

Name of the Ministry / Department : **MSME/ Coir Board**

MONTH: APRIL, 2022

1.Important policy decisions taken and major achievements during the month:

Launch of MSME Sustainable (ZED) Certification Scheme

MSME Sustainable (ZED) certification is an extensive drive to create awareness amongst MSMEs about Zero Defect Zero Effect (ZED) practices and motivate and incentivise them for ZED Certification while also encouraging them to become MSME Champions. Launch of MSME Sustainable (ZED) Certification Scheme and interaction with State Governments/UTs by Hon'ble Minister of MSME Shri.Narayan Rane on 28.04.2022 at Vigyan Bhawan, New Delhi.



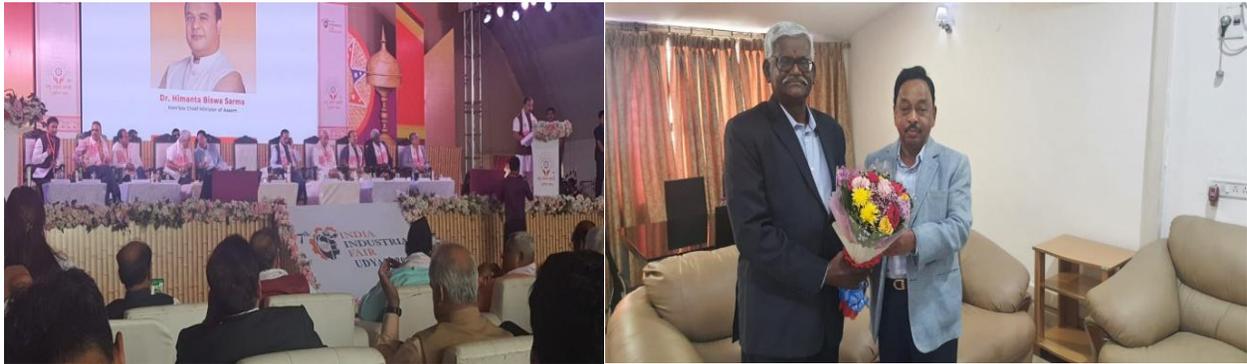
Third Mattress Recycling Campaign (Phenko Nahi Recycle Karo or Do not Throw Do Recycle)

INDIAN SLEEP PRODUCTS FEDERATION (ISPF) organized a Mattress recycling Campaign from Ernakulam in partnership with The Trash Company on 12th April 2022 at the venue of Regional Office of Kerala State Pollution Control Board, Gandhi Nagar, Kadavanthara, Kochi.



7th India Industrial Fair Udyam 2022

7th India Industrial Fair Udyam 2022 held at Veterinary Ground, Khanapara during 22nd to 25th April 2022, with representation of Coir Artisans from Guwahati & Bhubaneswar.



Ramzan Shopping Festival 2022

Coir Board participated in Ramzaan Shopping festival Exhibition -2022 held at Grand Imperial Function Palace, Chamdherghat, Hyderabad from 25th April to 2nd May -2022. Shri. Syed Bashith, Leader of Hushneyalam, Hyderabad has inaugurated the Ramzaan shopping Festival Exhibition - 2022. Around 60 Stalls participated in this exhibition. Coir Board showroom stall was displayed varieties of Coir door mats, mattress, cushions etc.



Thrissur Pooram exhibition 2022

Board participating in the Thrissur Pooram Exhibition 2022 during the period from 4th April to 23rd May 2022 which was inaugurated on 25.04.2022 by Shri.G.Rajesh, Secretary, Thrissur Pooram Exhibition 2022. S/Shri.K.Vijayaraghavan, President & K.Satiesh Menon, Vice President of Thrissur Pooram Exhibition were attended the inaugural function. In the Coir Board stall displayed all varieties of Coir Products, issued brochures & bit notices to the public, Arranged Video and audio announcements in the Pavilion etc for the publicity.



24th Kochi International Book-Festival 2022

Board participated in the 24th Kochi International Book-Festival 2022 Organized by Antharashtra Pusthakotsava Samithi, Kochi held at Ernakulathappan Ground during 1st April 2022 to 10th April 2022. The Festival was inaugurated by Shri.Oscar Paujol, Spanish Author and the Coir Board stall was inaugurated by Shri.D.Kuppuramu, Chairman Coir Board. The stall were displayed with attractive Coir door mats, mattings, Garden articles, Handicrafts and Coir pith products etc.



Exhibition organized by ICAR-Central Plantation Crops Research Institute

Board participated in the Exhibition organized by ICAR-Central Plantation Crops Research Institute held at Kayamkulam on 24th April and 26th April 2022.



EXPORTS

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.

Indian coir sector achieved an export of 728839.99 MT valued at Rs. 258857.78 during the year 2021-22 upto October,2021.

Monthly achievement

Sl. No.	Name of Scheme/ Sub head	Annual Target	Monthly achievement	Cumulative achievement
	Export Market Promotion			
1	Exhibitions Abroad Virtual	15 Nos. *	--	--
3	Assistance under IC Scheme	100 Nos.	Nil	Nil
		Rs.170 Lakhs	Nil	Nil
4	New Registration / Issuing of RCMC	100 Nos.	6 Nos.	6 Nos.

* Subject to review based on the impact of COVID 19 situations.

Organized a Workshop on WRAP Certification for Coir Exporters

Coir Board Organized a workshop on Worldwide Responsible Accredited Production (WRAP) Certification on Social & Environmental Compliances for Coir Exporters in association with WRAP-USA at Ramada Alleppey. Shri.D.Kuppuramu, Chairman, Coir Board inaugurated the Workshop. Shri.K.T.Ramakrishnan, Director Education and Training of WRAP-USA accompanied by Shri A Subburaja, WRAP Representative made the presentation on WRAP Certification. Thirty Seven Coir Exporters from Kerala, Tamil Nadu and Karnataka States attended the workshop. Chairman, Coir Board released Coir Handicraft items manufactured by Pavithra Coir Craft, Mysore using Coir Skin.



PRODUCT DEVELOPMENT AND DIVERSIFICATION

Central Coir Research Institute, Kalavoor developed Coir Buttons under Product Development Department. Buttons are an essential accessory for Textile Industries and own a significant place in the fashion world. They vary in terms of material, design, size, and usage but globally synthetic buttons are common. This small yet functional product goes disregarded during the disposal of textiles as no proper button segregation system exists before the dumping of any apparel into the soil. Coir Button is a new concept for growing Fast Fashion Industries. A balanced combination of natural and man-made material, consciously designed for environmental and for sustainable conscious fashion brands and industries.



Coir handmade papers were prepared using tender coconut husk fibre / waste coir baby fibre and paper waste with varied composition. The production of coir composites and other coir products such as garden articles and gift articles vertical garden for in-house studies using coir needle felt is being continued.



1. Important policy matter held up on account of prolonged inter-ministerial consultations:
N/A
2. No. of cases of ‘sanction for prosecution’ pending for more than three months: NIL
3. Particulars of cases in which there has been a departure from the Transaction of Business Rules or established policy of the Government: N/A
4. Status of ongoing Swachhta Abhiyan (progress under Special Campaign): NIL
5. Status of Rationalization of Autonomous Bodies: N/A
6. Information on specific steps taken for utilization of the Space Technology based tools and applications in Governance and Development: N/A
7. Vacancy position of senior level appointments in the Ministry/Department, including Autonomous Bodies/PSUs: N/A
8. List of cases in which ACC directions have not been complied with: N/A
9. Details of FDI proposals cleared during the month and status of FDI proposals awaiting approval in the Ministry/Department: N/A
