

CHAPTER – III

COIR INDUSTRY-CURRENT STATUS

The Indian Coir Industry is currently undergoing changes in terms of technologies 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 introduction of new products, machinery, equipments and processing technologies in coir sector. This has resulted in better productivity, better income, and 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 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. Under the Umbrella scheme, Coir Vikas Yojana (CVY), Coir Board has been implementing various sub-schemes for augmenting investment, enhancing availability of trained personnel, improving domestic and export market, etc. in coir sector. Under the scheme of Fund for Regeneration of Traditional Industries (SFURTI) of the Govt. of India, Coir Clusters are being established in different coconut producing States/UTs. This is to pave the way for a faster growth of the coir industry in the Country. The recent inclusion of coir industry under the purview of Prime Minister's Employment Generation Programme (PMEGP) is also expected to contribute profusely for the modernisation of the industry. The export market of coir products has been

witnessing major shifts in terms of the composition of products exported.

The estimated production of coir and coir products during the year 2022-23 are given below:

Item	2022-23 (MT)	2021-22 (MT)
Coir fibre	791000	767000
Coir yarn	474600	461500
Coir products	313236	304500
Coir Rope	94920	92300
Curled Coir	94920	92000
Rubberized coir	118650	111800

Figures expressed are fibre equivalent and are mutually exclusive.

Estimated state wise cumulative employment in Coir Sector in India is furnished below:

State	2022-23 (in Nos.)	2021-22 (in Nos.)
Kerala	477890	477542
Tamil Nadu	139978	137179
Karnataka	31746	31713
Andhra Pradesh	56869	56537
Odisha	19196	18746
Others	21958	21849
Total	747637	743566

REGISTRATION OF INDUSTRIAL ESTABLISHMENTS

During the year 2022-23, 228 new coir units were registered and 47 units renewed their registration through various offices of the Board.

The state-wise details of coir units registered under the Coir Industry (Registration) Rules 2008 as on 31.03.2023 are furnished below:

State-wise coir unit registration up to 31.03.2023 is given below

Sl.No.	State/UT	Total Units Registered as on 31.03.2023
1	Kerala	9258
2	Tamil Nadu	4824
3	Andhra Pradesh	1003
4	Orissa	948
5	Karnataka	730
6	West Bengal	59
7	Pondicherry	31
8	Maharashtra	56
9	New Delhi	17
10	Uttar Pradesh	17
11	N E Region	60
12	UT of Lakshadweep	16
13	Goa	4
14	Gujarat	11
15	Andaman & Nicobar	3
16	Rajasthan	5
17	Haryana	2
18	Punjab	5
19	Madhya Pradesh	3
20	Jammu & Kashmir	2
	Total	17054

1. Information Technology (IT)

As part of the Digital India programme, a flagship venture of the Government of India, aimed to transform India into a digitally empowered society and knowledge economy, E-Governance initiatives were undertaken by Coir Board also.

The following activities were under taken under IT infrastructure during the period under report.

1) Developed software for monitoring Board's schemes

The Coir Board established a web-based online transaction system for beneficiary management and e-payment to Implementing Agencies and beneficiaries. The primary objective of the system is to establish an efficient fund flow system and expenditure network. It also provides various stakeholders with a reliable and meaningful management information system and an effective decision support system. Users can get information on Coir Board sponsored schemes, banks, implementing agencies etc. Registration facilities for agencies and other stakeholders are provided. Users guide, FAQs, downloadable reports, etc. are available.

2) Developed software for online application for recruitment management system

The recruitment management system is the software developed by NIC to manage the end to end process of enrolment of new

employees. The system will automate the whole recruitment process of Coir Board right from posting job openings to on-boarding of the new recruits. The system allows requisitions, screening, selection, offer of appointments also provides the applicant to apply online, make payments online and track the status of the application.

3) **Implemented e-office packages at Board's Sub Offices**

The implementation of e-office has been completed all offices under the Board for more transparent and speedy action.

4) **Implementation and maintenance of National Informatics Centre Network (NICNET)**

NICNET the nationwide computer and communication network of National Informatics Centre, aimed to provide connectivity to Central Government Ministries/Departments has been connected to Coir Board with a 32 Mbps (16Mbps X 2) leased line. The Board's NICNET is established through BSNL and Railtel of Bandwidth 16 Mbps each on a separate optical fibre leased line from Coir Board Head Quarters to Data Center, NIC, Kakkanad and then to NIC Network (NICNET).

5) **Internet Leased Line and its monitoring**

The Board's Head Quarters continued to provide facility for Information gathering and exchange to around 100 in-house users. The services of M/s.BSNL and M/s.Railtel which offers a high performance, carrier grade, dedicated Optical Fiber connection consisting of 100 mbps bandwidth each.

6) **Video Conferencing system**

Implemented video conferencing system at Board's HO, also implemented desktop version of video conferencing systems at Sub offices.

7) **Website monitoring and updations**

Coir Board's website is being maintained and updated regularly. Web pages like News, Products, Services, Schemes, Tenders, Trade circulars, Exhibitions, Gallery, Exporter's Directory, Country wise importer's information, Buying agents, Export statistics, Reports, Coir machinery manufacturers details, Trained candidates details, online training videos, etc. were regularly updated.

8) **Procurements, Maintenance and up-keep of Computers, laptops, tablet, scanners, etc.**

The hardware and software required for the Information Technology were maintained during the year so as to provide trouble free services. Additional infrastructure and software required were procured and installed. In order to cop up with the increased work from home culture introduced as a result of the widespread of Covid19 pandemic, every section and sub offices of Coir Board were provided with sufficient number of laptops to ensure better output and productivity during lock down period. The up-keeping and maintenance of the system was continued during the year, meeting with the requirements from time to time.

2. **Human Resources Development Training**

During the year 2022-23, under the HRD Training 95 officials were send for various training programmes organized by institutes like Indian Institute of Secretariat Training & Development, New Delhi,

M/s.Cotecna Inspection India Pvt Ltd, Kolkata, MSME Development and Facilitation Office, Trissur and NI-MSME, Hyderabad.

HRD Orientation Training programmes for coir workers/ stake holders were also conducted during the year 2022-23. The details of the training programmes conducted to the trade are as follows.

Sl. No.	Name of the Office	No. of Programs	No. of participants from trade and industry
1.	Regional Office, Bangalore	2	100
2.	Regional Office, Alleppey	2	100
3.	Regional Office, Pollachi	2	100
4.	Regional Office, Rajahmundry	1	50
5.	Regional Office, Sindhudurg	1	50
6.	Sub Regional Office, Guwahati	1	50
7.	Sub Regional Office, Kolkata	1	50
	Total	10	500

3. Surveys and Studies in Coir Industry

A real time data collection survey on coir industries and coir workers conducted through the Regional/Sub-Regional Offices of the Coir Board all over the country was completed by the end of the financial year 2021-22 thereby 9056 coir units surveyed for which an amount of Rs.30.10 lakh has been spent. In the financial year 2022-23, a new proposal for conducting the scope of study for establishing coir industry in the Indian Himalayan Region and its Terms of Reference (ToR) have been prepared and submitted to the Competent Authority to

get in- principle approval for submitting the same to the Ministry for final approval.

ISO 9001:2015 Certification for Coir Board

The Coir Board was granted ISO 9001:2015 certification during the year 2020-21 by M/s. BSCIC Certifications Pvt. Ltd., Faridabad. The scope of ISO 9001:2015 of Coir Board is “Promoting the Coir Industry by Active Participation of Stakeholders and Promoters to optimize the output of Available Raw Material Resources”. In order to continue the validity of the above certification in coir sector up to 24.04.2024, the Board prepared all the documents which have been submitted before the surveillance audit conducted by BSCIC on 07.06.2023 at Coir Board Head Office, Kochi.

Quality Policy of the Coir Board is to promote the growth and development of coir industry in the country with the assistance and support of the Government of India by enhancing the utilization of coconut husks, providing support to the existing enterprises, technology upgradation, encouraging creation of new enterprises, product development and diversification, ensuring remunerative returns to the producers, increasing the export earnings and domestic market of coir and coir products. Coir Board strives to improve its process/ services/ products and create awareness to ensure they consistently meet or exceed all stakeholders’ requirements and also to ensure the welfare of all coir workers and all those who are engaged in the coir industry.



CHAPTER – IV

ECONOMIC RESEARCH AND STATISTICS

The Economic Research and Statistics wing continued to function as a supporting system to the trade as well as other divisions of the Board. Collection, compilation, analysis and dissemination of statistical data pertaining to Coir Industry are of the major functions assigned to the Coir Board under the Coir Industry Act 1953. Statistical data on coconut cultivation, coconut production and potential of raw material, raw material production, consumption, utilization and exports are collected, compiled and published for use of trade as well as the industry. In order to strengthen the data base and to up-date the data available with the Board, surveys on coir industry, with active involvement of coir producing States and Union Territories are organized at regular intervals. The Economic Research and Statistics

section also collects the details of entrepreneurs engaged in coir sector and takes up the issues like Tax, GST etc. with the Customs, State Governments and the Central Government as and when required.

The Board is also discharging its role as facilitator for all the stake holders of the Coir Industry. Export figures are collected from various Ports, compiled and published regularly. The trade related assistances are also being rendered to the coir industry, as and when required.

Wholesale price of Coir Fibre (Retted and Unretted)

The month wise wholesale price of coir fibre during the year 2022-23 in Kerala is given below:

Month	Unit	Basic Price	
		White Fibre (Rs.)	Brown Fibre (Rs.)
April, 2022	1 Kg	17	13
May, 2022	1 Kg	17	14
June, 2022	1 Kg	18	13
July, 2022	1 Kg	18	13
August, 2022	1 Kg	17	13
September, 2022	1 Kg	16	14
October, 2022	1 Kg	16	13
November, 2022	1 Kg	16	14
December, 2022	1 Kg	16	12
January, 2023	1 Kg	14	10
February, 2023	1 Kg	13	11
March, 2023	1 Kg	13	10

(Increase in price is due to the seasonal changes and is of recurring nature)

CHAPTER – V

EXPORT MARKET PROMOTION

Export promotion is one of the key areas of focus in the promotional agenda of the Coir Board, with the aim of promoting sustainable development in the Indian coir industry. As a traditional industry with a strong focus on exports, any fluctuations in the export trend directly impact this sector and the workforce involved in it. To address this, the Coir Board, in collaboration with trade and industry, implements various major export promotion programs.

These programs include participation in international fairs, both in India and abroad, with a specific focus on target countries and products. The Coir Board also organizes international seminars, conferences, and workshops to enhance knowledge exchange and networking opportunities. Additionally, the Board undertakes publicity through specialized trade magazines and provide financial assistance to

entrepreneurs through the International Co-operation Scheme for various export promotion activities. Recognizing excellence, the Board encourages exports and export-related activities by presenting national coir industry awards.

Moreover, the Coir Board provides statutory support by granting registration as an exporter, issuing RCMC (Registration Cum Membership Certificate), and issuing Certificates of Origin. The Board also facilitate the trading community by offering guidance on taxation, shipping, and incentive schemes under the Foreign Trade Policy. These comprehensive efforts have contributed to enhancing the global competitiveness of the coir industry.

The details of the Export Market Promotion programmes undertaken during the year under report are furnished in the table below:

Sl. No.	Schemes	Details of Activities				
		Name of the event & Country	Duration	Officers Deputed	Size of delegation	Business generated (Rs. In Lakhs)
1.	Participation in the International Fairs	Gardex, Japan	12-14 October, 2022	1. Shri.D.Kuppuramu, Chairman, Coir Board 2. Shri.Bharat Prakash, Joint Development Commissioner, Ministry of MSME	7	263.22

				3. Shri.M.Krishna, Joint Director(Planning), Coir Board		
		Domotex International Trade Fair, Hannover Germany	12-15 January, 2023	1. Shri.D.Kuppuramu, Chairman, Coir Board 2. Shri. T.V. Sabu, Extension Service Officer, Coir Board	36	2796.9
2	Facilitated participation of Indian coir sector in exhibitions	Name of the event & Country		Duration	Size of delegation	Business generated (Rs. In Lakhs)
		IPM ESSEN 2023, Essen Germany		24-27 January, 2023	32	4597.31
		National Hardware Show 2023, Las Vegas, USA.		31 st January to 2 nd February, 2023	7	257.12
		IECA Annual Conference & Expo, Missouri, USA.		5-8 February 2023	11	585.13
		Total			93	8499.68
3.	Organization of Workshop	Subject		Location	Duration	
		Worldwide Responsible Accredited Production (WRAP) Certification for Coir Exporters		Alleppey, Kerala	12 April, 2022	
4	Management Development Programme	Management Development Programme on the Export Management Skills for Coir Exporters		Alleppey Kerala	25-27 April, 2022	
				Coimbatore, Tamil Nadu	29-31 May, 2022	
				Madurai, Tamil Nadu	1-3 July, 2022	
5	Coir Industry Award	Presented Coir Industry Award for the years 2015-16, 2016-17, 2017-18 & 2018-19 during the "Enterprise India National Coir Conclave and Presentation of Coir Industry Award Function" held on 5th May, 2022 at Coimbatore and conducted 'Run for Coir' Marathon on 6th May 2022 at Coimbatore.				
6	Exporters Review Meeting	Organized Exporters Review meeting at Alleppey, Kerala on 2 nd March, 2023 and Coimbatore, Tamil Nadu on 9 th March, 2023 to discuss the following agenda: i. Coir Export Performance Review - 2022-23 ii. Review on Participation in Exhibitions abroad - 2022-23 iii. Export Promotion Programmes for the year 2023-24				

7	Visit of Delegation	<ol style="list-style-type: none"> 1. An Official team of Indian Trade Service probationary officers from DGFT visited Central Coir Research Institute (CCRI), Kalavoor on 19.04.2023. 2. Two members of Agricultural delegation team from Sultanate of Oman visited Coir Board for further enhancement of export of Coir and Coir Products from India and shown keen interest to export diversified coir products to Oman and other Middle East Countries. 		
8	Publicity abroad	<p style="text-align: center;">Number of Publications</p> <ol style="list-style-type: none"> 1. Published 5 customized brochures to educate the overseas buyers on the end-user applications of various Coir Products and blow ups on functional applications of coir. 2. Hired an Ad tower in the Domotex International Trade Fair 2023, Hannover, Germany during the fair days and released an Ad on functional applications of coir. 		
9	Financial Assistance under External Market Development Assistance / International Co-operation Scheme	Number of Exporters/ entrepreneurs availed assistance		Amount disbursed
		50 (List Annexed as Annexure-II)		Rs.1,06,80,198/-
10	Registration of exporters & Issue of RCMC	Number of new exporters registered during the year		
		153 Nos.		
11	Renewal of Registration of exporters & RCMC	Number of exporters renewed Registration & RCMC during the year		
		195		
12	Issue of certificate of origin under GSP	No. of GSPs	Qty. (Kg.)	Value (Rs.)
		294	46,14,322.5	4,912.82 Lakhs

Review of Export of Coir and Coir Products from India (2022-23)

The export of coir and coir products from the country continued to maintain the trajectory growth inspite of adverse situation like post covid scenario. A total quantity of 1264784 MT of coir and coir products valued at Rs.3,992.17 crores was exported from the country during the year 2022-23 as against the export of 1234855 MT during the previous year. There is an

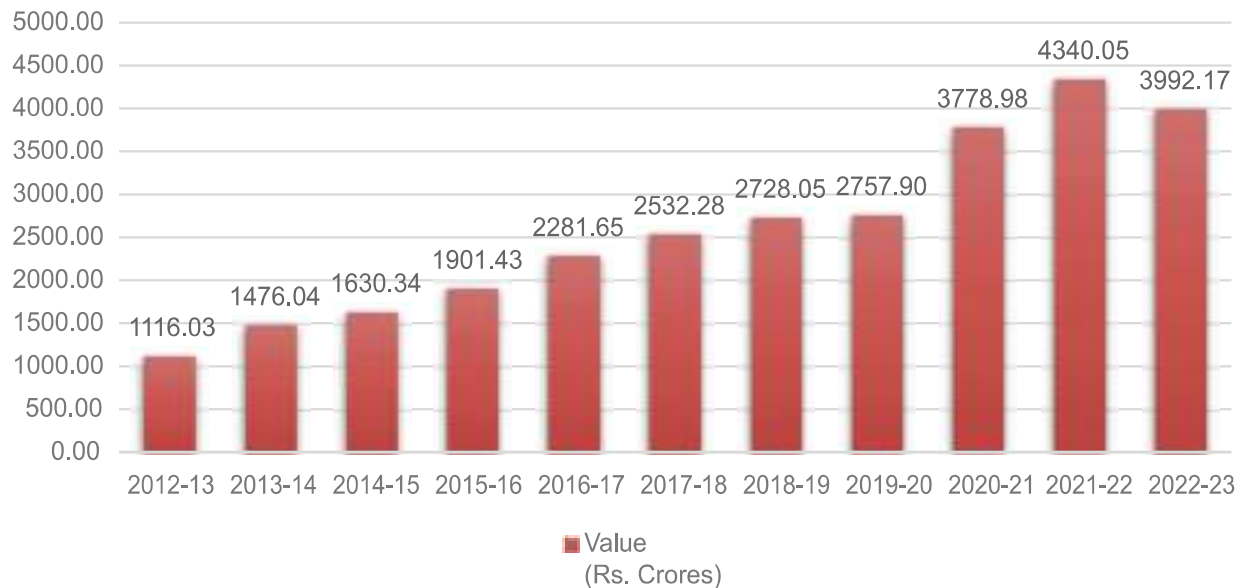
increase of 2.4 % in terms of quantity and a decrease of 8.0% in terms of value over the export achieved during the previous year. The export target fixed for coir and coir products by the Ministry of MSME, Government of India for the year 2022-23 was Rs.4,600 crores. The achievements was of the order of Rs. 3992.17 in crores inspite of the stiff challenges experienced.

1. Export Trend

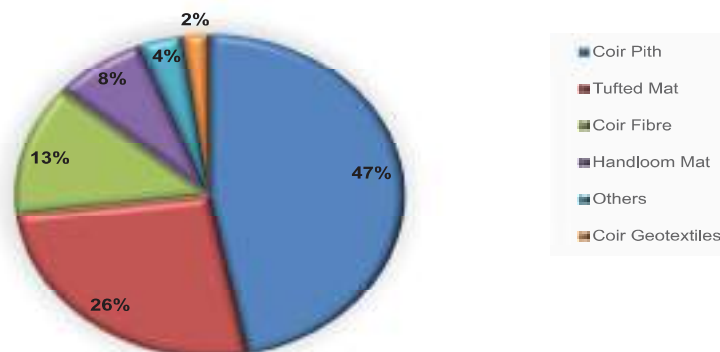
During the year 2022-23, while the exports of tufted mats, handloom mats, handloom matting, geotextiles powerloom mats, rugs & carpet, coir rope, curled coir and coir other sorts registered growth both in terms of quantity and value and products like coir yarn, rubberised coir, coir pith, powerloom matting have shown decline in both quantity and value, whereas the product coir fibre shown decline in terms of value and increase in terms of quantity. Coir pith with export earnings of Rs.1,868.59 crores

constituted 47% of the total export of coir products from the country. The value added items put together constituted 38% of the total exports. Tufted Mats topped among the value added products. Tuticorin port accounted for more than 41% of coir exported from India. Cochin Port with a share of 36% comes second and Chennai port with a share of 20% comes third with respect to the export earnings. Nominal quantities were exported from Vishakapattanam, Kolkata, Mumbai, Coimbatore, Bengaluru, Goa etc.

Export of Coir & Coir Products during Last 10 Years (Value)



Export Composition of Coir & Coir Products (2022-23) (Value)



COMPARATIVE STATEMENT OF EXPORT OF COIR PRODUCTS (2022-23 AND 2021-22)

Item	Q=Quantity in MT		V=Value in Rs.Lakhs		% Growth Cumulative	
	2022-23		2021-22			
	Q	V	Q	V	Q	V
Coir Fibre	446340	52851.99	399428	63655.79	11.7	-17.0
Coir Yarn	4150	2908.75	4285	3330.70	-3.1	-12.7
Handloom Mat	26287	31071.63	21079	26172.99	24.7	18.7
Poweloom Mat	419	887.82	40	753.80	2.7	17.8
Tufted Mat	96389	104788.31	92810	100114.57	3	4.7
Handloom Matting	1224	1831.62	1110	1423.21	10.3	28.7
Powerloom Matting	0	0.00	4	9.60	NA	NA
Coir Geotextiles	10096	9067.32	6978	6165.74	44.7	47.1
Coir Rugs & Carpets	711	1011.32	580	861.79	22.6	17.4
Coir Rope	754	663.42	716	649.84	5.3	2.1
Curled Coir	14753	3784.8	9943	2622.89	48.4	44.3
Rubberised Coir	410	739.20	644	1096.88	-36.4	-32.6
Coir Pith	661629	186859.95	696175	225917.69	-5.0	-17.3
Coir Other Sorts**	1622	2751.75	696	1229.56	133.0	123.8
Total	1264784	399217.97	1234855	434005.10	2.4	-8.0

** Coir Braids, Poles, Bags, Fenders & Coir Fancy Items.

2. Composition of Export

Coir Pith constituted 52.30% in terms of quantity and 46.80% in terms of value of the total export of coir and coir products during the period under report. Tufted Mats constituted 7.60% in quantity and 26.20% in terms of value and it is one of the major items of coir products exported from India. Coir fibre

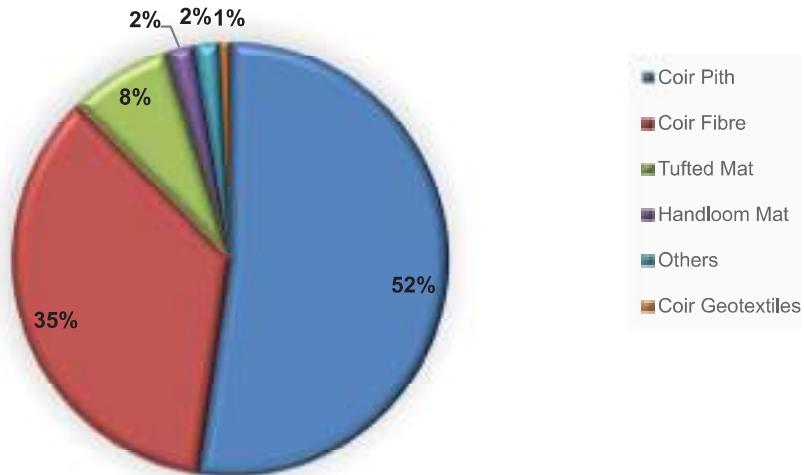
constituted 35.30% in quantity and 13.20% in value. All value added products together constituted 38% of the total exports in terms of value.

The table showing the item-wise composition of export of coir and coir products during 2022-23 in terms of quantity and value is given below;

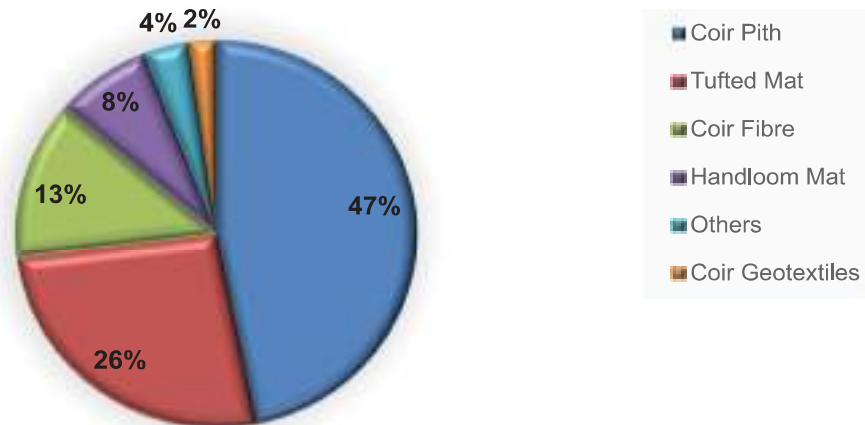
EXPORT OF COIR & COIR PRODUCTS (2022-23)				
Q=Quantity in MT			V=Value in Rs.Lakhs	
Item	2022-23		COMPOSITION %	
	Q	V	Q	V
Coir Fibre	446340	52851.99	35.3	13.2
Coir Yarn	4150	2908.75	0.3	0.7
Handloom Mat	26287	31071.63	2.1	7.8
Poweloom Mat	419	887.82	0.0	0.2
Tufted Mat	96389	104788.31	7.6	26.2
Handloom Matting	1224	1831.62	0.1	0.5
Powerloom Matting	0	0.00	NA	NA
Coir Geotextiles	10096	9067.32	0.8	2.3
Coir Rugs & Carpets	711	1011.32	0.1	0.3
Coir Rope	754	663.42	0.1	0.2
Curled Coir	14753	3784.89	1.2	0.9
Rubberised Coir	410	739.20	0.0	0.2
Coir Pith	661629	186859.95	52.3	46.8
Coir Other Sorts**	1622	2751.75	0.1	0.7
Total	1264784	399217.97	100.0	100.0

** Coir Braids, Scrubbers, Poles, Fenders & Coir Fancy Items.

Export Composition of Coir & Coir Products (2022-23) (Quantity)



Export Composition of Coir & Coir Products (2022-23) (Value)



3. Commodity-wise Analysis of Exports

Among the items of export, the details of items which recorded major increases and decreases in terms of quantity and value are given in the tables below;

Decrease in Quantity and Value

The items such as Coir yarn, Rubberised Coir, Coir pith and Power loom Matting have shown a negative trend both in terms of quantity and value.

Q=Quantity in MT		V=Value in Rs.Lakhs				% Growth Cumulative	
Item	2022-23		2021-22		Q	V	
	Q	V	Q	V			
Coir Yarn	4150	2908.75	4285	3330.73	-3.1	-12.7	
Rubberised Coir	410	739.20	644	1096.88	-36.4	-32.6	
Coir Pith	661629	186859.95	696175	225917.69	-5.0	-17.3	
Powerloom Matting	0	0.00	4	9.62	-100.0	-100.0	

Increase in Quantity but decrease in Value

Even though Coir fibre has shown a decrease of -17.0% in terms of value, it has shown an increase of 11.7% in terms of quantity. This may be due to decrease in the unit price of coir fibre.

Q=Quantity in MT		V=Value in Rs.Lakhs				% Growth Cumulative	
Item	2022-23		2021-22		Q	V	
	Q	V	Q	V			
Coir Fibre	446340	52851.99	399428	63655.79	11.7	-17.0	

Increase in Quantity and Value

Q=Quantity in MT		V=Value in Rs.Lakhs				% Growth Cumulative	
Item	2022-23		2021-22		Q	V	
	Q	V	Q	V			
Handloom Mat	26287	31071.63	21079	26172.99	24.7	18.7	
Poweloom Mat	419	887.82	408	753.80	2.7	17.8	
Tufted Mat	96389	104788.31	92810	100114.57	3.9	4.7	
Handloom Matting	1224	1831.62	1110	1423.21	10.3	28.7	
Coir Geotextiles	10096	9067.32	6978	6165.74	44.7	47.1	
Coir Rugs & Carpets	711	1011.32	580	861.79	22.6	17.4	
Coir Rope	754	663.42	716	649.84	5.3	2.1	
Curled Coir	14753	3784.89	9943	2622.89	48.4	44.3	
Coir Other Sorts**	1622	2751.75	696	1229.56	133.0	123.8	

4. Export Destination

During the year 2022-23, 134 countries imported coir and coir products from India. USA topped the importing countries with 12.75% in quantity and 29.47% in value. China is the second largest importer of coir products from India with a share of 44.69% in quantity and 20.42% in value. The other countries, which imported substantial quantities of coir and coir

products during the year under report, which were Netherlands, South Korea, UK, Spain, Australia, Germany and Italy. The Countrywise export of coir and coir products during the year 2022-23 is appended as **Annexure-III**.

The top 5 destinations of the major items exported during the year 2022-23 are furnished under:

4.1 Coir Pith

One hundred and seven countries imported coir pith from India during the year 2022-23. The important markets for Coir Pith and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	USA	87714.10	34065.97	13.26	18.23
2	REPUBLIC OF CHINA	123944.49	29682.80	18.73	15.89
3	SOUTH KOREA	91463.53	19413.49	13.82	10.39
4	NETHERLANDS	67949.82	18778.67	10.27	10.05
5	SPAIN	48809.18	12668.95	7.38	6.78

4.2 Coir Tufted Mats

Ninety three countries have imported Tufted Mats from India during the year 2022-23. The important markets for Tufted Mats and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	USA	54242.02	60511.88	56.27	57.75
2	UK	5553.74	6057.12	5.76	5.78
3	GERMANY	5007.97	5172.15	5.20	4.94
4	ITALY	4883.33	5046.91	5.07	4.82
5	SPAIN	3079.97	3131.03	3.20	2.99

4.3 Coir Fibre

Thirty eight countries have imported Coir Fibre from India during the year 2022-23. The important markets for coir fibre and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	REPUBLIC OF CHINA	436875.11	50291.05	97.88	95.15
2	RUSSIA	2346.10	604.14	0.53	1.14
3	USA	1350.42	383.25	0.30	0.73
4	FRANCE	804.59	283.53	0.18	0.54
5	NETHERLANDS	844.89	274.98	0.19	0.52

4.4 Handloom Mats

Eighty one countries have imported Handloom Mats from India during the year 2022-23. The important markets for Handloom Mats and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	USA	12138.72	15568.33	46.18	50.10
2	UK	2745.68	3259.17	10.45	10.49
3	AUSTRALIA	1155.96	1454.69	4.40	4.68
4	NETHERLANDS	1252.70	1304.41	4.77	4.20
5	FRANCE	960.32	1013.99	3.65	3.26

4.5 Coir Geo-Textiles

Thirty countries have imported Coir Geotextiles from India during the year 2022-23. The important markets for coir geo textiles and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1.	USA	3761.35	3602.34	37.25	39.73
2	FRANCE	1689.26	1587.33	16.73	17.51
3	AUSTRALIA	2052.11	1419.50	20.33	15.66
4	GERMANY	766.93	801.85	7.60	8.84
5	ITALY	411.95	329.04	4.08	3.63

4.6 Curled Coir

Fifteen countries have imported Curled Coir from India during the year 2022-23. The important markets for curled coir and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	RUSSIA	9600.42	2644.61	65.08	69.87
2	REPUBLIC OF CHINA	3096.98	565.11	20.99	14.93
3	IRAN	494.61	109.61	3.35	2.90
4	LITHUANIA	517.99	108.28	3.51	2.86
5	BULGARIA	179.70	59.87	1.22	1.58

4.7 Coir Yarn

Twenty six countries have imported Coir Yarn from India during the year 2022-23. The important markets for coir yarn and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	NETHERLANDS	1274.81	958.80	30.72	32.96
2	ITALY	1290.88	641.39	31.10	22.05
3	GERMANY	456.77	478.67	11.01	16.46
4	BELGIUM	115.70	157.45	2.79	5.41
5	OMAN	215.81	110.16	5.20	3.79

4.8 Handloom Matting

Twenty two countries have imported Handloom Matting from India during the year 2022-23. The important markets for handloom matting and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	USA	812.51	1084.37	66.37	59.20
2	UK	129.53	280.24	10.58	15.30
3	GERMANY	92.30	203.48	7.54	11.11
4	ISRAEL	47.18	57.32	3.85	3.13
5	GREECE	41.72	34.80	3.41	1.90

4.9 Rubberized Coir

Twenty one countries have imported Rubberized coir from India during the year 2022-23. The important markets for rubberized coir and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	GERMANY	98.59	186.87	24.04	25.28
2	USA	68.71	119.16	16.76	16.12
3	MALDIVE ISLANDS	44.47	91.53	10.84	12.38
4	NEPAL	24.87	44.77	6.07	6.06
5	CANADA	19.40	35.81	4.73	4.84

4.10 Coir Rugs & Carpets

Twenty two countries have imported Coir Rugs & Carpets from India during the year 2022-23. The important markets for coir rugs & carpets and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	USA	238.82	432.21	33.59	42.74
2	UK	151.46	183.05	21.30	18.10
3	SPAIN	65.86	82.60	9.26	8.17
4	ARGENTINA	59.26	65.91	8.33	6.52
5	CANADA	33.47	42.21	4.71	4.17

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

Thirty Nine countries have imported Coir Other Sorts from India during the year 2022-23. The important markets for coir other sorts and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	USA	526.97	1006.80	32.50	36.59
2	UK	366.48	553.67	22.60	20.12
3	NETHERLANDS	166.18	250.44	10.25	9.10
4	FRANCE	51.76	170.09	3.19	6.18
5	GERMANY	77.86	134.24	4.80	4.88

4.12 Coir Rope

Twelve countries have imported Coir Rope from India during the year 2022-23. The important markets for coir rope and their market share in terms of quantity and value are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	FRANCE	428.00	375.07	56.77	56.54
2	USA	62.34	83.01	8.27	12.51
3	MALDIVE ISLANDS	131.36	74.60	17.42	11.25
4	OMAN	28.63	38.93	3.80	5.87
5	NEPAL	28.26	24.02	3.75	3.62

4.13 Powerloom Mats

Eight countries have imported Powerloom Mats from India during the year 2022-23. The details in terms of quantity and value in respect of top five countries are as detailed below;

Quantity in MT			Value in Rs.Lakhs		
Sl.No.	Country	Quantity	Value	QTY%	VAL%
1	USA	329.03	733.16	78.55	82.58
2	FRANCE	32.60	56.41	7.78	6.35
3	UK	37.21	51.06	8.88	5.75
4	AUSTRALIA	7.47	18.16	1.78	2.05
5	BELGIUM	7.25	17.14	1.73	1.93



CHAPTER – VI

DOMESTIC MARKET PROMOTION

Sales of Coir Products

Promotion of sales of coir and coir products in India and elsewhere is one of the thrust areas of activities of Coir Board. The “Domestic Market Promotion” includes efforts for enhanced sale of coir products through Board’s Showrooms and sales outlets and also popularizing coir and coir products by way of organizing participation in exhibitions in different parts of the country, publicity through audio and visual media, sales campaign, distribution of brochures & pamphlets, erection of hoardings etc.

I. Participation in Domestic Exhibitions

During the fiscal year 2022-23, Coir Board continued to demonstrate its proactive engagement in the propagation of coir and coir products across the nation by actively participating in 97 exhibitions. This concerted effort, aimed at enhancing awareness and market presence, involved an expenditure of Rs.1,023 lakhs. Coir Board takes pride in the comprehensive outreach, which encompassed diverse geographical locations, effectively disseminating the benefits and versatility of coir-based offerings. The accompanying Annexure-IV provides an insightful breakdown of these exhibitions on a statewise basis, highlighting the extent of the Board’s reach. These exhibitions collectively served as impactful platforms for

showcasing the spectrum of possibilities with the coir industry.

a. Smart Shoppers Expo-2022

The Regional Office, Coir Board, Pollachi participated in the Dinamalar Smart Shoppers Expo 2022, a noteworthy event held at Sri Kantha Mahal, Coimbatore Road, Pollachi from 30th September to 2nd October, 2022. The Board’s showcase featured a captivating array of Coir Products, thoughtfully presented to engage and enthrall attendees.

The event witnessed the esteemed presence of Shri. D. Kuppuramu, the Hon'ble Chairman of the Coir Board, and Shri. Jitendra Kumar Shukla, Secretary (Additional Charge), both of whom took the time to visit the exhibition stall. The interaction was marked by insightful discussions and a firsthand exploration of the diverse coir offerings on display.

The response from the public was over whelming, with a substantial footfall exceeding thousands of enthusiastic visitors at the Board's stall. Attendees displayed keen interest in learning about Coir and Coir Products, expressing queries on establishing coir industries and embarking on an export journey. The Board’s team proactively shared comprehensive insights into the Board's Schemes and services, catering to the inquisitiveness of the attendees.

Of particular note, the event sparked substantial interest in garden articles and Pith Blocks, leading to

a considerable number of inquiries and interactions in these domains. The participation in the Smart Shoppers Expo-2022, undoubtedly, marked a resounding success, further strengthening the Board's mission to promote and disseminate the

benefits of coir-based products. A glimpse of the vibrant exhibition through the accompanying photographs, each capturing the essence and significance of our engagement in this remarkable event is shared in the below photographs.



b. India International Grand Trade Fair-2022

The India International Grand Trade Fair 2022 took place at City Square Ground, New Town Kolkata from November 2nd to 13th, 2022. The Coir Board Showroom & Sales Depot, Kolkata organized the Board's participation, making it a prominent event in Eastern India that drew a large number of attendees. This trade fair showcased a diverse range of Coir Products available in the Showroom and attracted significant participation from foreign countries, corporate entities, and government departments such

as MSME, Government of West Bengal & Ministry of Tourism, Government of India. The Coir Board's stall was artistically designed to captivate visitors.

The event featured participation from 8 countries, 17 Indian states and garnered over 4,00,000 visitors throughout its duration. The inauguration of IIGTF, 2022 was officiated by Janab Firhad Hakim, Hon'ble Ministry of Urban Development and Municipal Affairs, Govt. of West Bengal, accompanied by esteemed dignitaries from the West Bengal Government.



c. 5th International Industry and Technology Expo-2022

The Coir Board enthusiastically participated through its Showroom and Sales Depot Indore in the 5th International Industry and Technology Expo-2022, which proved to be a resounding success within the state of Madhya Pradesh. The event's inauguration was graced by the esteemed presence of Hon'ble Shri Kamal Patelji, Minister of Animal Husbandry and Dairy, both representing the Government of Madhya Pradesh. Notably, other dignitaries also paid a visit to the Coir Board's stall during the event.

The stall presented an impressive display, showcasing a comprehensive assortment of Mats, Mattings, Geo-Textiles, Garden Articles and exquisite handicrafts crafted by the skilled Tribes of Gujarat. The creative presentation garnered widespread appreciation, attracting the attention and admiration of attendees. It is with great pride that the Coir Board was honored with the esteemed distinction of securing the 1st prize for the Best Designed stall at the exhibition.



d. Exhibition cum Seminar in connection with “Azadi ka Amrit Mahotsav -2022”

Under the auspices of the Coir Board, and facilitated through its Showroom and Sales Depot in Guwahati, a significant event titled "Assam Coir Mahotsav" Azadi ka Amrit Mahotsav was meticulously organized. The event unfolded at the picturesque Jyoti Chitraban in Kahilipara, Assam, spanning from the 23rd to the 26th of March, 2023.

The inauguration of this Seminar-cum-Exhibition was graced by the esteemed presence of Shri D. Kuppuramu, the Hon'ble Chairman of the Coir Board, alongside notable dignitaries including Shri Manoj Lundia, President of Laghu Udyog Bharti, NE Region, and Shri Ravi Kumar, Secretary of Laghu Udyog Bharti, NE Region.

The exhibition featured a diverse array of 25 stalls, showcasing a spectrum of technological innovations and distinctive products. Central Coir Research Institute, Central Institute of Coir Technology, and various MSME units contributed to the captivating display, enriching the experience with insights into cutting-edge technologies and pioneering products.

Central to the event's mission was the dissemination of awareness regarding Coir products and the Coir Industry, specifically targeting the youth and women of Assam and the broader North East region. The "Assam Coir Mahotsav" Azadi ka Amrit Mahotsav exemplified an effort to bridge knowledge gaps and fosters a deeper understanding of the coir domain, while also offering a platform for regional growth and empowerment.





e. 41st India International Trade Fair-2022

The event took place at the iconic Pragati Maidan, New Delhi, from 14th to 17th November 2022, the India International Trade Fair -2022 stood as a significant occasion through Board's Showroom and Sales Depot New Delhi on the calendar. At this event of national stature, the Chairman, Secretary and other senior officials of the Coir Board, in conjunction with officials from various Ministries including CMD of KVIC and NSIC, collectively

marked their presence at the inauguration of the Board's pavilion.

During the inauguration, the Hon'ble Union Minister of MS & ME expressed a commendable gesture by exploring the pavilion, showcasing a genuine interest in the diverse array of coir products on display. His visit not only highlighted his support for the coir industry but also emphasized the broader role of coir in the MSME sector's growth and development.





f. MSME Technology Centres Conclave 2023

The Ministry of MSME orchestrated the noteworthy "MSME TECHNOLOGY CENTRE CONCLAVE 2023" as a pivotal component of the "Azadi Ka Amrit Mahotsav" celebrations. The event unfolded at the esteemed Jyoti Chitraban (Film Studio) Society in Kahilipara, Guwahati, Assam, spanning the period from 5th to 6th of March, 2023.

The Board participated through its Showroom and Sales Depot Guwahati in the inauguration of the MSME Technology Centre Conclave 2023 was graced by the distinguished presence of Shri. Narayan Rane, the Hon'ble Union Minister for MSME. This event garnered further significance with the participation of prominent individuals including Shri Bhanu Pratap Singh Verma, Hon'ble Minister of State for MSME, Smt. Sudha Keshari, Additional Development Commissioner, Ministry of MSME, Govt. of India, and Smt. Mercy Epao, Joint

Secretary (SME), Ministry of MSME, Govt. of India. Shri C.M Patowary, Hon'ble Minister for Industries & Commerce, TRTC, FFDC, Principle Secretary Shri B Kalyan Chakravarthy IAS, Secretary Department of Industries, Commerce & PE, Department of Mines and Minerals, along with State Government representatives from 20 different stakeholders, contributed to the event's resounding success.

A conclave of Principal Secretaries and key representatives from the Coir Producing States' Central Governments took place on the 5th of March, 2023, at Jyoti Chitraban (Film Studio) Society. Chaired by Shri D. Kuppuramu, the Hon'ble Chairman of the Coir Board, the "MSME Technology Conclave Centre 2023" served as a significant platform for deliberation. The conclave's primary objective was to facilitate dialogue on the current state of the Coir industry across different states and garner insights from respective State Government