

Monthly Progress Report (MPR) on important events

Coir Board

FEBRUARY 2020

SIGNIFICANT ACHIEVEMENTS/EVENTS DURING FEBRUARY 2020

(from 25th Jan 2020 to 24th Feb 2020)

I. Science & Technology

- **Meeting at IIT Madras regarding the MoU to be entered with IIT Madras for establishment of “Centre of Excellence for Coir and other Natural Fibers towards Sustainable Infrastructure and Product Development”**

A Meeting was held at IIT Madras on 13.02.2020 with the Officials of IIT Madras for discussion on the MoU to be entered with Coir Board and IIT Madras for establishment of “Centre of Excellence for Coir and other Natural Fibers towards Sustainable Infrastructure and Product Development”.

- **Meeting with the NHAI Officials / DPR Consultants & M/s SMEC India Pvt. Ltd**

Officials from NHAI and M/s. SMEC India Pvt Ltd and the DPR Consultants have visited CCRI on 14.02.2020 for discussions on the use of coir geo-textiles as reinforcement in National Highways. After detailed deliberations, it was concluded that the Coir Board will identify a small stretch of road in the NH 66 between Cherthala and Kazhakootam for undertaking a pilot study within a month's time and the Technical Consultants and the NHAI officials will also be apprised of the results before the draft DPR is prepared. The General Manager, NHAI authorised Shri. P. Pradeep, Project Director, NHAI Trivandrum to identify the location and initiate the work in consultation with the Coir Board.

II. SKILL UPGRADATION & MAHILA COIR YOJANA

Various activities for the development of the coir industry are being done through the Regional and Sub Regional offices of the Board all over India. The following special achievements/events have been reported during the period under report.

Regional Office, Rajahmundry

- Two awareness programmes are conducted under NLAP-2020. One programme conducted at SKBR College, Amalapuram, East Godavari District on 18/02/2020 and another programme conducted at GIET College, Rajanagaram, East Godavari District on 19/02/2020



Regional Office, Bhubaneswar

- Celebrated the 71st Republic day at the office premises. All staff and few trainees attended the event on 26.01.2020.



- Attended the meeting called by Hon'ble Minister, Steel Mines and Works, Govt. of Odisha for discussion for industrial development at his chamber and briefed on Board's schemes being implemented by Regional Office, Bhubaneswar on 06.02.2020.



III. DOMESTIC MARKETING

- 1) Business Monitoring Committee (BMC) and Zonal Director's Meeting have been conducted at Pollachi, Tamilnadu on 21.02.2020 and Chairman, Coir Board has presided over the meeting for review of the Showroom Sales and other Domestic Market Promotion activities.

2) Participation in Domestic Exhibitions

To popularize Coir and Coir Products and boosting up the sales through the Board's showrooms, the Board is participating in important exhibitions all over the country. During the period in between 25th Jan to 24th Feb 2020, Board has participated in 8 exhibitions as detailed below.

Monthly achievement is furnished below:

Sl No.	Name of the Exhibition	Place	Date	State
1	District Agricultural & Industrial Development Exhibition 2020	Sugar mill ground, Deoria,	24.01.2020 to 04.02.2020	Uttar Pradesh
2	Rise in Uttarpradesh 2020	HRIT College, Gaziabad	14/02/2020 to 16/02/2020	Uttar Pradesh
3	Uthralikkavu Pooram	Wadakkancherry, Thrissur	14/02/2020 to 01/03/2020	Kerala
4	Green Ashcon 2020 & Green Buildcon 2020	Bhopal	13/02/2020 to 15/02/2020	Madhya Pradesh
5	State Level PMEGP Exhibition	Delhi Haat	16/02/2020 to 26/02/2020	Delhi
6	Emerging North East-2020	Guwahati	27/02/2020 to 29/02/2020	Assam
7	Industry & Agro Govt. Exhibition 2020	Sindhudurg, Agnewadi	17/02/2020 to 18/02/2020	Maharashtra
8	All India Tribal Folk Festival 2020	Debole, Mayurbhanj,	21/02/2020 to 25/02/2020	Odisha

IV. EXPORT MARKET PROMOTION

Promotion of exports of coir and coir products and carrying on propaganda and publicity for that purpose is an important function assigned to the Coir Board. The Export Market Promotion Programmes implemented by Coir Board is to promote the export of coir products to markets abroad which are borne under the ongoing scheme Coir Vikas Yojana. Coir Industry is an export oriented industry and export helps the industry to adjust the imbalance between the production and demand in the domestic market. Exports help to attain sustainable development with a healthy growth rate.

The list of foreign exhibitions is detailed below.

Sl No.	Name of the Exhibition	Place	Date	Country
1	IPM	Essen	28-31 January	Germany
2	Ambiente 2020	Frankfurt	7-11 February	Germany
3	IECA Expo	Raleigh, North Carolina	23-26 February	USA

V. COIR UDYAMI YOJANA (CUY)

Coir Udyami Yojana is a credit linked subsidy Scheme. The Scheme provides for financial assistance to the tune of 40% of the investment in Building and Plant & Machinery for setting up of coir production units. The remaining amount towards investment is funded through term loan (55%) from Banks and 5% through beneficiary contribution. Assistance under the Scheme is made available to individuals, Companies, Self Help Groups, Non Governmental Organizations, Institutions registered under Societies Registration Act 1860, Production Co-

operative Societies, Joint Liability Groups and Charitable Trust. The maximum admissible cost under the Scheme is Rs.10 lakhs plus working capital, which shall not exceed 25% of the project cost.

(B) PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)

Prime Minister's Employment Generation Programme is a credit linked subsidy scheme for setting up of new micro enterprises. The Scheme provides subsidy at the rate of 25% of the project cost in rural areas and 15% in urban areas to the General Categories and 35% in rural areas and 25% in urban areas to the Special Categories, which includes SC/ST/OBC/ Minorities/Women/Physically Handicapped/Ex-servicemen, NER, Hill and Border areas. Coir projects with maximum cost up to Rs.25.00 lakhs in Manufacturing Sector and Rs.10.00 lakhs in Business/Service Sector are eligible for assistance under the Scheme. The Scheme is opened to individuals, Self Help Groups, Institutions registered under Societies Registration Act 1860, Production Co-operative Societies and Charitable Trust.

VI. National Level Awareness Programme (NLAP)

National Level Awareness Programme (NLAP) – 2020 is designed by the Ministry of MSME to educate the students from the colleges about the Schemes /activities implemented by the Ministry of MSME through Audio/Video films/ presentations/ distributing of Broachers & Goodies. The programme is being conducted during 17.02.2020 to 28.02.2020 in the following states through Board's following establishments identified by the Ministry.

1. Kerala through Coir Board Regional Office, Kalavoor
2. Karnataka through Coir Board Regional Office, Bangalore
3. Pollachi through Coir Board Regional Office, Pollachi
4. Thanjavur through Coir Board Regional Extension Centre, Thanjavur
5. Bhubaneswar through Coir Board Regional Office, Bhubaneswar
6. Andhra Pradesh through Coir Board Regional Office, Rajahmundry
7. Kannur through Coir Board |Sub Regional Office, Kannur
8. Guwahati through Coir Board |Sub Regional Office , Guwhati
9. Kolkata through Coir Board |Sub Regional Office , Kolkata
10. Maharashtra through Coir Board |Sub Regional Office, Sindhudurg
11. Andaman Nicobar Island through Coir Board |Sub Regional Office, Port Blair
12. Lakshadweep through Coir Board |Sub Regional Office, Kavarathi
13. Telangana through Coir Board |Sub Regional Office, Hyderabad.

VII. SFURTI

- 1. Display of SFURTI coir products in Parliament House annex and display and sale of SFURTI products at Dilli Hat-reg.**

In the meeting chaired by Joint Secretary (ARI) with the Nodal Agencies of SFURTI clusters on 03.02.2020, it was informed that in order to showcase the best products of SFURTI clusters and to give market exposure as well as learning experience for the cluster people, it has been decided that the display of Green Products (SFURTI products) may be organized in Parliament House Annex during 29th to 31st March, 2020 and display & sale of SFURTI products may be arranged at Dilli Hat from 1st to 15th April, 2020. For the exhibition and sale at Dilli Hat Coir Board will be taking 10 stalls for the SFURTI clusters. For this 13 Coir clusters under SFURTI were selected. It was also decided that KVIC and

Coir Board shall arrange thematic display of Green Products at Parliament annex with different themes through the event management agency from the KVICs empanelled list.

2. Meeting to review status of approved cluster proposals under Scheme of Fund for Regeneration of Traditional Industries (SFURTI) at New Delhi on 10.02.2020

A meeting to review status of approved cluster proposals under Scheme of Fund for Regeneration of Traditional Industries (SFURTI) was held under the chairmanship of Shri. Sudhir Garg, Joint Secretary (ARI) cum Chairman, Coir Board on 10.02.2020 at 10.00 a.m. at Udyog Bhawan, New Delhi. In the meeting, Joint Secretary took detailed review of each of the approved 40 coir clusters. Based on the decisions taken in this meeting a Circular has been issued to all NAFO/TA/IA/SPV of the coir clusters.

3. Review meeting of uncompleted SFURTI coir clusters was held on 21.02.2020 at Pollachi.

A review meeting of SFURTI coir clusters in which scheme implementation activities are progressing and the clusters of which Hard Intervention activities have not yet started was held at Pollachi on 21.02.2020 under the Chairmanship of Shri.Sudhir Garg, Joint Secretary (ARI), Ministry of MSME cum Chairman, Coir Board.

PROGRESS RELATING TO KEY PROGRAMMES/ PROJECTS ALONG WITH PERFORMANCE AGAINST THE TARGETS DURING THE MONTH:

क्र. सं./ Sl. No.	योजना का नाम / उपशीर्षक/ Name of Scheme/Sub head	वर्ष 2019-20 के लिए टार्जेट/Target for the year 2019-20	25.01.2020 से 24.02.2020 तक के दौरान उपलब्धि/ Achievement during 25.01.2020 to 24.02.2020	24.02.2020 तक की उपलब्धि/ Cumulative achievement up to 24.02.2020
I	SCIENCE & TECHNOLOGY			
	Development of new machinery	5 Nos.	0	2 Nos.
	Development of new Technology	6 Nos.	0	2 Nos.
	Development of new products	9 Nos.	0	5 Nos.
	Technology Transfer	20 Nos.	0	4 Nos.
	Demonstration/Extension	500 Nos.	0	203 Nos.
II	Skill Upgradation & Mahila Coir Yojana			
	Training on VAP (No. of trainees)	2200	327	1860
	Training on MCY (No. of trainees)	2200	335	1811
	EDP(No. of programmes)	36	3	28

	Awareness Programme (No. of programmes)	30	-	24
	Workshop (No. of programmes)	5	2	4
	Seminar(No. of programmes)	40	5	32
	Exposure Tour (No. of programmes)	10	1	5
	Diploma Course in Coir Technology (Advance Training Course) 1 Year course	160	37	37
	Certificate Course of Coir Artisan in Coir Technology (Artisans Training Course) 6 months course	160	32	71
	Orientation Training Programme	780	-	59
III	DOMESTIC MARKET PROMOTION Participation in Domestic Exhibitions	60	8	102
IV	EXPORT MARKET PROMOTION			
	Exhibitions Abroad	10 Nos.	3	6
	Assistance under IC Scheme	100 Nos. (₹ 250 lakh)	5 Nos (₹ 8,68,732/-)	₹ 1,00,15,358/-
	New Registration / Issuing of RCMC	100 Nos.	9 Nos	85 Nos.
V	COIR UDYAMI YOJANA Setting up of Units	*Nil	Nil	79
	Prime Minister Employment Generation Programme (PMEGP)	1000	14	57
VI	Trade and Industry Related Functional Support Services (TIRFSS) Coir Exports (2019-20)	₹ 3000 Crore	Rs.143.63 crore (upto Dec 2019)	Rs. 1881.74 crore (upto Dec 2019)
	HRD Training	1200 Nos	250 Nos	450 Nos

* Since the CUY has been subsumed in PMEGP, no target has been fixed for the year 2019-20. The Scheme has been continuing for settling the spillover claims under the Scheme.