during the year 2006-07. The Channapatna Sfurti Coir Development Society, Kuntoordoddi is the Special Purpose Vehicle formed in the Cluster. The cluster became functional in April 2012. The Cluster has organised awareness programme, Exposure visit, EDP, Pith demonstration programmes, awareness camps on CFC etc. This cluster has also participated in exhibitions.

Major issues faced by the Coir Industry in Channapatna before the implementation of SFURTI

- Inadequate infrastructure
- No regular work for workers
- Low productivity
- Low quality output
- Less linkage with service providers
- No exposure to IT
- Poor interaction between supportive institution and weak of mutual trust
- Absence of training programme to enhance the skills of the artisans
- Lack of marketing efforts
- Lack of market information
- Absence of knowledge about export prospects and procedures

Details of the Machineries installed in the cluster

Sl.No.	Details of the Machinery in the CFC	No. of labourers
1	a) Coir Fibre cleaning machine b) Coir Needle felt machine c) Coir impregnation machine d) 1200 Ton capacity Hydraulic hot press e) Edge Trimming machine	15

Project Funding

1	Cluster Products		Table Top from Coir Needled felt & Coir Structural Composites.
2	Assistance provided by the Nodal Agency (Rs. In lakhs)		Rs.71 lakhs
3	CFCs established		1 no.
4	Machinery distributed		a) Coir Fibre cleaning machine b) Coir Needle felt machine c) Coir impregnation machine d) 1200 Ton capacity Hydraulic hot press e)Edge Trimming machine
5	Artisans benefited (Directly)		
	Male	Female	Total
	230	420	650
6	Additional Employment Generated		350

Achievements

Initially, the press was equipped with 2 Day light and subsequently enhanced to 5 Daylight. In addition, wood fired boiler has also been installed with financial support from the State Govt. by replacing electrical heating system which was proved to be more expensive for production of boards.

Factors contributed to the success of the cluster

- 1) Good marketing potential for coir product
- 2) Conducting of awareness programmes enhanced the confidence of the workers
- 3) Modernization
- 4) Introduction of advanced technologies

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Coir Production (in tonnes)	14.87	32.43	118.09

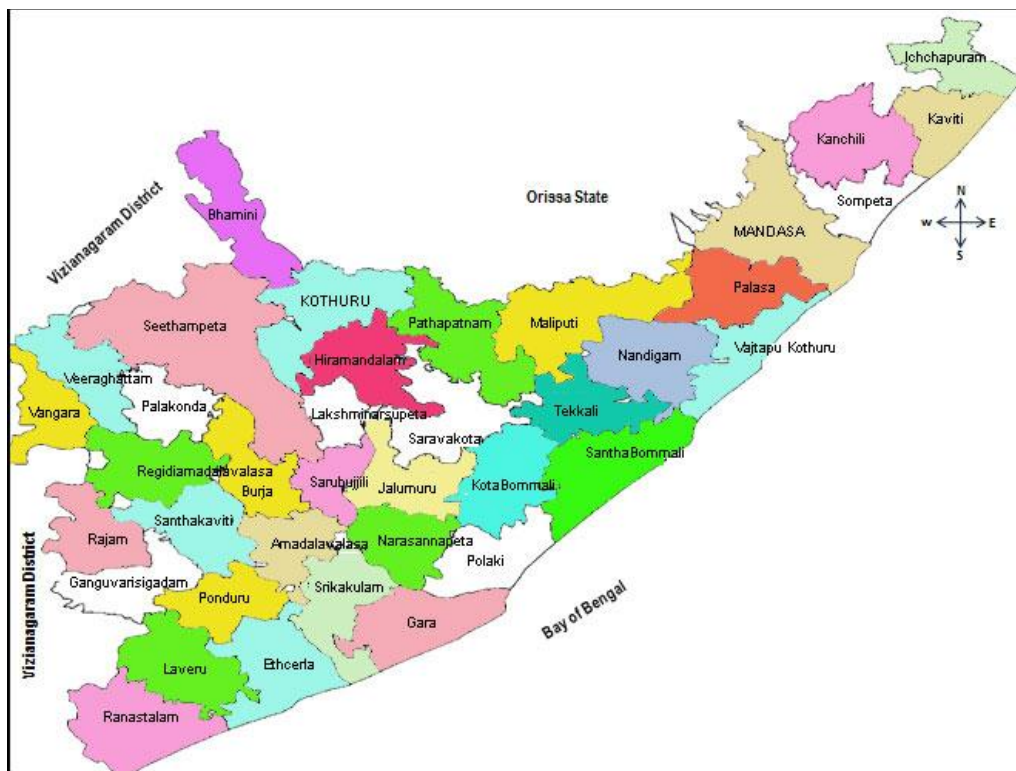
Sales (Rs. in lakhs)	48.64	64.70	33%
Earning per person per day (Rs. in lakhs)	60.00	310.00	416.67%



COIR CLUSTERS IN ANDHRA PRADESH

SRIKAKULAM COIR CLUSTER

Srikakulam Coir Cluster is one of the traditional clusters in Andhra Pradesh. The cluster spreads over 50 kms radius across 8 Mandals(blocks) in Srikakulam District. The cluster consists of 19 Coir and products manufacturing units and 511 House Hold Units. The eco-friendly products of these firms not only have great export potential but also generate good employment opportunities in the rural areas of the region.



The Special Purpose Vehicle (SPV) for Srikakulam Coir Cluster is registered in the name of M/s Kavita Keerthi Kobburi Peechula Utpathi Sangham, Kaviti, Srikakulam District. M/s. APITCO, Hyderabad is the Implementing Agency and M/s. Ni-msme, Hyderabad is the Technical Agency for the scheme in Srikakulam Coir Cluster. The Official Inauguration of the Common Facility Centre (CFC) was done by Shri. V S Vijayaraghavan, Ex-MP, Former Chairman, Coir Board on 17.03.2010.

Major issues faced by the Coir Industry before the implementation of SFURTI

- Acute shortage of husk
- Irregular and inadequate power supply

- Manual processing of products with low standardization procedures resulting in inconsistent product quality and low productivity
- Non-utilization of motorized rats given to women Self Help Groups
- Absence of high valued downstream products like geo-textiles, coir composites, coir pith, briquettes, coir panels, decorative articles etc.
- Non-utilization of coir pith for production of value added products
- Lack of collective marketing efforts and market promotional activities
- Lack of common infrastructure facilities for testing, exhibition of products, design support, demonstration of modern technologies etc.
- Lack of awareness about the Govt. Schemes
- Non-availability of skilled workers
- High transportation costs
- Lack of knowledge on Zero waste management
- Poor financial linkages with banks and financial institutions

Details of CFC Established

The following are the details of the machineries installed in the following four Common Facility Centres (CFCs):

Sl. No.	Name & location of the CFC	Details of the Machinery installed in CFC	No. of Labourers
1	Sri Lakshmi Coir Facilitating Society, Sompeta	2-ply yarn Automatic Spinning Machine(s) - 8 Nos. Willowing Machine – 2 Nos. Corridor Mat Frame with Press (4 person working) – 3 Nos. Mesh Mat Frame(s) - 34 Nos. Dye VAT – 1 No.	85
2	Sri Lakshmi Coir Welfare Society, Lavetipalem	2-ply yarn Automatic Spinning Machine(s) - 3 Nos. Willowing Machine – 1 No. Corridor Mat Frame with Press (4 person working) – 3 Nos. Mesh Mat Frame(s) - 80 Nos. Dye VAT – 1 No.	112
3	Uma Ramalingeswara Swamy Coir Welfare Society,	2-ply yarn Automatic Spinning Machine(s) - 3 Nos. Willowing Machine – 1 No. Corridor Mat Frame with Press	112

	Pathakumkam	(4 person working) – 3 Nos. Mesh Mat Frame(s) - 81 Nos. Dye VAT – 1 No.	
4	Kaviti Keerthi Kobbari Peechula Uthpathi Sangham, Kaviti	2-ply yarn Automatic Spinning Machine (s) - 2 Nos. Willowing Machine – 1 No. Corridor Mat Frame with Press (4 person working) – 1 No. Mesh Mat Frame(s) - 6 Nos. Dye VAT – 1 No.	42

Project Funding

1.	Cluster products		Fibre, 2-ply yarn, Mats, Curled Coir, Pith blocks
2.	Assistance provided by the Nodal Agency (Rs. In lakh)		Rs.71.00 lakhs
3.	CFCs established		4 Nos. of CFCs established
4.	Machinery distributed		2-ply yarn Automatic Spinning Machines, Willowing Machine, Corridor Mat Frame with Press, Mesh Mat Frame(s), Dye VAT
5.	Artisans benefited (Directly)		
	Male	Female	Total
	0	306	306
6.	Additional Employment Generated		262

Achievement

The workers have got an additional employment of 10-20 working days per month.
The daily wages of workers have also been increased by 50%.

Factors contributed to the success of the cluster

- Good availability of raw material
- Market potential
- Presence of supporting institutions at Government Level
- Less investment in machinery during the initial stages of production
- Access to seaports
- Eco friendly products
- Young and educated new generation

- Willingness to learn new methods of production
- Availability of labour force

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Production (in tonnes)	5110	7300	30.00%
Sales (Rs. in lakhs)	515	600	16.50%
Earning per day per person (in Rs.)	140.00	268.00	120%



RAJAHMUNDRY COIR CLUSTER

The Rajahmundry cluster is located in the East Godavari District of Andhra Pradesh. It covers almost 16 Mandals of East Godavari District.

The main activities of the cluster includes fibre extraction, yarn spinning, rope making, mat making, brooms making, curled coir manufacturing and automatic yarn spinning. Product capacities of the units vary from 50 tonnes per annum to 150 tonnes per annum. There are 20 mat making units in the cluster with an output of above 1.0 lakh numbers of mats per annum . There are about 13,000 household units in the household sector in the district. Women constitute more than 80% in the household sector.



M/s. APITCO, Hyderabad is the Implementing Agency and M/s. Ni-msme, Hyderabad is the Technical Agency for the scheme in Rajahmundry Coir Cluster. The Official Inauguration of the Common Facility Centre (CFC) was done by Shri. V S Vijayaraghavan, Ex-MP, Former Chairman, Coir Board on 17.03.2010.

Major issues faced by the Coir Industry before the implementation of SFURTI

- Design gap
- Raw material shortage
- Lack of collective effort
- Irregular power supply
- Lack of quality standardization
- Non utilization of installed machinery
- Weak institutional linkages
- Weak information dissemination
- Technological gap and value addition
- Non-utilization of waste
- Weak Export Marketing channels
- Absence of packaging
- Lack of Common Infrastructure Facilities

Details of CFC Established

Sl. No.	Name & location of the SPV	Details of the Machinery installed in CFC	No. of Labourers
1	Samatha Mahila Coir Welfare Society, Alamuru	2-ply yarn Automatic Spinning Machine(s) - 3 Nos. Willowing Machine – 1 No. Corridor Mat Frame with Press (4 person working) – 1 No. Mesh Mat Frame(s) - 74 Nos.	89
2	Sri Sectharamaraju Coir Workers Society, B. Doddavaram	2-ply yarn Automatic Spinning Machine(s) - 2 Nos. Willowing Machine – 1 No. Corridor Mat Frame with Press (4 person working) – 2 Nos. Mesh Mat Frame(s) - 54 Nos. Dye VAT – 1 No.	73
3	Lahari Krishna Mahila Coir	2-ply yarn Automatic Spinning Machine(s) - 2 Nos.	21

	Samakhya Satyawada, E.G. Dist.	Willowing Machine – 1 No. Corridor Mat Frame with Press (4 person working) – 1 No. Mesh Mat Frame(s) - 9 Nos.	
4	Venkatraju Coir Workers Welfare Society, Ambajipeta, E.G	2-ply yarn Automatic Spinning Machine(s) - 2 Nos. Willowing Machine – 1 No. Corridor Mat Frame with Press (4 person working) – 3 Nos. Mesh Mat Frame(s) - 29 Nos. Dye VAT – 1 No.	56
5	Purushothapatnam Industrial Women Coir Workers Welfare Association, Purushothapatnam	2-ply yarn Automatic Spinning Machine(s) - 2 Nos. Willowing Machine – 1 No. Corridor Mat Frame with Press (4 person working) – 3 Nos. Mesh Mat Frame(s) - 11 Nos. Dye VAT – 1 No.	40
6	Akshaya Seva Society, Pothavaram	2-ply yarn Automatic Spinning Machine(s) – 2 Nos. Willowing Machine - 1 No. Corridor Mat Frame with Press (4 person working) – 3 Nos. Mesh Mat Frame(s) - 5 Nos. Dye VAT – 1 No.	35
7	Chaitanya Seva Sangha, Penikeru	2-ply yarn Automatic Spinning Machine(s) – 2 Nos. Willowing Machine - 1 No. Corridor Mat Frame with Press (4 person working) – 3 Nos. Mesh Mat Frame(s) - 5 Nos. Dye VAT – 1 No.	34

Project Funding

1.	Cluster products		Fibre, 2-ply yarn, Mats, Curled Coir, Pith blocks
2.	Assistance provided by the Nodal Agency (Rs. In lakh)		Rs.71.00 lakhs
3.	CFCs established		7 Nos. of CFCs established
4.	Machinery distributed		2-ply yarn Automatic Spinning Machines, Willowing Machine, Corridor Mat Frame with Press, Mesh Mat Frame(s), Dye VAT
5.	Artisans benefited (Directly)		
	Male	Female	Total
	0	337	337
6.	Additional Employment Generated		170

Achievement

The workers have got an additional employment of 10-20 working days per month. The daily wages of workers have also been increased by 50%.

Factors contributed to the success of the cluster

- Good availability of raw material
- Market potential
- Presence of supporting institutions at Government Level
- Less investment in machinery during the initial stages of production
- Access to seaports
- Eco friendly products
- Young and educated new generation
- Willingness to learn new methods of production
- Availability of labour force
- Strategic location for catering the markets of the eastern part of the country

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Production (in tonnes)	1429.2	3176	45%
Sales (Rs. in lakhs)	245	320	30.61%
Earning per month per person(in Rs.)	120.00	290.00	141.66%



COIR CLUSTERS IN WEST BENGAL

DHANCHEBERIA COIR CLUSTER

Dhancheberia is a small village under Budge Budge-II Block in the South 24 Paraganas district of West Bengal and this village is situated on the eastern bank of Ganga River. Dhancheberia cluster is spread over the entire block area of Budge Budge-II and its adjoining area of Budge Budge-I, Bishnupur-II and Falta Block. The area of this cluster is spread over 78 sq. kms. The total population of the cluster is 1,73,446 out of which 89,998 are male and 83,448 are female. The economy of the cluster is mainly dependent on agriculture, horticulture and jute industry.



The Special Purpose Vehicle (SPV) for Dhancheberia Coir Cluster is registered in the name of M/s. Janakalyan Coir Workers Co-operative ICS Ltd. M/s. Baratala Human

Welfare & Educational Society, South 24 Parganas, West Bengal is the Implementing Agency and M/s. IIE, Guwahati is the Technical Agency for the scheme in Dhancheberia Coir Cluster. The Official Inauguration of the Common Facility Centre (CFC) was done by Shri. Manas Ranjan Bhunia, Hon'ble Minister-in-charge, Dept. of Micro & Small Scale Enterprises and Irrigation & Water Ways Dept., Govt. of West Bengal on 21.08.2011 at Bagpota, South 24 Paraganas, West Bengal.

Major issues faced by the Coir Industry before the implementation of SFURTI

- Outdated production processes are used and therefore quality of Fibre available in the cluster is poor
- Poor quality of raw material due to euro mite disease
- Inadequate value addition for the fibres
- Lack of product diversification
- Lack of meaningful utilization of coir pith
- Competition for sourcing raw material (coconut husk) due to diversion of coconut husk for fuel purposes
- Time for acceptance of new product in the market
- Poor research and development base
- Non-availability of common facility centres for fibre testing, dyeing, bailing etc.
- Competition from other synthetic products plastic, synthtetic etc. may reduce demand

Details of CFC Established

The following are the details of the machineries installed in the following seven Common Facility Centres (CFCs):

Sl. No.	Name & location of the CFC	Details of the Machinery installed in CFC	No. of Labourers
1	Bagpota, South 24 Paraganas District	Automatic spinning machine, willowing machine and curling machine	10

Project Funding

1.	Cluster products	Bristle Fibre, Fine Fibre, Yarn, Rubberised Mattresses, Geo-Textiles
2.	Assistance provided by the Nodal Agency (Rs. In lakh)	Rs.71.00 lakhs
3.	CFCs established	One CFC established

4.	Machinery distributed		Automatic spinning machine, willowing machine and curling machine
5.	Artisans benefited (Directly)		
	Male	Female	Total
	65	345	410
6.	Additional Employment Generated		825

Factors contributed to the success of the cluster

- The steady and growing demand for coir and coir products both in local and export markets
- Only 35% of coconut husk available in the area is used at present by the coir industry. Therefore, raw material is available for increasing production
- The coconut plantations are growing steadily which ensures continuous supply of husk
- Coir is a proven traditional raw material used for various external and critical applications and has stood the test of time
- Extensive training of Coir Board created awareness of product potentials among the mass
- The entrepreneurial spirit is high among the local entrepreneurs
- There exist a large workforce basically women folks to adapt to the new methods of production, as Coir Board has already done vast training in this area

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Production (in tonnes)	24.19	41.12	70%
Sales (Rs. in lakhs)	5.02	9.82	95.61%
Earning per day per person (in Rs.)	140.00	300.00	114.28%



COIR CLUSTERS IN ASSAM

MANAS COIR CLUSTER

Manas Coir Cluster is the unique cluster implemented under SFURTI scheme in the State of Assam. Assam is one of the leading states of India in production of coconuts. Manas Coir Cluster is situated in Pachim Nalbari Block of Nalbari district which is 9 Km away from Nalbari town. The cluster covers 40 villages. The coconut cultivation is mostly concentrated at Nalbari, Kamrup, Barpeta, and Parts of Upper Assam. Nalbari and its adjoining areas have a very high concentration of coconut trees.



M/s. Barnarddy Gramya Unnayan Samity (BGUS), a non government organization of Nalbari, Assam registered under the Societies Registration Act, XXI of 1860 and FCRA 1976 is the Implementing Agency of the Cluster. This organization has been working in this sector for more than 15 years and has experience in all activities of coir industry, for which Coir Board sanctioned a coir cluster at Nalbari under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) and selected this organization as Implementing Agency to implement the project. M/s. Indian Institute of Entrepreneurship (IIE), Guwahati is the Technical Agency of the cluster for rendering technical inputs to the Implementing Agency and Shri.K.C.Sarmah, Consultant NEITCO, Guwahati as Cluster

Development Executive (CDE) to guide the activities of the Implementing Agency. Based on the Diagnostic Study Report submitted by the Cluster Development Executive, Action Plan for implementation of the scheme was drawn up and the programme implementation started since 2006-07 itself. The IA had conducted various complimentary activities for the benefit of the artisans such as awareness programmes, exposure visits and Skill upgradation programmes. The parties directly involve in this project are Coir Board (Nodal Agency), Indian Institute of Entrepreneurship (IIE), Guwahati (Technical Agency), Barnarddi Gramya Unnayan Samity (BGUS), Nalbari (Implementing Agency) and Cluster Development Executive (CDE). The cluster is named as Manas Coir Cluster and run by Special Purpose Vehicles (SPV) consist of IA, Stakeholders, NA, TA and CDE. The Special Purpose Vehicle is registered in the name of Assam Coir Manufacturers Association, Allegidol, Nalbari.

The Common Facility Centre of Manas Coir Cluster was inaugurated by Shri.V.S.Vijayaraghavan, Ex-MP and Former Chairman of Coir Board on 26th June, 2011. Shri.Nilomani Sen Deka, Minister for Agriculture, Horticulture & Food Processing, Parliamentary Affairs, Govt. of Assam released the brochure of the cluster. Shri. Jayanta Malla Baruah, MLA, Nalbari, Assam distributed certificates. The official website of Manas Coir cluster is www.manascoircluster.org.

The main activities of the cluster are Coir Fibre Extraction, Yarn & Matt making etc. Handicrafts and jewellery is the new products developed by the cluster. More than 500 beneficiaries are solely dependent on the Common Facility Centre of Manas Coir Cluster. Following facilities are included in the CFC.

1. Workshed & Storage
2. Coir Fibre Extraction Centre
3. Automatic Spinning Centre
4. Pith Composting & Processing Center
5. Diesel Generator set
6. Door mat making centre with Anupam Looms.

Major issues faced by the Coir Industry in Manas before the implementation of SFURTI

- Collection and use of husk were very limited
- Traditionally the husk collection and ratting activities were not done
- The people were not aware about the value addition of coconut products
- Plantation of coconut trees were not done commercially
- Lack of awareness for utilization of husk or application of the products
- Non availability of Common Facility Centre
- Limited institutional support

Details of the Machineries installed in the CFC

There is one CFC in Manas Coir Cluster which is situated at Vill-Allengidol in Nalbari Dist.

Sl. No.	Name of the Machinery	No. of labourers
1	Motorised Ratt with ¼ HP Motor-15 Nos	15
2	Willowing Machine with 1 HP Motor-2 Nos.	4
3	Anupam Handloom with warping – 1 No.	2
4	Traditional Ratt (wooden) – 2 Pair	6
5	Traditional Ratt (Iron)-16 Pair	48
6	Corridor Mat Frame-1 No.	2
7	Corridor Mat Pressing Device-1 No.	1
8	Iron Long Needle – 2 Nos.	---
9	Iron Hand Needle	---
10	Mesh Mat Frame (wooden)	20
11	Kantala Mat Frame (wooden)-1 No. a). Iron Beater – 1 No. b). Iron Hand Needle-1 No. c). Cutting Big scissor-3 Nos., Old-1 No., New-2Nos.	1 3
12	Sinnet Mat frame-1 No.	1
13	Single Headed Automatic Spinning Machine with 1 HP- 4 Nos.	12
14	Slivering machine with 1 HP Motor – 1 No.	3
15	Extra Bobin (Iron) – 4 Nos.	---
16	Bailer Press- 1 No.	3
17	Coir yarn winding frame (Iron) – 1 No.	---

Project Funding

1	Cluster Products	Coir Fibre, Coir Yarn, Coir Doormat, Coir Handicraft and Coir Pith				
2	Assistance provided by the Nodal Agency (Rs. In lakhs)	Rs.71.00 lakhs				
3	CFCs established	1 No.				
4	Machinery distributed	Motorised Ratt with ¼ HP Motor- 5 Nos. Willowing Machine with 1 HP Motor – 2 Nos. Anupam Handloom with warping-1 No. Traditional Ratt (Iron)-16 pair Corridor Mat Frame-1 No. Corridor Mat Pressing device-1 No. Iron Long Needle-2 Nos. Iron Hand Needle-2 Nos. Mesh mat frame (wooden) Kantala Mat frame (wooden)-1 No. a) Iron Beater – 1 No. b) B) Iron Hand needle- 1 No. c) Cutting big scissor – 3 Nos., Old-1 No., New-2 Nos. Sinnet mat frame-1 No. Single headed Automatic spinning machine with 1 HP-4 Nos. Starter-4 Nos. Slivering Machine with 1 HP Motor-1 No. Starter-1 No. Extra Bobin (iron)- 4 Nos. Bailing Press- 1 No. Coir Yarn winding frame (Iron)-1 No.				
5	Artisans benefited (Directly)					
	Male				Female	
	40				160	
	SC	ST	OBC	Minority	Others	Total
	60	20	80	20	20	200
6	Additional Employment Generated				500	

Factors contributed to the success of the cluster

1. Raw material is available for increased production
2. The pith which is one of the waste material after the extraction of coir from husk is gainfully used
3. The coconut plantations are growing steadily which could ensure continuous supply of husk
4. Science and Technology application
5. Substantial potential of market

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Coir Production (in tonnes)	Production had not started	Coir Fibre 70000 Kg. Coir Yarn 55000 Kg. Coir Door Mat 15000 Nos.	---NIL---
Sales (Rs. in lakhs)	Production had not started	Coir Fibre-17.50 Coir Yarn-27.50 Coir Door Mat 12.00	---NIL---
Wages per person per day (in Rs.)	--NIL--	250.00	--NIL--

Website

www.manascoircluster.org



COIR CLUSTERS IN TRIPURA

INDRANAGAR COIR CLUSTER

Indranagar coir cluster is located at Indranagar, an outskirt area of Agartala town, the capital of Tripura state. The land is plain and mainly residential area with some area under cultivation. The place is well connected with other parts of Agartala Town by roads. The total area of the cluster is 3.5 Sq. Kms.

The cluster has been basically a cluster of coir workers. There is no manufacturing unit of any individual. The individual workers have formed Self-Help Groups and the groups are brought under the cluster. Coir yarn and doormats are the major products manufactured in this cluster. The major activities of the cluster includes extraction of coir fibre from dry husks, coir yarn spinning, dyeing of coir fibre & yarn, manufacturing of coir doormats and marketing of coir products etc.



The Special Purpose Vehicle (SPV) for Indranagar Coir Cluster is registered in the name of M/s. Society for Entrepreneurship Development (SOFED), Indranagar, Agartala. It also acts as the Implementing Agency of the cluster during the XI Plan Period. M/s. Indian Institute of Entrepreneurship (IIE), Guwahati is the Technical Agency for the scheme in Indranagar Coir Cluster. The Official Inauguration of the Common Facility Centre (CFC) was done by Shri. Manik Sarkar, Hon'ble Minister of Tripura on 28.06.2011. The website of the cluster was launched by Shri. V S Vijayaraghavan, Ex-MP and former Chairman, Coir Board.

Major issues faced by the Coir Industry before the implementation of SFURTI

- Problems faced in collection of husk
- Efficiency of the workers
- Exploring other areas
- Capacity of the CFC
- Awareness in women for self-employment activities is little less in the region
- In some cases, coir yarn and other coir products have been and being replaced by plastic products, which are cheaper than coir products

Details of CFC Established

The following are the details of the machineries installed in the following seven Common Facility Centres (CFCs):

Sl. No.	Location of the CFC	Details of the Machinery installed in CFC	No. of Labourers
1.	Indranagar, Agartala, West Tripura	Fibre Cleaning Machine, Motorised coir ratt-15 Nos., Automatic yarn spinning machine, Frame for Dutch & Mesh mats, Looms for mattings-4 Nos.	48

Project Funding

1.	Cluster products	Different kind of Coir door mats including Mesh mats, Dutch mats, Sinnet mats, Fibre mats etc., Matting and Coir yarn, Ropes
2.	Assistance provided by the Nodal Agency (Rs. In lakh)	Rs.71.00 lakhs
3.	CFCs established	One CFC established
4.	Machinery distributed	Fibre Cleaning Machine, Motorised coir ratt, Automatic yarn spinning machine,

			Frame for Dutch & mesh mats, Looms for mattings
5.	Artisans benefited (Directly)		
	Male	Female	Total
	90	185	275
6.	Additional Employment Generated		413

Factors contributed to the success of the cluster

- Coconut grows well in the state and husk has no other commercial use
- Consciousness of common people is increasing for use of coir products, as it is durable, eco-friendly, natural product
- The Coir Board in the Field Training Centre has already trained considerable number of women in the activities
- State Govt. is very keen to support employment generation activities
- The location of the CFC is advantageous in many respects.

Out come

	Pre-intervention (2006-07)	Post intervention (2011-12)	% of increase
Production (in tonnes)	23.05	38.31	66.23%
Sales (Rs. in lakhs)	9.24	14.51	57.03%
Earning per person per day (jn Rs.)	150.00	280.00	86.66%





MSME
 सूक्ष्म, लघु एवं मध्यम उद्यम
 MICRO, SMALL & MEDIUM ENTERPRISES



COIR BOARD

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
 GOVERNMENT OF INDIA



COIR HOUSE, M.G.ROAD, KOCHI - 682 016
 PH : 0484 2351954, 2351807, 2351788
 Email: coirboard_sfurtti@yahoo.co.in
 Website: www.coirboard.gov.in