



VISION DOCUMENT

2025



कोयर बोर्ड
COIR BOARD



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HIGHLIGHTS

Description	2018-19	2024-25	Increase
Husk Utilization	42 %	60%	18 %
Production of Coir Fibre	7,49,600 MT	13,82,000 MT	84 %
Exports	2728 Crores	10,000 Crores	266.5 %
Domestic Market	7500 Crores	25,000 crores	233.3 %
Employment	7.34 lacs	8.80 lacs	20 %

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COIR BOARD

VISION DOCUMENT - 2025

I. COIR INDUSTRY

a. ABOUT THE INDUSTRY:

Coir fibre, extracted from the outer cover of coconut (viz. Coconut husk) is the basic raw material of the industry. The Industry is an agro based rural industry providing employment to over 7 lakhs workers in the major coconut producing states of the country. The fibre is spun into coir yarn and a wide range of coir products are manufactured. Coir Pith is a by-product of the industry which is widely used for agricultural and horticultural purposes. The industry plays an important role in the rural economy of coconut producing states of the country viz. Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, Maharashtra, Odisha, etc. It is estimated that about 80% work-force in the Industry is women. The promotion of the industry in the traditional and non-traditional coir producing states can enhance employment opportunities and generation of income in the rural sector of the respective states. Coir products are eco-friendly and help to reverse the global warming by saving water, soil and trees.

b. PRESENT SCENARIO:

The Indian Coir Industry which was mostly confined to the southern states of India has proliferated to other coconut producing states due to the concerted efforts made by the Coir Board with the support of the state Governments concerned. The industry is currently passing through a transformation in terms of technology used, concentration of units, investment, composition of export basket, etc. The research and development activities of Coir Board in association with various reputed organizations have led to the introduction of new products, machinery, equipments and processing technologies in coir sector. This has resulted in better productivity, better income, better living/working conditions of workers and over-all economic development of the stakeholders of the industry. Of late, there has been a proliferation of coir industrial units in the State of Tamil Nadu due to the abundant availability of the basic raw material of the industry i.e., coconut husk and the increased demand for 'coir fibre' / 'coir pith' from the export market. The export market of coir products has been witnessing major shifts in terms of the composition of products exported. The export of traditional products like mats, mattings, carpets has been showing declining trends and demand for 'coir pith', 'coir fibre', 'tufted mats', etc. are increasing steadily over the past few years.

The details of various establishments of the Board are as under;

Research Institutes	2 nos.
Regional Offices	5 nos
Sub Regional Offices	7 nos.
Showrooms	28 nos.
Others	3 nos.

WORLD COCONUT PRODUCTION:

Area, Production and Productivity in Major Coconut Growing Countries (2016)				
Sl.No.	Country	Area ('000 ha)	Production (Million Nuts)	Productivity (Nuts/ha)
1	F.S Micronesia	18.00	60.00	3333
2	Fiji	64.00	159.00	2484
3	India	2088.00	22167.00	10616
4	Indonesia	3441.00	13934.00	4049
5	Jamaica	16.00	100.00	6250
6	Kenya	77.00	254.00	3299
7	Kiribati	23.00	198.00	8609
8	Malaysia	85.00	505.00	5941
9	Marshall Islands	8.00	38.00	4750
10	Papua New Guinea	221.00	1483.00	6710
11	Philippines	3565.00	13825.00	3878
12	Samoa	99.00	267.00	2697
13	Solomon Islands	38.00	100.00	2632
14	Srilanka	440.00	3011.00	6843
15	Thailand	184.00	686.00	3728
16	Tonga	26.00	56.00	2154
17	Vanuatu	92.00	699.00	7598
18	Vietnam	165.00	1471.00	8915
19	Other Countries	1256.00	8115.00	6461
	Total	11906.00	67128.00	5638

*source: *Coconut Development Board year 2016*

II. SIGNIFICANCE OF COIR INDUSTRY

a. STATE WISE ANALYSIS

i. Coconut Production

Coir industry is of great economic significance to the coconut producing states of the country as coconut husk, the raw material of Coir industry is available in abundance in regions of concentrated coconut cultivation and this can be used for generation of employment and income to a sizeable number of people with relatively low investment. As already stated, the present utilization of coconut husk in coir industry in India is around 40% of the annual production. There is a potential of increased utilization of coconut husk in traditional coconut growing State like Kerala and non-traditional States like Tamil Nadu, Karnataka, Andhra Pradesh, Maharashtra, West Bengal, Odisha, Gujarat, North-Eastern States, etc.

Area and production data of Coconut						
Sl No:	STATES	2017-18 (Provisional)				
		Area "000" ha	% Share in Area	Production Million nuts	% Share in Production	Yield (Nuts /Ha)
1	Kerala	775.19	36.94	7469.46	30.64	9636
2	Karnataka	519.80	24.77	6717.78	27.56	12924
3	Tamil Nadu	465.67	22.19	6824.45	27.99	14655
4	Andhra Pradesh	115.21	5.49	1609.40	6.60	13969
5	Odisha	50.91	2.43	341.71	1.40	6712
6	West Bengal	30.25	1.44	377.73	1.55	12487
7	Assam	24.77	1.18	171.93	0.71	6941
8	Gujarat	24.44	1.16	336.65	1.38	13775
9	Maharashtra	20.97	1.00	199.36	0.82	9507
10	Bihar	14.90	0.71	141.09	0.58	9469
11	Tripura	4.62	0.22	32.23	0.13	6976
12	Chhattisgarh	1.27	0.06	10.15	0.04	7992
13	Nagaland	1.18	0.06	9.44	0.04	8000
14	Others	49.46	2.36	136.72	0.56	2764
		2098.64	100.00	24378.10	100.00	11616

Source : Horticulture Division ,Department of Agriculture, Cooperation & Farmers Welfare, Government of India

ii. DETAILS OF SFURTI COIR CLUSTERS

SFURTI Clusters : Completed

State	Type	No. of Clusters	Proj. Cost (Rs. in lakhs)	GoI Grant (Rs. in lakhs)
Kerala	Mini	2	303.81	252.71
	Major	1	357.92	284.00
Tamil Nadu	Mini	2	403.06	297.31
	Major	6	2487.03	1743.05
	Heritage	1	888.68	650.35
Gujarat	Mini	1	204.90	164.27
Karnataka	Mini	1	185.71	149.36
Maharashtra	Mini	1	180.93	149.34
Total		15	5012.04	3690.39

SFURTI Coir Clusters : NEW

State	Type	No. of Clusters	Proj. Cost (Rs. in lakhs)	GoI Grant (Rs. in lakhs)
Kerala	Regular	1	173.42	159.48
Tamil Nadu	Major	5	2515.98	2239.44
Gujarat	Regular	1	267.84	246.18
Karnataka	Mini	3	540.78	439.18
	Heritage	1	988.61	737.52
Maharashtra	Mini	1	180.93	149.34
Andhra Pradesh	Major	1	332.08	264.30
	Mini	1	132.10	112.03
Odisha	Regular	5	1049.43	962.85
UT of A&N	Regular	1	271.72	249.28
Total		20	6452.89	5559.60

b. ACHIEVEMENTS (LAST 5 YEARS):

Item Description	2014-15	2015-16	2016-17	2017-18	2018-19
No of coir Industries/ Units Registered (Nos.)	175	741	166	98	115
Employment Generated (Nos.)	4311	4209	4779	3632	3411
Coir Fibre Production (MT)	542000	549300	556900	559400	749600
Export Turn over (Rs. crores)	1630.34	1901.43	2281.65	2532.28	2728.05
Persons Trained (Nos.)	20600	6767	4779	2520	4153
PMEGP/ CUY* (No. of units assisted) (CUY scheme was started during 2015-16)	--	611	586	368	250

* Coir Udyami Yojana (CUY) being implemented by Coir Board in Coir Sector has been integrated with Prime Minister's Employment Generation Programme(PMEGP) with effect from 01.04.2018.

- ECOMARK for coir and coir products – By Ministry of Environment.
- Indian Roads Congress - Rural Roads accreditation of coir geo-textiles.
- Development of coir and rice husk Composite.
- Fabrication of a machine unit for manufacturing Gift Articles by using coir and rice husk.
- Development of fully automatic power loom “ANUGRAHA TEJAS” for weaving of coir Geo-textiles (1 meter width).
- Established four livelihood business incubators in Kerala, Tamil Nadu, Andhra Pradesh and Odisha.

III. SCHEMES IMPLEMENTED BY THE BOARD:

Support to Industry

I) Technology Upgradation

Modernisation of Production processes
Development of Coir Machinery.
Product Development and diversification
Development of Environment friendly Technologies
Technology Transfer, Incubation, Testing and Service facilities

II) Infrastructure Development

Coir Industry Technology Upgradation Scheme (CITUS)
Mahila Coir Yojana
Prime Minister's Employment Generation Programme (PMEGP)
SFURTI

III) Capacity Building

Skill Upgradation, Training, EDP, Consultancy Services.
Trade and Industry related Functional Support services

IV) Marketing

Domestic Market Promotion
Export Market Promotion.

V) Welfare Measures

Pradhan Mantri Suraksha Bima Yojana (PMSBY)
Pradhan Mantri Jan Dhan Yojana (PMJDY)

a) COIR VIKAS YOJANA:

The Coir Board was set up under the Coir Industry Act, 1953 by the Government of India for the overall sustainable development of Coir Industry in India. The functions of the Board as laid down under the Act include undertaking, assisting and encouraging scientific, technological and economic research, modernization, quality improvement, human resource development, market promotion and welfare of all those who are engaged in this industry.

The governing body viz. the Board is constituted from time to time by the Central Government, as per Section 4 of the Coir Industry Act, with representatives of various stakeholders of the industry and the Government. The Head Quarters of the Board is located at Coir House, M.G. Road, Kochi, Kerala. The Board is running 47 establishments including 28 Showrooms in various parts of the country. The Board is also having its Sub Regional Offices in the Union Territories of Lakshadweep Islands and Andaman & Nicobar Islands. There are a total number of 288 employees in the Board as on 1.6.2019. The schemes being implemented by Coir Board under the umbrella Scheme of Coir Vikas Yojana for the development and growth of coir industry in the country are as follows:

i. Science and Technology

The Scheme envisages carrying out research activities and extension of the result of the research at the laboratory level for application at the field level and also extension of testing and service facilities to the industry. Modernisation of production processes, Development of machinery and equipments, Product Development and Diversification, Development of Environment Friendly Technologies, Technology Transfer, Incubation, Testing and Service Facilities are integral parts of the research efforts of the Board.

ii. Skill Upgradation and Mahila Coir Yojana

Under the scheme, the Board is extending training facilities and conduct various programmes like Entrepreneurship Development Programme, Awareness Programme, Workshop, Seminar, Exposure Tour, etc. for attracting more entrepreneurs to the coir sector. The regular training programmes of the Board are aligned with National Skill Qualification Framework (NSQF).

iii. Export Market Promotion

Coir Board is implementing the Scheme of Export Market Promotion with a view to improve the export performance of Indian Coir Sector through various export market promotion activities such as sponsoring delegations, participation in seminars and conferences, organising participation in international fairs, extending financial assistance to Micro, Small and Medium Enterprises and Exporters as envisaged under the International Co-operation scheme of the Ministry of MSME and also presenting Coir Industry Awards, etc.

iv. Domestic Market Promotion

Domestic Market Promotion is one of the major functions envisaged under the Coir Industry Act 1953. Under the Scheme, the Board is undertaking various measures for popularizing coir and coir products and expanding the domestic market which include undertaking generic publicity, setting up of Showrooms & Sales Depots, extension of Market Development Assistance, etc.

Coir Industry Technology Upgradation Scheme (CITUS)

The scheme envisages extension of financial assistance for establishment of new 'State-of-the-Art' Coir processing units resulting in the production of competitive products both in terms of price and quality.

The following programmes are also being implemented in Coir industry through Coir Board.

b) Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

The Ministry of MSME launched this scheme in the year 2005 with a view to make the traditional industries more competitive, market driven, productive, profitable and capable of providing sustainable employment for traditional industry artisans and rural entrepreneurs. The scheme is being implemented by the Board in coir sector through the Implementing Agencies engaged for each cluster. The scheme envisages setting up of Common Facility Centres, undertaking Capacity building measures, establishment of Product development and design intervention centres, extension of Market promotion assistance, etc.

Objectives: Sustained employment for traditional industry artisans and rural entrepreneurs through cluster approach.

Project interventions: Soft interventions (100% grant)

Hard interventions (90% grant)

Thematic interventions (100% grant)

Type of clusters: Regular cluster (upto 500 artisans) Rs.2.50 Cr.

Major Cluster (More than 500 artisans) Rs.5.00 Cr.

c) Prime Minister's Employment Generation Programme (PMEGP)

This is a central sector scheme being administered by Ministry of MSME. Coir Board is one of the agencies implementing the scheme in Coir Sector. The main objective of the scheme is to generate employment opportunities through setting up new industrial units.

State-wise status of application received under PMEGP:

State/UT	Applicat-ion Received	Applicat-ion placed before DLTFC	Appr-oved by DLT FC	Forward-ed to Bank	Reject-ed by Bank	Pend-ing at Bank	Sanct-ioned by Bank	Margin Money (Subsidy) released by KVIC	
								No. of units	Amount (in lakhs)
Andhra Pradesh	77	64	50	50	7	29	14	14	51.03
Delhi	1	0	0	0	0	0	0	0	0.00
Haryana	1	0	0	0	0	0	0	0	0.00
Kerala	202	199	163	163	71	83	9	4	10.71
Tamil Nadu	85	85	3	3	0	3	0	0	0.00
Odisha	19	13	8	8	2	6	0	0	0.00
Bihar	2	0	0	0	0	0	0	0	0.00
Karnataka	8	0	0	0	0	0	0	0	0.00
Madhya Pradesh	1	0	0	0	0	0	0	0	0.00
Rajasthan	1	0	0	0	0	0	0	0	0.00
West Bengal	49	36	32	32	9	23	0	0	0.00
Jharkhand	2	0	0	0	0	0	0	0	0.00
Assam	94	92	3	0	0	0	0	0	0.00
Tripura	4	3	1	0	0	0	0	0	0.00
Maharashtra	13	8	3	3	0	3	0	0	0.00
Chhattisgarh	2	0	0	0	0	0	0	0	0.00
Telangana	7	3	0	0	0	0	0	0	0.00
Total	568	503	263	259	89	147	23	18	61.74

IV) SWOT ANALYSIS OF COIR SECTOR AND INDUSTRY

a. Strength:

- The coir sector has a unique strength for its continued regeneration capacity.
- Coconuts have a 40-50 day cycle of yield right through the year.
- Traditional timber depends on trees with over 20-30 years of creative life.
- Lignin content in coir is 46% as against 39% for best timber like Teakwood making it more durable and more resistant to insect / termite.
- Forest cover depleting from 30% to 10% affecting supply of raw material to traditional Ply Wood, Hard Board, and Particle Board Industries.
- Coir has multi various applications, which is otherwise declared and treated, as waste.
- The husk coming out after the initialization of coconut, provide the much needed fibre for yarns and in turn used as Rope, Mat, Mattress, Geo-textile, Coir wood etc.
- Coir pith, which is yet another by product during the extraction of Coir fibre from husk is having greater export/domestic potential.
- It can provide employment opportunity for over 0.7 million workers of which over 80% are women. This can be doubled with more husk utilization/Coir Sector growth.
- It is one of the best resources contributing to sustainable development.

b. Weakness:

- Due to deficient collection mechanism, the availability of husks is becoming a weak link.
- Even though over 45,531 million tonnes of husk are generated, only 19,123 million tonnes of husk is actually used for making coir and coir pith and other uses.
- Traditionally, the husk collection and fibre extraction activities were done in a co-ordinated manner in large parts of Kerala and subsequently in States like Tamil Nadu, Karnataka, Andhra Pradesh.and other states.
- With agricultural land holdings shrinking in size in Kerala the collection mechanism from the domestic coconut producers level has weakened.
- Predominantly, the husks of coconuts used at the domestic level are never being utilized for value addition.

- States like Tamilnadu and Karnataka where husk collection efficiency is better due to large agricultural holdings, the fibre extraction process is suffering due to acute shortage of power.
- Accumulation of Pith even where the de-husking, defibering and yarn making operations are successfully taken up, is one of the critical gaps due to lack of efforts for utilizing the pith in Kerala, though successful pith utilization for block making for export purpose has been done in Tamilnadu.
- The conservative mindset of the technocrats in the construction industry has also not been able to appreciate the full potential of the innovative products like coir wood and thereby resort to many other traditional options.
- There is also lack of awareness and advertising and marketing support for the versatile application of the product.
- There is also lack of full appreciation of the sustainable development elements for using coir products at the level of International / Multinational development agencies.

c. Opportunities:

- Considering the substantial scope for export promotion of the various products, the eco-mark potential has to be utilized to expand market in the overseas countries.
- With the boom in housing, building and infrastructure construction taking a quantum jump, coir wood as building material products / application for doors, furniture and woodwork has major opportunities to garner a larger market slice. At present coir composite building material has a very insignificant slice and it has all the potential to take a 10 to 20% slice of the wood and wood substitute market of around Rs.20,000 Cr. per annum.
- As enumerated earlier considering the difficulties faced by the plywood and panel industry for raw material supply from traditional timber and plantation sector, Coir provides the best opportunity as long-term sustainable solution, in view of the continuous supply of raw material due to the 48 to 60 days cycle for coconut yield.
- The above along with the availability of the raw material in an abundant manner would provide opportunity for supply side interventions.
- The use of coir also lend itself to supporting sustainable development initiative industries due to:
 - Environmental Protection
 - Gender Empowerment.
 - Employment Creation
 - Poverty Alleviation
 - Improving the lives of under privileged
 - Science and Technology application
 - Clean Development Mechanism.

d. Threats:

- There is severe competition for Indian coir products in the international markets mainly from Sri Lanka and other countries like Vietnam, Indonesia etc. and from other synthetic substitutes. These countries are better placed geographically to take advantages of reduced carrying cost to the European markets.
- Competition is also there from Jute, Sisal, and Banana Fibre segments.
- The Jute fibre segment is making major efforts to propagate its use with many value added products such as soft luggages, apparels, chappals etc.
- The advent of many Petrochemical Industries with rapid expanding refining facilities has given rise to the production of synthetic plastic fibre where it is already a competitive entry for the fibre segment, for rope, mat, carpets and construction segment.
- Yet another threat and cause for concern is the environmental pollution aspects due to the various processing units for retting, bleaching, dyeing and the lack of proper treatment and safe disposal systems of the waste liquids/effluents.
- Large Scale export of coir fibre from India to China is posing a potential threat on the possibilities of value addition in China and competing with India in the international market.

V. THRUST AREAS FOR ACCOMPLISHMENT OF VISION - 2025

- (a) Technology Upgradation
- (b) Domestic Market Development
- (c) Export Market Development
- (d) Employment Generation
- (e) Skill Development
- (f) Ease of doing business
- (g) Human Resource Development

VI. STRATEGY FOR DEVELOPMENT

Launching of a National Coir Mission and Coir Policy:

Coir Board has formulated a National Coir Policy and National Coir Mission for the overall growth and development of coir industry in the country. A PMC will be engaged to modify the National Coir Mission so that it would suit the developmental needs of the Vision-2025 document.

Introduction of a Husk Collection Mechanism:

Coir Board will formulate a mechanism for collection of coconut husk in association with Coconut Development Board, Self-Help Groups, Gram Panchayats, Coir Clusters, etc. in states where coconut is not cultivated in large farms.

Improvement of Production of Coconut in association with Coconut Development Board and State/UT Governments:

There is a need for further increase in the area of cultivation of coconuts in the country and increasing the productivity of coconut trees to supply required quantities of coconut husk to the coir industry. Coconut Development Board/State/UT Governments will be approached to adopt appropriate policy measures.

Adoption of new technologies:

The entrepreneurs will be encouraged to adopt advanced production processes and machinery developed by Coir Board and other agencies for upgradation of quality and enhancing production of coir products.

Development of new end-use applications for coir.

Aggressive research activities will be undertaken to develop new end-use applications for coir based products.

Development of Domestic Market

A Project Management Consultant (PMC) will be engaged. Every year it is proposed to establish 500 new franchisees. Further efforts will be made by Coir Board for expansion of the domestic market through aggressive publicity and propaganda measures. There is also a requirement of waiving off GST for a minimum period of 5 years to make coir based products competitive in the domestic market. Utilisation of coir in the plywood industry have to be increased by granting financial assistance for procurement new machinery suitable for manufacture of 'coir ply'.

Development of Export Market

At present coir products are exported to 117 countries all over the globe. There's vast potential in these countries as well as in virgin countries, which are not fully exploited. In order to exploit the possibility of the market there, a Project Management Consultant (PMC) may be engaged, who will identify the possible areas of market and suggest measures to increase the exports. Port/Customs facilitations to the newly emerged exporters can be made by PMC. The PMC will also explore the logistic needs/ wider applications of coir and its products in different parts of the world and suggest measures for any value additions to be made before export. The PMC should identify more International Exhibitions and Fairs and the Board should participate in more fairs in countries like USA, Canada, Russia, Australia, EU countries etc. There is also a need of re-orientation of exhibitions participated in view of the changing end-uses of coir products. Establishment of export facilitation centres abroad and roping in more exporters to the industry are also required. There are 1318 registered coir exporters now. There is a potential of

increasing the number of exporters by making the sector more attractive through offering sops like easy credit, insurance, etc. Efforts will be made by Coir Board to bring in more exporters of coir products from traditional and non-traditional areas. It is proposed to rope in at least 5000 exporters in to the business by 2025. Each year, the Board will facilitate participation of exporters in 25 international fairs. Vigorous marketing efforts will also be made abroad in association with Indian Embassies, High Commissions, Trade Associations, etc.

Development of new products for Export market and Domestic Market.

Being an environment friendly product, immense opportunities exist for development of new end-use applications for coir . The research and development activities will be augmented to develop new products suitable of different applications. Coir pith, the bye-product of the industry offers immense marketing opportunities due to its environment friendly characteristics and water retention capacity. These properties make it ideal for various agri-horti culture applications and reclamation of natural resources. The agencies like NID, Ahmedabad will be also roped in to develop innovative applications for coir.

Aggressive Publicity measures in the domestic and external markets.

Aggressive publicity efforts will be undertaken to popularise the features of coir/pith ie. Environment-friendly properties/ Carbon Credits earning capacity/capabilities for reclamation of lost natural resources/sustenance of existing natural resources, etc. Buyer-seller meet, Road shows, etc may be undertaken to popularize the coir products. Branding of coir products will be taken up within the domestic market and overseas market. Generic publicity will be taken up in the major overseas markets by bus branding, DoH publicity and TV publicity.

Infrastructure Development – Ports, roads, Supply of Electricity.

Logistic facilities like ports, roads, transportation and electricity are necessary pre-conditions for speedy development of any industry. Follow up efforts will be made by Coir Board with concerned Governmental agencies for speedy delivery of these facilities.

Improvement of quality of the products.

Maintenance of quality of various coir products will be taken up to compete with substitute products existing in domestic and international market. There is a need of creation of awareness on the need to maintain quality among producers and further research and development will be taken up into the areas of improvement of quality. Coir Board will conduct more field level programmes towards this end.

Attraction of more investment to the industry.

The industry will be made more attractive to the investors by introduction of more value added products, publicity, better services, etc. Road shows will be conducted all over the country in a phased manner to lure the potential investors.

Cluster Intervention

The transfer of technologies developed by Research Institutes and those acquired from abroad could be made possible through the cluster intervention approach. New coir clusters will be formed in the non traditional areas where adequate coir workers exits and interventions made under the SFURTI scheme. Wherever higher fund allocations are needed cluster development schemes of the Ministries will be dove-tailed and implemented- Clusters will be developed over a period of 5 years.

Man Power Requirements and HRD Programmes.

Facilities for training and skill development of artisans, Incubation centres, orientation training programmes to new Exporters, SS Manufacturers, potential entrepreneurs, etc. will be improved by establishing more training centres in different coconut producing states/UTs of the country. Assistance under ATI scheme of the Ministry will also be utilized for this purpose.

Government Policy Interventions.

Efforts will be made for formulation of a Credit Plan for Coir Industry and its speedy implementation for achieving GDP of Rs.10,000.00 crore domestic market and Rs.25000.00 crore export market. Efforts will also be made to get the support of the Government of India for inclusion of coir products in the Government's Public Procurement Policy.

E -Board – On line processing of applications and disbursement of benefits.

Facilities for submission/ monitoring of applications and disbursement of benefits under various schemes and the 'last-mile delivery' system will be further improved. A real time monitoring dash board will be prepared. The benefits of various schemes of Coir Board will be disbursed through Direct Benefit Transfer mode.

Re-Engineering of Internal processes – Monitoring and Implementation.

The internal processes for implementation and monitoring of schemes/programmes will be re-engineered by engaging a competent agency.

E-Marketing

The potential of e-commerce/on-line marketing/social media marketing/ opening of new showrooms/franchisee network will be explored by outsourcing a competent agency. An e-marketing portal which is being developed by the National Informatics Centre (NIC) for the augmentation of exploring the possibilities of business through e-commerce is nearing completion of development.

Setting up of New Offices.

The scope of setting up of new offices of the Board at strategic locations will be explored for speedy and efficient implementation and reach of the schemes and programmes.

Delivery Strategy - Citizens' Charter

A reasonable time-frame will be set up for delivery of benefits under various projects to the target beneficiaries. The Citizen's Charter prepared for the purpose will be updated and displayed in the offices and the official web-site.

Ease of Living.

The stake-holders of the industry will be provided with better, efficient and prompt services through automation and e-office.

Grievance Redressal mechanism.

The grievances of Workers, Consumers, Consignors, Public, Investors, employees of the Board and other stake-holders of the industry will be sorted out and redressed through an appropriate mechanism. The Board will set up a three tier mechanism at different levels for the purpose. The Committees set up for the purpose will review the cases on a quarterly basis.

Real time monitoring – Dash Board.

A Dash Board will be prepared for real-time monitoring the progress of physical and financial targets fixed. The dash board will be designed in such a manner that it could be viewed by all stake-holders of the industry and government in 'real time'.

Improvement of Data Systems

The Field offices of Coir Board will be further automated and provisions will be made to feed real time data for monitoring and policy formulation. Arrangements will also be made to disseminate data on various aspects of coir industry to the stakeholders of the industry.

Interaction with stake-holders of the industry.

Frequent interactions with the stake holders of the industry (*atleast once in three months*) will be made for timely identification of the problems and prospects of the industry.

Mid-term Course correction

A mechanism will be put into place for review of targets and achievements and mid-term course correction, if required, for achieving the targets. The Committees formulated for the purpose may be at three levels viz., (1) Ministry, (2) Chairman and Senior Officers of Coir Board at H.O and (3) Regional Officers.

VII. R & D Requirements of stakeholders.

- Production capacities of existing machinery for weaving products like geo-textiles have to be enhanced and the cost of the looms has to be brought down.
- Coconut development Board has to work on increasing productivity of existing coconut trees and expand the area of cultivation by 5% every year.
- Coconut Development Board to develop new varieties of coconut trees which requires less irrigation in view of water shortage in states like Tamil Nadu and Andhra Pradesh.
- An efficient Drier with low cost has to be developed for the purpose of drying coir pith.
- Research and development efforts have to be undertaken for development of substrates used in coir pith locally for value addition.

- Research and development efforts will be made to develop materials for reducing the pH value of coir pith in view of the large quantities of water required for the present method of treatment.
- There is a scope of addition of coir pith cellulose in the plastic manufacturing industry and reducing the quantity of plastic used. Intensive Research and Development efforts will be undertaken in this direction.
- There are a large number of Tissue Culture Laboratories functioning in India. The technology used by them to produce the potting-medium required by these labs have to be imparted to the entrepreneurs of coir industry by organising training programmes.
- There are 23000 “Krishi Vigyan Kendras” functioning in India. Training on use of coir pith manure for various crops have to be imparted to entrepreneurs of coir industry.
- More coir pith has to be used for planting trees under Swacchh Bharat Abhiyan.
- Efforts have to be made for utilisation of coir matting for “Fan and pad” System used in Green Houses.
- Funds may be allocated by Coir Board to Coir Associations for conducting research and development activities.

VIII. ACTION PLAN FOR AUGMENTING MARKETING OF COIR PRODUCTS IN THE DOMESTIC MARKET.

A perspective plan has been prepared for augmenting marketing of coir products in the domestic market by selecting 5 key products which have a greater production base and potential for use in wide range of applications and employment generation in the rural sector. It is proposed to make interventions in the following 5 products:

a. COIR GEOTEXTILES:

- Coir geo-textiles (CGT) are used for soil bio-engineering applications mainly in Europe, USA and East Asian countries like Japan and Korea.
- CGT is made of natural coir fibre and preferred as an ideal material for soil erosion control.
- It is estimated that nearly 27% of the land area in India is subject to erosion losing huge quantities of valuable top soil eroded to the sea.
- Within India also there is huge potential for the use of the material in the country for soil erosion control.
- In the mines, CGT is used to stabilize the mines dump area so as to curtain the atmospheric pollution.
- Coir geotextiles can also be used in road construction. CGT can be used as an inner lay to function as a separator between the aggregate and soil in the road construction. The CGT before getting fully degraded will accelerate the consolidation of the soil.

- CGT can also be effectively used in the agriculture practices like mulch material in growth of plants, cultivation in slopes without terracing or stone pitching, regeneration of already denuded rocky patches.

➤ **Potential for use of Coir Textiles in Road Construction**

- Embankment protection on the roads in the National Highways (Estimated @ 40Km/day for 300 days) - 72 Million Sq. M i.e 57,600 MT
- As an innerlay in rural road construction - 48 million Sq.M i.e 38,400MT
- Mine Dump Protection (1st Stage) - 1 Million Sq. M i.e 800 M

Components	Present Consumption	Projection (2024-25)
Export	7674 MT	15,500 MT*
Domestic Market	1500 MT	96,800 MT**
Total	9174 MT	1,12,300 MT

*@ 15% annual growth in export
** Computing the requirements of CGT in road construction

Value Chain Intervention needed

- National Highways Authority of India (NHAI) for inclusion of CGT for embankment protection in the schedule for construction of roads.
- Hon'ble Union Minister has recently announced that the Govt. of India will be undertaking construction of 40 kms of road every day. This will open up a huge potential for coir geo textiles to be used for embankment protection of the newly constructed roads. Taking into account the average length of embankments as 4 mtrs, there is a potential for use of at least 3,20,000 sq. mtrs of geo textiles every day.
- Panchayati Raj Institutions for promoting the use of CGT in the villages for the use of CGT for soil and water conservation.
- Ministry of Development of North East Regions- Most of the areas in NE region are subject to erosion and there is huge potential for the use of CGT.
- Border Roads Organization can be a potential user of coir geotextiles in all their projects
- The Ministry of mines may be moved to issue a direction to all mines in India to use CGT in their stabilization projects.
- Indian Railways through RDSO, Lucknow for railway embankment protection.

Benefits

- Replacement of synthetic material being imported with a totally natural and bio-degradable indigenous material
- Revival of handloom sector of traditional coir industry in Kerala
- Creating additional infrastructure for production of Coir Geo textile in the states of Tamil Nadu, Andhra Pradesh, Odisha, West Bengal and Tripura
- Generation of additional employment to one million workers in the rural areas of the above states
- Conservation of around 6000 million MT of valuable top soil.
- Saving of recurring maintenance cost of roads.

b. COIR DOOR MATS

i. Handloom – Fibre Mat

- Fibre Mat is the most superior quality of Door mat produced on Handloom.
- The first Coir factory for production of handloom mats was established in the ancient port town of Alleppey in Kerala in the year 1859.
- During the pre-independence period, there were large factories engaging thousands of workers, established by the Europeans for production of mats and matting to cater to their requirements in Europe.
- After Independence the Europeans started repatriating to their home land in due course, major coir factories run by the Europeans were totally decentralised and tiny manufacturing units emerged. At present there are over 10,000 tiny coir manufacturing units attached to the dwelling houses of the workers in the suburbs of Alleppey.
- Having the highest brushing quality fibre mats are mostly preferred for use in the main entrance of the homes and public buildings.
- Around 2200 handlooms are working in Alappuzha district engaged in the production of Coir Fibre mats. In the Ambalappuzha and Chethala taluks around 35000 workers are fully dependant on the handloom sector of the coir industry.
- Besides, there are coir fibre mats manufacturing loom installed in Kanyakumari district in Tamil Nadu and Puri district in Odisha.
- With the advent of fully mechanised PVC tufted machines, the demand for handloom mats started diminishing in the European markets and most of the looms in the handloom sector are now idling leaving, majority of coir workers unemployed. They started migrating to the other areas like construction works.

➤ Present Status

Installed Capacity in the traditional production Centers - 10 Million Sq. Ft.
i.e 9000 MT (2.66 Million pieces of door mats (45x75) cm

➤ Projections (2024-25)

15 Million Sq. ft. fibre mats
i.e 4 Million pieces of door mats (45 x75) cms

ii. PVC Tufted Mats

- The technology for producing vinyl backed coir door mats in large quantities was developed in Europe. These units used to import coir yarn from India and manufacture PVC tufted mats in their facilities and supply to different markets.
- A couple of manufacturers in India indigenously fabricated PVC tufted mats manufacturing machines by reverse engineering process and many people started setting up of units in the states of Kerala and Tamil Nadu. As of now around 31 machines installed for production of PVC mats in these two states.
- The average production capacity of a machine is 800 sq.m and the installed capacity for producing PVC tufted mats in 3 shifts in all these machines works out to 1,33,920 MTs per annum.
- PVC tufted mats has emerged as major item in the export basket and during the year 2018-19, a total quantity of 54,131 MTs valued at Rs.522.25 crores, exported from the country.

- We are only utilizing around 40% of the total installed capacity of the PVC tufted machines for exports, and the demand for PVC tufted mats in the domestic market is yet to gain momentum.
- PVC tufted mats manufacturing units are the major consumers of coir yarn and a unit with two machines could consume nearly 29 MTs of coir yarn per day. This will give direct employment to 2880 women workers in the coir yarn spinning sector. Therefore it will be the interest of the industry will utilize the balance 60% of installed capacity by marketing the products in the domestic market.

Value Chain Intervention needed

- A circular may be issued by the Ministry of MSME advising all Govt. offices to furnish the public offices using coir products viz. coir fibre mats for the entrance and PVC tufted Mats for interiors
- Exports of PVC tufted mats may be encouraged so as to enhance the utilization of the installed capacity.
- Perhaps increased export incentives under the Foreign Trade Policy of Govt. of India may be given to coir products in general.
- The machinery manufacturers who have indigenously fabricated the machine for the manufacture of PVC Tufted Mat by reverse engineering of the imported machines may also be recognized.

Benefits

- Full time employment can be generated to the 35,000 coir workers in the traditional manufacturing sector in Kerala
- Additional Employment could be generated in the non-traditional states like Odisha.

c. COIR PITH

- Coir pith, a corky material having very high porosity, is generated while extracting coir fibre from coconut husk.
- It is estimated that around 2 kg of coir pith will be generated while extracting 1 kg of coir fibre from the coconut husk. Coir Pith is in great demand in the international market as a growing medium for vegetables, ornamental plants and mulching in perennial crops.
- Coir pith is preferred in the semi arid zone and water scarce areas as it can hold water upto 6 to 8 times of its weight and can release water slowly to facilitate the growth of the plant.
- It is estimated that nearly 14,99,200 MT of Coir pith has been produced in India during the year 2018-19 out of which 5,66,661 MT of Coir pith has been exported and an estimated quantity of 40,000 MTs of Pith has been utilised within the country leaving a surplus of 8,92,539 MTs of Coir Pith.
- In addition to the above, there is a huge stock of coir pith in different coir producing states which can also be profitably used for various agri/horti applications.
- Coir pith is marketed in different types and the major consumption of coir pith is in the form of raw coir pith bricks, composted coir pith and grow bags.

➤ Potential

- Coir pith is considered as an ideal substitute for peat moss as a growing medium. There is a general awareness among the growers as the utility of coir pith for agri-horti applications
- The export of coir pith is growing steadily and the domestic market has also started picking up.

Value Chain Intervention needed

- Promotion of the use of coir pith organic manure in the Govt. owned plantations.
- Promotion of the the use of the coir pith Organic manure in agriculture throughout the country.
- To include Coir Pith Organic Manure in the package of practices of all Agricultural Universities in the country.
- Intervention through the Indian Council of Agricultural Research for making a study on the uses of coir pith for different crops and standardise the application dosages.
- At present coir pith in the raw form is imported by overseas countries and make value addition there for different vegetables and crops. To support the industry to develop technology, to facilitate them to export the value added coir pith from the country.

Benefits

- Employment generation in the rural areas particularly women from the weaker sections of the society.

d. COIR WOOD

- Coir is a lingo-cellulosic fibre. It is also called wood fibre. Lignin provides strength to the plants and hence the coir fibre even though it is bio degradable is comparatively stronger than all other natural fibres. This property of coir fibre makes it more eligible for conversion into medium density boards, partition boards coir logs etc.
- The R&D work undertaken by Coir Board in collaboration with the Regional Research Laboratory, Trivandrum resulted in the development of Coir Wood around 2 decades back. Being an industry where there are major players active in the business, the coir wood was unable to make a dent in the market. Continued efforts are needed to demonstrate the use of coir wood to the potential customers to dispel their apprehension.
- Coir wood has the potential to be used as entrance doors, door inserts, door frames, wall panelling, flooring, false roofing, partition panels and roofing sheets.
- Besides it can also be used for making different types of furniture.
- In the automobile industry, coir wood can be used as backing for seats, roof insulation boards, side door panelling, railway seats, walls, roof etc.
- It is proposed to focus, initially in the use of coir wood in the low cost house construction and furniture for schools.
- As of now there are 8 coir wood units located in the states of Karnataka, Tamil nadu, Kerala and Andhra Pradesh. These units are capable of producing around 48,000 boards of 8ft.x 4ft. per annum.
- In addition to this we also propose to rope in the existing ply wood units also to utilize their spare capacity for the production of Coir Wood Boards.
- Write the State Govts. to consider using Coir Wood in the rehabilitation projects of disaster affected areas.

➤ Potential

- It will be possible to use coir wood for the fabrication of desks and benches in the selected schools and complete the entire schools in a phased manner
- It can also be used for the construction of houses in the disaster prone areas. Already Coir Board had given support to construct houses using Coir Wood in the Bhuj area affected by earth quake during 2001.

Value Chain Intervention needed

- Intervention through CPWD/State PWD for the use of coir wood in the construction of low cost housing

- Indian railways for including coir wood boards also in the list of materials used for fabrication of railway coaches.
- Circular to be issued to all state governments for use of coir wood for fabricating desks and benches, tables etc in schools.

e. RUBBERIZED COIR

- Rubberized coir is an ideal bed material used in the country for generations. It allows passage of air through its porous structure and orthopaedic surgeons recommend the use of rubberized coir as a bed mattress.
- The hospital beds are also made of rubberized coir with a rexin cover on the top
- Rubberized coir is a domestic market oriented industry as there is a huge market for mattresses in the country.
- It is customary that in many parts of the country rubberized coir bed mattresses is one among the items to be gifted to the bride moving to her in laws house after marriage. Therefore rubberized coir has an emotional linkage with the traditional customs of the families in India.
- Rubberized coir sector faces severe competitions from foam mattresses, spring mattresses, cotton mattresses, bonded foam and latex mattresses.
- There is a large network of production unit spread most of the states in the country, from South to North
- In the organized sector the production of Rubberized Coir Mattresses and cushions have come down drastically.
- During 10 years back, the total production of the Rubberized coir in the country in the organized sector was estimated at 1,00,000 MTs has nose-dived to 30,000 MTs. The reason for the slump in the market is due to the severe competition of rubberized coir with other substitutes like foam mattresses, spring mattresses etc.

Value Chain Intervention needed

- Consider bringing down the GST to 5% from the present slab of 18%.
- Circular the issue to all state governments to use rubberized coir products in the government guest houses and hostels.
- Move Indian Railways to use rubberized coir as seat cushions.

IX. Action Plan for the Exponential Growth of Export Sector

a. Current Scenario

A total quantity of 964046 MT of coir and coir products valued at Rs.2728.05 crores was exported from the country during the year 2018-19 as against the export of 10,16,564 MT valued at Rs.2532.28 crores during the previous year. There is a decrease of 5.2% in terms of quantity and an increase of 7.7% in terms of value over the export achieved during the previous year. During the year 2018-19, coir and coir products was exported to 117 countries all over the globe. There were a total number of 610 exporters who have exported coir products from India during the year 2018-19. Coir and its products are being exported from India through various ports located all over India. The port wise details of export of coir and coir products from India are detailed under. The export target fixed for coir and coir products by the Ministry of MSME, Government of India for the year 2018-19 was Rs.2500 crores. The achievement during the reporting period, which works out to 109% of the target fixed by the Govt. of India, is an all time high in the history of Indian coir industry.

Export of Coir and Coir Products (Last Five years)

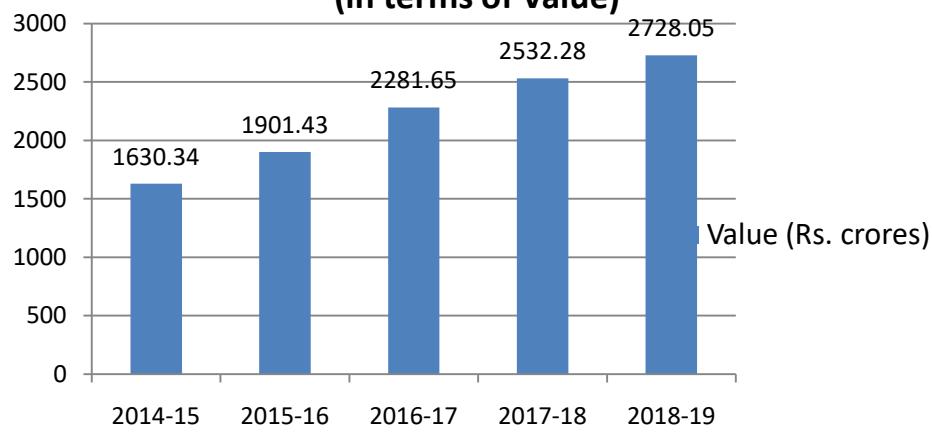
Q= Quantity in MT

V= Value in Rs. Lakhs

PRODUCT NAME	2014-2015		2015-16		2016-17		2017-18		2018-19	
	Q	V	Q	V	Q	V	Q	V	Q	V
COIR PITH	316425	43295.24	408897	68808.56	490552	90539.11	548479	101846.82	566661	123208.48
COIR FIBRE	219103	41923.34	255293	41767.11	370357	53913.63	374320	70177.88	299279	60164.11
TUFTED MATS	41284	39725.96	45770	44316.03	51718	48442.83	54279	49591.41	54131	52225.03
HANDLOOM MATS	25354	23946.91	20386	22279.96	20144	21316.31	18277	18613.96	19367	21911.04
GEO- TEXTILES	4236	3270.28	4520	3531.72	6219	4481.04	5845	3996.59	7674	5972.56
COIR YARN	4070	3000.89	4134	2820.82	4426	2948.32	3328	2457.66	3408	2642.23
CURLED COIR	12621	3732.00	9470	2510.07	10356	2419.30	8800	2316.26	10768	3137.02
HANDLOOM MATTING	1667	1835.28	1706	1968.78	1273	1535.25	1117	1394.79	1071	1436.08
RUBBERISED COIR	897	1410.88	678	971.74	888	1295.64	900	1388.64	807	1029.58
COIR OTHER SORTS	71	85.79	46	94.79	256	416.59	306	498.29	183	361.58
COIR ROPE	614	391.92	517	396.61	484	388.50	491	401.72	486	439.79
COIR RUGS & CARPETS	135	146.10	307	282.50	205	271.92	254	269.58	195	243.96
POWERLOOM MATS	161	225.25	280	367.35	166	196.38	37	57.75	8	15.89
POWERLOOM MATTING	28	43.93	16	26.48	0	0.00	131	216.49	7	17.22
TOTAL	626666	163033.77	752020	190142.52	957045	228164.82	1016564	253227.8	964046	272804.6

Export of Coir and Coir Products (Last Five years)

(in terms of Value)



b. State-wise Details of Exporters Registered under Coir Board

Sl. No.	State Name	No. of Exporters
1	Tamil Nadu	886
2	Kerala	313
3	Andhra Pradesh	28
4	Maharashtra	27
5	New Delhi	12
6	Karnataka	22
7	Uttar Pradesh	6
8	Odisha	5
9	Pondicherry	4
10	Haryana	3
11	Telangana	5
12	Punjab	2
13	West Bengal	3
14	Bihar	1
15	Rajasthan	1
	Total	1318

c. EXPORT OF COIR & COIR PRODUCTS (2018-19)

EXPORT OF COIR & COIR PRODUCTS (2018-19)				
Q=Quantity in MT		V=Value in Rs.Lakhs		
		2018-19		
Item	Q	V	Qty%	Val%
Coir Pith	566661	123208.48	58.78	45.16
Coir Fibre	299279	60164.11	31.04	22.05
Tufted Mat	54131	52225.03	5.62	19.14
Handloom Mat	19367	21911.04	2.01	8.03
Geo textiles	7674	5972.56	0.80	2.19
Curled Coir	10768	3137.02	1.12	1.15
Coir Yarn	3408	2642.23	0.35	0.97
Handloom Mattings	1071	1436.08	0.11	0.53
Rubberized Coir	807	1029.58	0.08	0.38
Coir Rope	486	439.79	0.05	0.16
Coir Other Sorts	183	361.58	0.02	0.13
Coir Rugs & Carpet	195	243.96	0.02	0.09
Powerloom Matting	7	17.22	0.00	0.01
Powerloom Mat	8	15.89	0.00	0.01
Total	964046	272804.57	100.00	100.00
Subject to E & O.E				

d. Port-wise Export Last 2 Years

	Port	2018-19		2017-18	
		Qty	Value	Qty	Value
1	Cochin	199848	107337.55	234313	103286.36
2	Tuticorin	474666	108061.48	414680	83803.21
3	Chennai	276361	54425.13	355398	63195.95
4	Vishakhapatnam	12488	2366.79	11274	2019.05
5	Mumbai	418	460.59	482	514.06
6	Kolkata	82	94.83	101	110.73
7	Salem (By Road)	21	4.35	143	27.34
8	Bangalore (By Air)	137	48.07	48	11.86
9	Mangalore	26	5.80	78	20.02
10	Greater Noida	0	0.00	46	239.25
	Total	964047	272804.59	1016564	253227.83

e. Country-wise Export of Coir and Coir Products (2018-19) - Top 10 Countries

Sl. No	Country	Quantity (MT)	Value (Rs. Lacs)	Quantity %	Value %
1	Republic of China	354268	71505.98	36.75	26.21
2	USA	122221	60134.19	12.68	22.04
3	Netherlands	96982	24841.02	10.06	9.11
4	South Korea	75186	14251.99	7.80	5.22
5	U K	22192	11743.33	2.30	4.30
6	Spain	46284	11306.73	4.80	4.14
7	Australia	27966	9369.76	2.90	3.43
8	Italy	26358	7932.96	2.73	2.91
9	Germany	14448	6375.33	1.50	2.34
10	France	8414	4754.17	0.87	1.74
11	Others (107 countries)	169727	50589.11	17.61	18.56
	Total	964046	272804.57		

f. Product wise Major Importing Countries (2018-19)

Coir Pith

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	Netherlands	90691	20141.66	16.00	16.35
2	USA	81260	18290.84	14.34	14.85
3	South Korea	74921	14137.24	13.22	11.47
4	China	60377	12405.82	10.65	10.07
5	Spain	43224	8773.80	7.63	7.12

Coir Fibre

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	China	287560	57019.44	96.08	94.77
2	Russia	2689	705.18	0.90	1.17
3	Latvia	2646	672.86	0.88	1.12
4	Netherlands	1944	596.42	0.65	0.99
5	USA	1808	470.21	0.60	0.78

Coir Tufted Mats

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	25184	25695.10	46.52	49.20
2	UK	6076	5477.59	11.22	10.49
3	Italy	2890	2625.67	5.34	5.03
4	Germany	2667	2477.90	4.93	4.74
5	Spain	2487	2062.60	4.60	3.95

Coir Handloom Mats

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	8927	11434.28	46.09	52.19
2	UK	2340	2422.18	12.08	11.05
3	Australia	840	904.24	4.33	4.13
4	Netherlands	774	815.08	4.00	3.72
5	Germany	485	499.73	2.50	2.28

Coir Geo-Textiles

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	4114.13	3059.91	53.61	51.23
2	Australia	1383.12	899.01	18.02	15.05
3	France	734.38	642.79	9.57	10.76
4	Germany	506.58	491.72	6.60	8.23
5	Japan	244.56	270.92	3.19	4.54

Coir Yarn

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	Netherlands	1344	1196.32	39.45	45.28
2	Italy	928	550.57	27.24	20.84
3	Germany	250	224.90	7.34	8.51
4	Belgium	131	168.10	3.85	6.36
5	Oman	194	112.43	5.69	4.25

Curled Coir

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	China	5639	1587.16	52.36	50.59
2	Russia	4113	1221.08	38.20	38.92
3	Poland	689	222.81	6.40	7.10

Handloom Mattings

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	675	773.40	63.05	53.85
2	UK	147	246.88	13.76	17.19
3	Germany	96	203.71	8.99	14.19
4	Italy	20	42.42	1.86	2.95
5	Belgium	19	31.65	1.73	2.20

Rubberized Coir

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	Estonia	293	295.15	36.26	28.67
2	Malaysia	173	189.86	21.46	18.44
3	Germany	71	118.21	8.75	11.48
4	USA	44	79.53	5.40	7.72
5	Lithuania	47	65.48	5.83	6.36

Coir Rope

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	France	349	347.29	7.7	79.0
2	UAE	28	18.54	5.7	4.2
3	Morocco	21	17.15	4.4	3.9

Coir Other Sorts (Garden Articles, Fenders, Braids etc.)

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	79	156.55	43.1	43.3
2	Netherlands	30	58.26	16.4	16.1
3	UK	30	55.79	16.3	15.4

Coir Rugs & Carpets

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	USA	129	166.73	65.94	68.34
2	Italy	38	35.85	19.63	14.69
3	UK	18	23.79	9.08	9.75

Powerloom Mattings

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	Netherlands	5.64	12.58	81.86	73.06
2	Hongkong	1.25	4.64	18.14	26.94

Powerloom Mats

Sl. No.	Country	Quantity (MT)	Value (Rs. Lacs)	Qty %	Val %
1	UK	6.17	8.26	73.42	51.96
2	USA	2.23	7.63	26.58	48.04

g. Strategy for Exponential Growth of Exports

There is a vast potential in the existing destination countries as well as in virgin countries. In order to exploit the possibility of the marketing the coir products in the existing as well as virgin markets it is proposed to engage a Project Management Consultant (PMC). The PMC will identify the logistic needs/possible areas of market and suggest measures to increase the exports. Port/Customs facilitations to the newly emerged exporters can be made by the PMC. They will also explore the possibilities of wider applications of coir and its products in different parts of the world and suggest measures for any value additions to be made before export.

Participation in more International Fairs/Exhibitions

The PMC should identify more International Exhibitions and Fairs in which the Board should participate. There is a need for participation in more fairs in African countries, Eastern European countries, Latin American countries, USA, Canada, Russia, Australia etc. There is also a need of re-orientation of exhibitions participated in view of the changing end-uses of coir products. Each year, the Board will facilitate participation of exporters in 20 international fairs annually.

Establishment of export facilitation centres abroad

Vigorous marketing efforts will be made by the Board in overseas countries for enhancing export in association with Indian Embassies, High Commissions, Trade Associations, etc. For facilitation of these efforts, there is a need for establishing facilitation centres abroad. The PMC engaged may identify strategic locations for establishment of the facilitation centres.

Roping in more exporters to the industry

There are 1318 registered coir exporters now. There is a potential of increasing the number of exporters by making the sector more attractive through offering sops like easy credit, insurance, etc. Efforts will be made by Coir Board to bring in more exporters of coir products from traditional and non-traditional areas of coir production. It is proposed to rope in at least 5000 exporters in to the business by 2025.

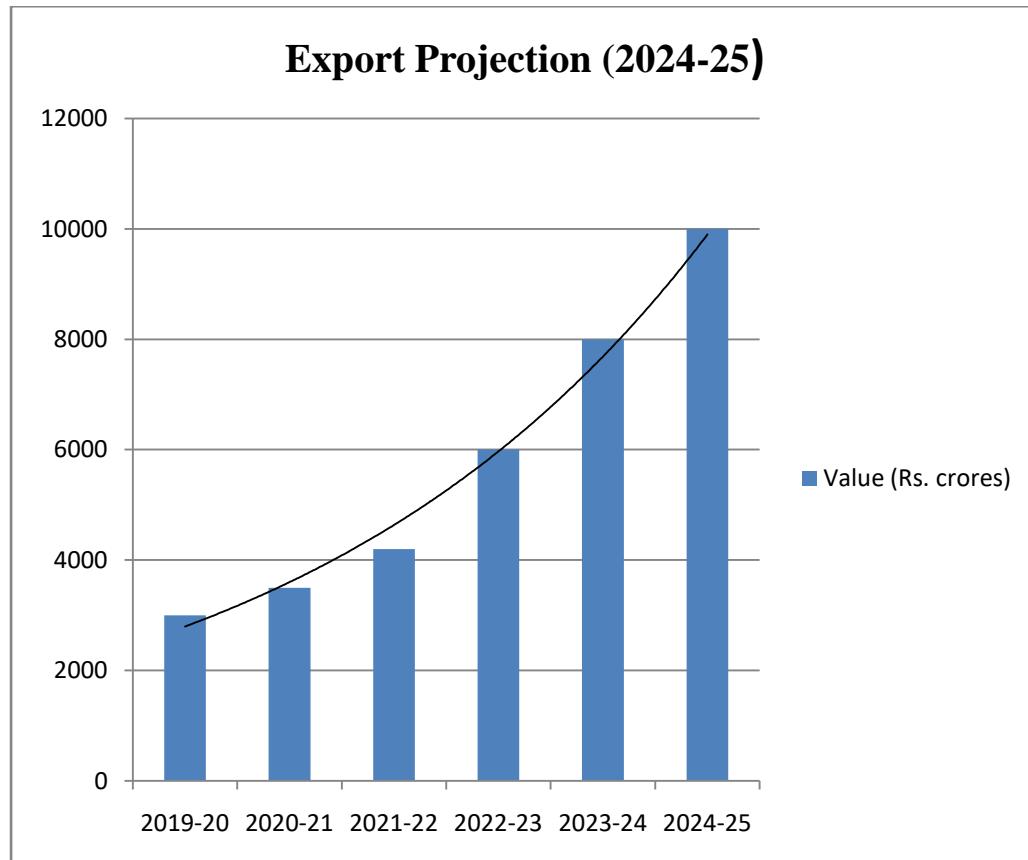
Development of Ports and Logistics

Coir and Coir Products are presently exported mainly from the ports of Cochin, Chennai, Tuticorin, Vishakhapatnam. There is a potential to add more ports for exporting coir

products such as Kolkata, Mumbai, Krishnapatanam, Mangalore if additional production capacity and logistics are provided. Coir Board will make efforts with the concerned authorities for further capacity building in the Industry and logistics.

Development of New Products

In the wake of increasing global consciousness about the need to protect nature, there are immense opportunities for coir products world over. The products of the industry can save many depleting natural resources and can be used effectively for reforestation and saving the existing forest cover. The coir pith based products are now widely used for agri-horticulture purposes, especially in green houses. The new generation products like pot mix, garden articles, coir wood furniture, coir Venetian curtains etc. can be effectively marketed abroad.



Export: Vision 2025							
	Projection						
	Current	2019-20	2020-21	2021-22	2022-23	2023-24	2024-25
Export Turnover (Rs. Crores)	2728.05	3000	3500	4200	6000	8,000	10,000
Number of Exporters	1318	1750	2250	2750	3500	4250	5000
Participation in International Fairs (Nos.)	8	10	10	12	14	17	20

X. ROAD MAP for achieving the Vision 2025 targets:

- Establishment of Husk Collection Centres for increasing husk utilization.
- Extension of benefits of MDA scheme to private sector.
- Introduction of Incentive Scheme for export of coir products under Merchandise Exports from India Scheme (MEIS) or such other relevant schemes of Govt. of India.
- Formulation of a procurement policy for coir products in Govt./ Public Sectors.
- Inclusion of Coir Geo-textiles and Coir Wood in the manual of CPWD and PWDs of the States.
- Ensure Minimum Wages to the Coir Workers in lower strata by including the coir activities in MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Scheme).
- Introduction of technology and subsidised scheme for the promotion of value addition in coir pith.
- More publicity for new generation coir products such as Horticulture products, Geo textiles, Coir Wood etc.
- Introduce subsidy scheme for promoting coir wood industry.
- Participation of Coir Board in more no. of Foreign Exhibitions for finding markets in virgin countries.
- Tri-party Agreement with supplier/ layer/contractor, Board and Mining authority/ NHAI/ PWD in the case of coir geo-textiles.
- Setting up of adequate training and incubation facilities in rural zones.
- Introduce welfare scheme for coir workers like Child Education Assistance, Marriage Assistance, Scholarship for girl child etc.
- Interest subsidy scheme against bank loan for large scale individuals.
- Credit plan for setting up of coir units.
- Yearly target of Rs.3500 crore. export of coir products with atleast 20% hike during every year.
- Extensive publicity by Coir Board in Foreign countries with the help of embassies.
- Delegation to importer countries by Ministry/ Coir Board to understand their tastes/ requirements in coir products.
- Liberalisation of EMDA scheme.
- Creating awareness among stakeholders on the need for maintaining quality of coir products
- Publicize coir products by using the caption like “Use Coir Products to Reverse Global Warming”.

XI. EMPLOYMENT GENERATION PROSPECTS IN COIR INDUSTRY

New Generation Industries proposed to create employment:

Sl. No.	Type of Unit	(A) Investment per unit (Rs. Lakhs)	(B) No. of units proposed	(C) Employment per unit	(BxC) Total Employment
1	Husk Chip Cutting Units	10	50	10	500
2	Fibre Production Units	80	500	20	10000
3	Fibre Baling Units (120 kg. Bales)	80	50	20	1000
4	Pith Sieving and Drying Units	40	150	30	4500
5	Pith Composting Units	30	500	20	10000
6	Pith Enrichment Units with Lab.	60	50	15	750
7	650 gm. Units	25	100	15	1500
8	5 Kg. Block Units	35	250	15	3750
9	25 Kg. Block Units	25	100	15	1500
10	Grow Bags Units	90	250	25	6250
11	Husk Chips Grow Bags & Easy Planter Bags	90	100	25	2500
12	Pith Disc/Coins Units	50	250	30	7500
13	Pith Seed Sleeve Units	5	2000	8	16000
14	Coir Yarn Spinning Units	30	300	30	9000
15	Coir Rope Manufacturing Units	5	200	20	4000
16	Curled Rope Manufacturing Units	30	200	20	4000
17	Rubberised Coir Mattress Manufacturing units	500	25	75	1875
18	Rubberised Coir Cushion Manufacturing units	70	100	30	3000
19	Coir Needled Felt and Mattress Manufacturing Unit	400	25	75	1875
20	Garden Articles Units	25	300	8	2400
21	Stitched Blankets Manufacturing Units	400	25	40	1000
22	Coir Moulded Toys Manufacturing Units	25	500	8	4000
23	Coir MDF Board Manufacturing Units	400	15	40	600
24	CoirPly Manufacuring Units	400	15	40	600
25	Coir Geo-textiles Weaving Units	70	50	25	1250
26	Coir Geo-textiles Laying Sector	25	50	20	1000
27	Coir Drain/Cocologs Manufacturing Units	25	50	8	400
28	Coir Mats Manufacturi15ng Units	20	100	15	1500
29	Coir Matting Manufactur15ing Units	20	100	15	1500
30	Rubber/Latex Backing Units	200	50	15	750
31	Tufted Mats Manufacturing Units	400	50	25	1250
32	Stencilling and Packing	25	100	25	2500
33	Coir Handicrafts Manufacturing Units	10	500	15	7500
34	Coir Creel Mats Manufacturing Units	10	500	15	7500
35	Coir Geo-textiles Hand-weave Mfg. Unit (Vietnam Model)	5	500	8	4000
36	Coir Coco logs Sleeve Manufacturing Units	5	25	8	200
37	Coco pith Tissue Culture Units (Seed Growing)	25	500	25	12500
	Total				1,39,950

XII. ANNUAL PROGRAMME

a. ANNUAL PROGRAMME: 2019-20

i Action plan 2019-20

Sl No.	Name of Schemes	BE 2019-20 (Rs. in lakhs)	Output/ Deliverables against the Outlay 2019-20
	Coir Vikas Yojana (CVY)		
1	Science & Technology (S&T)	1200.00	
(a)	Modernization of production process Development of new machinery		6
(b)	Development of Machinery & Equipments Eco-friendly technology to be transferred to entrepreneurs		5
(c)	Product Development & Diversification Technology to be transferred to the machinery manufacturers		9
(d)	Development of environment friendly technologies. New coir clusters to be provided with technology support		20
(e)	Technology Transfer, Incubation, Testing and Service Facilities. Field demonstration of technology		175
II	Skill Upgradation & Mahila Coir Yojana	1270.00	
(a)	VAP – Training		2200
(b)	MCY – Training		2200
(c)	Diploma Course in Coir Technology (1 year)		160
(d)	Certificate Course in Coir Artisans in Coir Technology (Six months)		160
(e)	Orientation Training Programme (Short term)		780
(f)	EDP		36
(g)	Awareness Programme		40
(h)	National Seminar		5
(i)	Workshop		30
(j)	Exposure Tour		10
III	Development of Production Infrastructure/CITUS	150.00	
	No. of units to be set up		10
IV	Domestic Market Promotion	2600.00	
	Domestic Exhibition		60
V	Export Market Promotion	650.00	
	International Fair/Conference		10
	EMDA		100
VI	Trade and Industry Related Functional Support Services	695.00	
	HRD Training to the Board's Officials		100
	HRD Orientation training to Coir workers/stakeholders.		1200
	Survey/ Evaluation Study		3
VII	Welfare Measures	5.00	
	PMSBY		1.00 lakh
VIII	PMEGP		1000
IX	SFURTI		3
X	Completion of in-house projects		--
XI	Completion of Collaborative Projects		12
	Export Target		Rs.3000.00 Cr.

Fibre Production			7.50 lakhs MTs
Employment Generation			5000 Nos.
Swachh Bharath	300.00		As per Action Plan
Salary & Estt. Expenses	3900.00		
Total	10770.00		

An amount of Rs. 2.00 Crores has been sanctioned for clearing the pending cases of the previous year under Coir Udyami Yojana.

ii. 100 DAYS' PROGRAMME: 2019-20

During the year 2019-20, the Board proposes the following Action Plan in the first 100 days;

Sl. No.	Coir Vikas Yojana Component/Activity	Physical Target Upto August, 2019 (In Nos)	Financial Target Upto August, 2019 (Rs. in lakhs)
	Coir Vikas Yojana (CVY)		
I	Science & Technology (S&T)		150.00
(a)	Modernization of production process Development of new machinery	1	
(b)	Development of Machinery & Equipments Eco-friendly technology to be transferred to entrepreneurs	1	
(c)	Product Development & Diversification Technology to be transferred to the machinery manufacturers	4	
(d)	Development of environment friendly technologies. New coir clusters to be provided with technology support	8	
(e)	Technology Transfer, Incubation, Testing and Service Facilities. Field demonstration of technology	75	
II	Skill Upgradation & Mahila Coir Yojana		
(a)	VAP – Training	664	55.11
(b)	MCY – Training	664	55.11
(c)	Diploma Course in Coir Technology (1 year)	--	
(d)	Certificate Course in Coir Artisans in Coir Technology (Six months)	--	
(e)	Orientation Training Programme (Short term)	300	9.00
(f)	EDP	15	15.00
(g)	Awareness Programme	16	4.80
(h)	National Seminar	1	2.00
(i)	Workshop	12	7.80
(j)	Exposure Tour	3	
III	Development of Production Infrastructure/CITUS		
	No. of units to be set up	3	

IV	Domestic Market Promotion		
	Domestic Exhibition	25	75.00
V	Export Market Promotion		
	International Fair/Conference	3	52.50
	EMDA	30	75.00
VI	Trade and Industry Related Functional Support Services		
	HRD Training to the Board's Officials	30	1.50
	HRD Orientation training to Coir workers/stakeholders.	400	16.00
	Survey/ Evaluation Study	1	--
VII	Welfare Measures		
	PMSBY	40,000	
VIII	Completion of in-house projects	--	
IX	Completion of Collaborative Projects	5	
	Export	Rs.1040.00 Cros.	
	Fibre Production	2.60 lakh MTs	
	Employment Generation	2000 Nos.	
	Swachh Bharath	As per Action Plan	
	Total		518.82

iii. SWACHHTA ACTION PLAN (SAP) – 2019-20

Sl. No	Activities	Target	Agency for Implementation	Funding Pattern (Rs. In lakhs)		
				A (With SBM fund sanctioned by the Ministry)	B (With Addl. Fund from Ministry)	C (Out of plan fund for other scheme)
1	Humidifiers to Coir factories	35 nos	Coir Clusters	0.00	15.75	00
2	Distribution of Pith Plus free of cost for composting in Coir Clusters	35 nos	CCRI, Kalavoor	5.00	00	00
3	Tree Plantation	35,000 nos	Coir Clusters / CCRI / CICT / REC, Thanjavur / Ro-Bbsr / Ro-Rajamundry, Ro-Pollachi,	10.00	50.00	00
4	Miyawaki Forests	A - 10 nos B - 25 nos	CCRI / CICT / REC, Thanjavur / Ro-Bbsr / Ro-Rajamundry, Ro-Pollachi	10.00	25.00	00
5	Construction of Toilets in Clusters	A - 10 nos B - 25 nos	Coir Board	5.00	31.00	00
6	Construction of women toilets in Schools near to Coir Clusters with water facility	35 nos	Coir Clusters	10.00	26.75	00
7	Approach Road Cleaning		All Offices	00	4.00	00
8	Installation of Solar Lights	3,500 nos	All Offices	00	52.50	00

9	Protection of Fish Ponds with Geo-textiles embankments / Rural Roads	10 nos	CCRI	5.00	5.00	00
10	Distribution of Sanitary Napkins to Coir Workers	35 Units	Coir Clusters / Coir Units/Coir Workers	1.00	2.50	00
11	Awareness Programmes in Panchayats / Schools with CSR funding support/ clean drive	35 Units	Coir Clusters	00	00	3.50
12	Repair / renovation / cleaning of toilets in schools / Offices & supply coir brushes	--	All Offices	00	10.00	18.00
13	Supply of Swatchta Slogan Boards made of Coir Wood	50 nos	CICT, Bangalore	4.00	00	00
14	Exporters Drive :- Cleaning toilet to workers Tree Plantation with fencing & maintenance	1200 Exporters 5 trees per exporter	Export units, Export Marketing Section	00	00	00
	TOTAL			50.00	222.50	21.50

b. ANNUAL PROGRAMME: VISION 2020-21

Sl. No.	Name of Schemes	2020-21	
		BE (Rs. crore)	Outcome
1	Coir Vikas Yojana (CVY)		
	Science & Technology (S&T)	14.50	
(a)	Modernization of production process- <i>Development of new machinery</i>		7 Nos.
(b)	Development of Machinery & Equipments- <i>Eco-friendly technology to be transferred to entrepreneurs</i>		10 Nos.
(c)	Product Development & Diversification - <i>Technology to be transferred to the machinery manufacturers</i>		11 Nos.
(d)	Development of environment friendly technologies- <i>New coir clusters to be provided with technology support</i>		25 Nos.
(e)	Technology Transfer, Incubation, Testing and Service Facilities- <i>Field demonstration of technology</i>		200 Nos.
II	Skill Upgradation & Mahila Coir Yojana	12.50	
(a)	VAP – Training (No. of trainees)		2420 nos.
(b)	MCY – Training (No. of trainees)		2420 nos.
(c)	Diploma Course in Coir Technology (No. of trainees) (1 year)		175 nos.
(d)	Certificate Course in Coir Artisans in Coir Technology (6 months) (No. of trainees)		175 nos.
(e)	Orientation Training Programme (Short term) (No. of trainees)		850 nos.
(f)	EDP (Nos.)		40 nos.
(g)	Awareness Programme (Nos.)		45 nos.
(h)	National Seminar (Nos.)		6 nos.
(i)	Workshop (Nos.)		33 nos.
(j)	Exposure Tour (Nos.)		11 nos.
III	Development of Production Infrastructure/ CITUS	34.00	
	No. of units to be assisted		17
IV	Domestic Market Promotion	30.00	
	Domestic Exhibition (Nos.)		90
V	Export Market Promotion	7.50	
	International Fair/Conference (Nos.)		10
	EMDA (No of beneficiaries.)		100
VI	Trade and Industry Related Functional Support Services	8.00	
	HRD Training to the Board's Officials (nos.)		100
	HRD Orientation training to Coir workers/ stakeholders.(nos.)		1000
	Survey/ Evaluation Study (Nos.)		2
VII	Welfare Measures	2.00	
	PMSBY (No. of enrollments)		40,000
	Salaries & Other Estt. Expenses	47.50	
	Total (CVY)	156.00	
VIII	PMEGP	110.00	1100 units
IX	SFURTI	100.00	32 clusters
X	ATI Scheme	5.00	2
XI	MSE-CDP	60.00	3 clusters

c. Annual Programme: Vision 2021-22

Sl. No.	Name of Schemes	2021-22	
		BE (Rs. crore)	Outcome
1	Coir Vikas Yojana (CVY)		
	Science & Technology (S&T)	18.50	
(a)	Modernization of production process- <i>Development of new machinery</i>		8 Nos.
(b)	Development of Machinery & Equipments- <i>Eco-friendly technology to be transferred to entrepreneurs</i>		12 Nos.
(c)	Product Development & Diversification - <i>Technology to be transferred to the machinery manufacturers</i>		13 Nos.
(d)	Development of environment friendly technologies- <i>New coir clusters to be provided with technology support</i>		30 Nos.
(e)	Technology Transfer, Incubation, Testing and Service Facilities- <i>Field demonstration of technology</i>		230 Nos.
II	Skill Upgradation & Mahila Coir Yojana	13.50	
(a)	VAP – Training (No. of trainees)		2660 nos.
(b)	MCY – Training (No. of trainees)		2660 nos.
(c)	Diploma Course in Coir Technology (No. of trainees) (1 year)		195 nos.
(d)	Certificate Course in Coir Artisans in Coir Technology (6 months) (No. of trainees)		195 nos.
(e)	Orientation Training Programme (Short term) (No. of trainees)		940 nos.
(f)	EDP (Nos.)		45 nos.
(g)	Awareness Programme (Nos.)		48 nos.
(h)	National Seminar (Nos.)		6 nos.
(i)	Workshop (Nos.)		36 nos.
(j)	Exposure Tour (Nos.)		12 nos.
III	Development of Production Infrastructure/ CITUS	44.00	
	No. of units to be assisted		22
IV	Domestic Market Promotion	35.00	
	Domestic Exhibition (Nos.)		100
V	Export Market Promotion	9.00	
	International Fair/Conference (Nos.)		12
	EMDA (No of beneficiaries.)		110
VI	Trade and Industry Related Functional Support Services	9.50	
	HRD Training to the Board's Officials (nos.)		100
	HRD Orientation training to Coir workers/ stakeholders.(nos.)		1100
	Survey/ Evaluation Study (Nos.)		3
VII	Welfare Measures	3.00	
	PMSBY (No. of enrollments)		45,000
	Salaries & Other Estt. Expenses	50.00	
	Total (CVY)	182.50	
VIII	PMEGP	120.00	1200 units
IX	SFURTI	75.00	20 clusters
X	ATI Scheme	5.00	2
XI	MSE-CDP	60.00	3 clusters

d. ANNUAL PROGRAMME: VISION 2022-23

Sl. No.	Name of Schemes	2022-23	
		BE (Rs. crore)	Outcome
1	Coir Vikas Yojana (CVY)		
	Science & Technology (S&T)	27.00	
(a)	Modernization of production process- <i>Development of new machinery</i>		9 Nos.
(b)	Development of Machinery & Equipments- <i>Eco-friendly technology to be transferred to entrepreneurs</i>		15 Nos.
(c)	Product Development & Diversification - <i>Technology to be transferred to the machinery manufacturers</i>		15 Nos.
(d)	Development of environment friendly technologies- <i>New coir clusters to be provided with technology support</i>		35 Nos.
(e)	Technology Transfer, Incubation, Testing and Service Facilities- <i>Field demonstration of technology</i>		255 Nos.
II	Skill Upgradation & Mahila Coir Yojana	16.50	
(a)	VAP – Training (No. of trainees)		2900
(b)	MCY – Training (No. of trainees)		2900
(c)	Diploma Course in Coir Technology (No. of trainees) (1 year)		200
(d)	Certificate Course in Coir Artisans in Coir Technology (6 months) (No. of trainees)		200
(e)	Orientation Training Programme (Short term) (No. of trainees)		1000
(f)	EDP (Nos.)		50
(g)	Awareness Programme (Nos.)		50
(h)	National Seminar (Nos.)		8
(i)	Workshop (Nos.)		40
(j)	Exposure Tour (Nos.)		15
III	Development of Production Infrastructure/ CITUS	58.00	
	No. of units to be assisted		29
IV	Domestic Market Promotion	40.00	
	Domestic Exhibition (Nos.)		110
V	Export Market Promotion	11.50	
	International Fair/Conference (Nos.)		14
	EMDA (No of beneficiaries.)		125
VI	Trade and Industry Related Functional Support Services	12.00	
	HRD Training to the Board's Officials (nos.)		100
	HRD Orientation training to Coir workers/ stakeholders.(nos.)		1200
	Survey/ Evaluation Study (Nos.)		2
VII	Welfare Measures	5.00	
	PMSBY (No. of enrollments)		50,000
	Salaries & Other Estt. Expenses	52.50	
	Total (CVY)	222.50	
VIII	PMEGP	130.00	1300 units
IX	SFURTI	75.00	20 clusters
X	ATI Scheme	5.00	2
XI	MSE-CDP	80.00	4 clusters

e. ANNUAL PROGRAMME: VISION 2023-24

Sl. No.	Name of Schemes	2023-24	
		BE (Rs. crore)	Outcome
1	Coir Vikas Yojana (CVY)		
	Science & Technology (S&T)	32.00	
(a)	Modernization of production process- <i>Development of new machinery</i>		10 Nos.
(b)	Development of Machinery & Equipments- <i>Eco-friendly technology to be transferred to entrepreneurs</i>		20 Nos.
(c)	Product Development & Diversification - <i>Technology to be transferred to the machinery manufacturers</i>		17 Nos.
(d)	Development of environment friendly technologies- <i>New coir clusters to be provided with technology support</i>		40 Nos.
(e)	Technology Transfer, Incubation, Testing and Service Facilities- <i>Field demonstration of technology</i>		285 Nos.
II	Skill Upgradation & Mahila Coir Yojana	20.50	
(a)	VAP – Training (No. of trainees)		3200 nos.
(b)	MCY – Training (No. of trainees)		3200 nos.
(c)	Diploma Course in Coir Technology (No. of trainees) (1 year)		220 nos.
(d)	Certificate Course in Coir Artisans in Coir Technology (6 months) (No. of trainees)		220 nos.
(e)	Orientation Training Programme (Short term) (No. of trainees)		1050 nos.
(f)	EDP (Nos.)		60 nos.
(g)	Awareness Programme (Nos.)		60 nos.
(h)	National Seminar (Nos.)		10 nos.
(i)	Workshop (Nos.)		50 nos.
(j)	Exposure Tour (Nos.)		18 nos.
III	Development of Production Infrastructure/ CITUS	68.00	
	No. of units to be assisted		34
IV	Domestic Market Promotion	45.00	
	Domestic Exhibition (Nos.)		120
V	Export Market Promotion	14.00	
	International Fair/Conference (Nos.)		17
	EMDA (No of beneficiaries.)		140
VI	Trade and Industry Related Functional Support Services	16.00	
	HRD Training to the Board's Officials (nos.)		100
	HRD Orientation training to Coir workers/ stakeholders.(nos.)		1200
	Survey/ Evaluation Study (Nos.)		3
VII	Welfare Measures	7.50	
	PMSBY (No. of enrollments)		55,000
	Salaries & Other Estt. Expenses	55.00	
	Total (CVY)	258.00	
VIII	PMEGP	145.00	1450 units
IX	SFURTI	80.00	23 clusters
X	ATI Scheme	7.50	3
XI	MSE-CDP	80.00	4 clusters

f. ANNUAL PROGRAMME: VISION 2024-25

Sl. No.	Name of Schemes	2024-25	
		BE (Rs. crore)	Outcome
1	Coir Vikas Yojana (CVY)		
	Science & Technology (S&T)	40.00	
(a)	Modernization of production process- <i>Development of new machinery</i>		11 Nos.
(b)	Development of Machinery & Equipments- <i>Eco-friendly technology to be transferred to entrepreneurs</i>		25 Nos.
(c)	Product Development & Diversification - <i>Technology to be transferred to the machinery manufacturers</i>		19 Nos.
(d)	Development of environment friendly technologies- <i>New coir clusters to be provided with technology support</i>		45 Nos.
(e)	Technology Transfer, Incubation, Testing and Service Facilities- <i>Field demonstration of technology</i>		320 Nos.
II	Skill Upgradation & Mahila Coir Yojana	25.00	
(a)	VAP – Training (No. of trainees)		4000 nos.
(b)	MCY – Training (No. of trainees)		4000 nos.
(c)	Diploma Course in Coir Technology (No. of trainees) (1 year)		280 nos.
(d)	Certificate Course in Coir Artisans in Coir Technology (6 months) (No. of trainees)		280 nos.
(e)	Orientation Training Programme (Short term) (No. of trainees)		1200 nos.
(f)	EDP (Nos.)		75 nos.
(g)	Awareness Programme (Nos.)		70 nos.
(h)	National Seminar (Nos.)		25 nos.
(i)	Workshop (Nos.)		65 nos.
(j)	Exposure Tour (Nos.)		25 nos.
III	Development of Production Infrastructure/ CITUS	78.00	
	No. of units to be assisted		39
IV	Domestic Market Promotion	50.00	
	Domestic Exhibition (Nos.)		130
V	Export Market Promotion	17.00	
	International Fair/Conference (Nos.)		20
	EMDA (No of beneficiaries.)		160
VI	Trade and Industry Related Functional Support Services	20.00	
	HRD Training to the Board's Officials (nos.)		100
	HRD Orientation training to Coir workers/ stakeholders.(nos.)		1250
	Survey/ Evaluation Study (Nos.)		4
VII	Welfare Measures	10.00	
	PMSBY (No. of enrollments)		60,000
	Salaries & Other Estt. Expenses	60.00	
	Total (CVY)	300.00	
VIII	PMEGP	160.00	1600 units
IX	SFURTI	90.00	25 clusters
X	ATI Scheme	7.50	3
XI	MSE-CDP	100.00	5 clusters

XIII. OUTCOME MONITORING FRAMEWORK- 2020-25

Sl. No.	Name of Schemes	2020-21		2021-22		2022-23		2023-24		2024-25	
		BE (Rs. crore)	Outcome								
Coir Vikas Yojana (CVY)											
I	Science & Technology (S&T)	14.50		18.50		27.00		32.00		40.00	
(a)	Modernization of production process- <i>Development of new machinery</i>		7 Nos.		8 Nos.		9 Nos.		10 Nos.		11 Nos.
(b)	Development of Machinery & Equipments- <i>Eco-friendly technology to be transferred to entrepreneurs</i>		10 Nos.		12 Nos.		15 Nos.		20 Nos.		25 Nos.
(c)	Product Development & Diversification - <i>Technology to be transferred to the machinery manufacturers</i>		11 Nos.		13 Nos.		15 Nos.		17 Nos.		19 Nos.
(d)	Development of environment friendly technologies- <i>New coir clusters to be provided with technology support</i>		25 Nos.		30 Nos.		35 Nos.		40 Nos.		45 Nos.
(e)	Technology Transfer, Incubation, Testing and Service Facilities- <i>Field demonstration of technology</i>		200 Nos.		230 Nos.		255 Nos.		285 Nos.		320 Nos.
II	Skill Upgradation & Mahila Coir Yojana	12.50		13.50		16.50		20.50		25.00	
(a)	VAP – Training (No. of trainees)		2420		2660		2900		3200		4000
(b)	MCY – Training (No. of trainees)		2420		2660		2900		3200		4000
(c)	Diploma Course in Coir		175		195		200		220		280

	Technology (No. of trainees) (1 year)										
(d)	Certificate Course in Coir Artisans in Coir Technology (6 months) (No. of trainees)		175		195		200		220		280
(e)	Orientation Training Programme (Short term) (No. of trainees)		850		940		1000		1050		1200
(f)	EDP (Nos.)		40		45		50		60		75
(g)	Awareness Programme (Nos.)		45		48		50		60		70
(h)	National Seminar (Nos.)		6		6		8		10		25
(i)	Workshop (Nos.)		33		36		40		50		65
(j)	Exposure Tour (Nos.)		11		12		15		18		25
III	Development of Production Infrastructure/ CITUS	34.00		44.00		58.00		68.00		78.00	
	No. of units to be assisted		17		22		29		34		39
IV	Domestic Market Promotion	30.00		35.00		40.00		45.00		50.00	
	Domestic Exhibition (Nos.)		90		100		110		120		130
V	Export Market Promotion	7.50		9.00		11.50		14.00		17.00	
	International Fair/Conference (Nos.)		10		12		14		17		20
	EMDA (No of beneficiaries.)		100		110		125		140		160
VI	Trade and Industry Related Functional Support Services	8.00		9.50		12.00		16.00		20.00	
	HRD Training to the Board's Officials (nos.)		100		100		100		100		100
	HRD Orientation training to Coir workers/ stakeholders. (nos.)		1000		1100		1200		1200		1250
	Survey/		2		3		2		3		4

	Evaluation Study (Nos.)									
VII	Welfare Measures	2.00		3.00		5.00		7.50		10.00
	PMSBY (No. of enrollments)		40,000		45,000		50,000		55,000	
	Salaries & Other Estt. Expenses	47.50		50.00		52.50		55.00		60.00
	Total (CVY)	156.00		182.50		222.50		258.00		300.00
VII I	PMEGP	110.00	1100 units	120.00	1200 units	130.00	1300 units	145.00	1450 units	160.00
IX	SFURTI	100.00	32 clusters	75.00	20 clusters	75.00	20 clusters	80.00	23 clusters	90.00
X	ATI Scheme	5.00	2	5.00	2	5.00	2	7.50	3	7.50
XI	MSE-CDP	60.00	3 clusters	60.00	3 clusters	80.00	4 clusters	80.00	4 clusters	100.00

Outcomes indicate only the items which can be expressed in terms of deliverables/physical targets. Infrastructure creation under Skill Development, Publicity & Market Development Assistance (under various States Govt.) Domestic Market Promotion, Engagement of Project Management Consultant under Export Market Promotion & Domestic Market Promotion, IT related items such as procurement of IT Equipments and development of New Software, other infrastructure of the Board etc. are not indicated in outcome, but included in financial part.

XIV. FUND REQUIREMENTS & ANTICIPATED OUTCOME

a. FUND REQUIREMENTS

Scheme	2019-20				2025 (5 Years)	
	Current		Supplementary			
	Nos.	Rs. in Crore.	Nos.	Rs. in Crore.	Nos.	Rs. in Crore.
CVY	--	70.00	--	80.00	--	1119.00
SFURTI	35 Clusters	--	24 new Clusters	170.00	120 Clusters	420.00
ATI Scheme*	-	20.00	--	--	12 Institutes	30.00
MSE-CDP Clusters*	-	-	1 Cluster	20.00	19 Clusters	380.00
National Coir Mission*	-	-	-	5.00	41 Clusters	2300.00 to 3600.00

**These interventions will be undertaken through external funding from the other schemes of Ministry and approval of NITI Ayog (in case of National Coir Mission)*

b. ANTICIPATED OUTPUT (KEY VARIABLES) (2024-25)

Sl. No.	Description	2020-21	2021-22	2022-23	2023-24	2024-25
		Target	Target	Target	Target	Target
1	Production (MT)	8,00,000	8,75,000	10,00,000	11,40,000	13,82,000
2	Employment Generation (Cumulative)	7,55,000	7,75,000	8,10,000	8,45,000	8,80,000
3	Additional Employment Generation	16000	20,000	35,000	35,000	35,000
4	Export of coir products (Rs.Crores)	3,500	4,200	6,000	8,000	10,000

OUT COME – 2025

Activity	Current	Projected (2025)
Husk Utilization	42 %	60 %
Husk Availability	23,904 million nuts	28,800 million nuts
Fibre Production	7.50 Lakhs MT	13.82 Lakhs MT
Export Market	2728 crores	10,000 Cr.
Domestic Market	10000 crores	25000 Cr.
Employment Generation	7.34 lakhs	8.80 lakhs

XV. OBJECTIVES AS PER GOVT MANIFESTO INCLUDED IN COIR VISION – 2025

- a. **Increasing female workforce participation rate** – 80% of the workforce in coir industry is women. Increased level of activities in the sector including schemes like Mahila Coir Yojana, PMEGP, etc. will contribute to the economic empowerment of women.
- b. **Enable digital delivery of Government Service** – Setting up of facilities for submission of applications under various schemes and programmes and tracking of the decision making process on-line and conveying the sanctions via AAps/SMS are envisaged.
- c. **Ensure end to end digitalization of Government process** – The Head Office of Coir Board is already functioning as a “paper-less office”. By converting all the offices of the Board as “Paper-less offices”, it is proposed ensure end-to-end digitalisation during the Vision period.
- d. **A single window compliance and dispute resolution mechanism for MSMEs** - With the expansion of the office net-work of the Board, it is proposed to entrust the whole decisions making process to each office and provide the required services with a prompt dispute resolution mechanism from the same office.
- e. **Work towards doubling the exports** – With the increased level of activities in export market promotion programmes under the Vision-2015, it is planned to expand the export of coir products to the level of Rs.10,000/- Crores by the year, 2015.
- f. **Work towards improving GDP share from manufacturing sector** – It is estimated that the present contribution of coir industry to the GDP of the country is Rs.10,000/- Crores annually. It is proposed to enhance the GDP to Rs.30,000/- by the end of the Vision 2025 period.
- g. **Further improve India's rank in “Ease of doing Business” ranking** – The ease of doing business ranking will be improved through implementation of programmes like digitalisation of decisions making processes, digital delivery, Direct Benefit Transfer, PFMS, etc.
- h. **A new “Entrepreneurial North East”** - A considerable amount of coconuts are produced in the North-eastern states of the country. By implementation of programmes like PMEGP, it is proposed to attract more entrepreneurs to the coir industry in these states.
- i. **Achieve the target of doubling the income of farmers by 2022** – Increased level of activities in the coir sector will lead to increased income to the coconut farmers as the basic raw material of coir industry, ie. Coconut husk is supplied by the Coconut farmers.

XVI. HUMAN RESOURCE REQUIREMENTS*

Post / Group	Sanctioned Strength	Currently Available	Balance to be filled
A	28	17	11
B	115	81	34
C	360	191	169
Total	503	289	214

1. *The additional Group C & Group D posts required for implementation of the schemes will be outsourced.
2. The posts of Assistant and above need to be filled.
3. Additional posts of Joint Director (Mktg.), Director (Adm.), Director (Finance), and Joint Director (Finance) – 1 each will be required.
4. Additional posts of Regional Directors (8) Nos and Zonal Directors (6) Nos. will be required.

XVII. CONCLUSION

The Vision Document 2025 has been prepared for the upliftment of the coir industry with new thrust on Export Promotion, Domestic Market Promotion and Research & Development. It is assured that the document will be instrumental in initiating the sustainable development of coir industry and create a clean environment. This will reduce the global warming impact also. Coir Board thanks the Hon'ble Minister of MSME, the Minister of State (MSME), Govt. of India, and the 'Team MSME' for the opportunity given for submitting the Vision Document 2025.

COIR

the fibre of life

SAVE NATURE.. USE COIR

Coir.. the Strongest Natural Fibre



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