

representatives. The aim was to strategize and enable further growth and development of the industry, with the collaborative support of the Ministry of MSME and the Coir Board.

Distinguished officials from the Ministry of MSME, including Smt. Sudha Keshari, Additional Development Commissioner, and Smt. Mercy Epao, Joint Secretary (SME), addressed the esteemed delegates. A comprehensive PowerPoint presentation by the Coir Board highlighted the conclave's scope and objectives.

The conclave facilitated a productive exchange

between State Delegates and Ministry Officials, centering on pivotal aspects of Coir Board activities under Coir Vikas Yojana. Topics of discussion encompassed value addition in the coir sector, the imperative of mandatory procurement of coir products by State Governments, Coir Board's MDA Scheme utilization by State Governments, Export facilitation programs, PMEGP implementation within the coir sector, and the formulation of welfare schemes for coir workers. This interaction underscored the commitment to collective progress and innovation within the coir industry.



II. Showrooms & Sales Depots

The Board has 29 Showroom and Sales Depots which also serve as marketing outlets beyond display centers. The total sales of coir and coir products through Coir Board's Showrooms and sales depots during the last year and in the current fiscal are as under:

(Rupees in lakhs)

2021-22	2022-23
1987.93	1939.17

The Showrooms at Bhubaneswar, Hyderabad, Mumbai, Connaught Place and New Delhi have achieved sales target during 2022-23.

Sl.No	Showroom	Target (Rupees in lakhs)	Sales (Rupees in lakhs)	Percentage of achievement (%)
1	Bhubaneswar	250.00	250.03	100.01
2	Hyderabad	180.00	246.47	136.93
3	Mumbai	100.00	100.03	100.03
4	New Delhi (CP)	400.00	631.51	157.88
5	New Delhi (NP)	50.00	54.52	109.04

The comparative statement of sales performance of Showrooms & Sales Depots from April to March 2021-22 & 2022-23 is annexed as **Annexure -V**.

III. Market Development Assistance (MDA)

In addition to the above, the Board is releasing Market Development Assistance (MDA) to the State Governments, for granting market assistance to the government owned coir enterprises units and co-operative societies. The purpose of the scheme is to help the coir enterprises to promote their sales, by granting an assistance of 10% of the average annual sales achieved during the last 3 years. The MDA is equally shared by the State Governments concerned and by Coir Board, on behalf of Government of India.

Sl No.	State	Amount (Lakhs)
1	Karnataka	58.37
2	Tamil Nadu	44.04
3	Kerala	390.00
4	Showrooms & HC	195.64
	Total	688.05

Sales through GeM Portal

During the period under report, Indore, Jammu Tawi and Kanpur Showrooms have generated sales worth Rs.33.06 lakhs by participating in the e-tendering process through GeM Portal. All the showroom and sales depots have been registered in GeM Portal and efforts are on to grab more sales.

Showroom	Sales through Gem Portal (2022-23)
Bhubaneswar	4,51,025.00
Jammu Tawi	60,46,205.00
Dehradun	2,33,847.00
Andheri	66,000.00
Total	6,797,077.00



CHAPTER – VII

SCIENCE & TECHNOLOGY

Coir Board is implementing various Plan/Schemes/Programmes for overall and sustainable development of Coir Industry. The Science and Technology Schemes under the Umbrella Schemes of CVY are pursued with a view of Modernize the traditional industry. The Modernization will bring improvement in productivity enhancement in quality, diversification of products and also elimination of drudgery. The Research & Development Activities of the Board concentrate in

the following areas.

1. **Modernization of Production Processes.**
2. **Development of Machinery & Equipments.**
3. **Product Development & Diversifications.**
4. **Development of Environment Friendly Technologies.**
5. **Technology Transfer, Incubation, Testing & Service facilities.**

1. MODERNIZATION OF PROCESSES

Research Studies:

- **A trial research study pertaining to the Development of a natural Mosquito Repellent from coir pith was conducted at CCRI:**

Several experiments have showed that oils from cloves protected against mosquitoes for up to 76 minutes, while other tests found that it lasted two to four hours. Coffee grounds can help keep mosquitos at bay. It not only an eco-friendly alternative, but it's a great way to reuse coffee grounds. Coir pith: Coffee + Clove + Lemongrass (9:1, 8:2, 7:3, 5:5)



It was observed that a combination of 5:5 (Coir pith: Coffee + Clove+ Lemon grass) was most effective in sustaining the smoke for a period of 2 hours and was good in mosquito repellent action.

- Coir pith being a lignocellulosic biomass acts as a suitable substrate for prolonging the burning process due to the generation of aromatic hydrocarbon which makes the smoke sustain. A study has been initiated in the Microbiology department. to explore the possibility of combination of coir pith with Coffee powder and clove as an insect repellent and is being continued with encouraging result.

- **Treatment of Coir pith effluent**-As study on the development of a biological method for the treatment of Coir pith effluent has been initiated in the department & is continuing.
- **Enrichment of bioorganic manure**- A study has also been taken up in the department for enriching the manorial value of Coir Pith Organic Manure (CPOM) using natural supplements so as to consolidate the formulation in a crop wise manner for agriculture applications.
- **Development of an Insect repellent from Coir pith**-The study on the development of an effective repellent from coir pith using Coffee powder and Clove for controlling insects including mosquito is underway with encouraging results.
- **Development of a zero-effluent process through eco-friendly technologies for standardization and optimization of process parameters of coir pith for export applications.**

Research work has been initiated for exploring the possibilities of a greener and cleaner technology for the composting of coir pith with minimal usage of water. The water requirement for composting is met with the addition of water hyacinth (*Eichhorniacrassipes*) at different

proportions to determine its effect in the rate of composting. Samples are drawn at regular intervals to check the decrease in lignin content and increase in NPK values.

- **Value addition of tender coconut husks:**

Feasibility studies on Potpourri scent using tender coconut husk chips on different sizes has been initiated. New constituents were included to make coir handmade paper with different ratios. Leaves of Hibiscus plant were introduced into existing handmade paper pulp making process and the trial studies have been initiated. The trail product has been obtained with encouraging results. New technology has been followed to perform trail studies of packing materials using tender coconut husk fiber. The product has been fabricated by compression molding method under the varied parameters such as temperature, pressure and curing time. Work has been initiated for the development of new coir based products for suitable applications.



The performance of the Service Extension Centre set up at CCRI, Kalavoor during the year 2022- 2023 is furnished below.

ITEM	PRODUCTION	SALE	USED FOR EXPT/ DEMO	Value (Rs.)
BIOCHEM	50Ltr.	50 Ltr.	0	2,625.00
PITHPLUS	1213.4Kgs	1250.60Kgs	49 kg	1,63,179.00
TESTING		228 Nos.		13,45,200.00
TOTAL REVENUE REALIZED				15,11,004.00

2. DEVELOPMENT OF MACHINERY AND EQUIPMENTS

Achievements/Status

1. Development of Coir Yarn Spinning Technology without core thread and Doubling & Bobbin winding unit as part of modernization of Coir Industry.

A good quality coir spinning machine is a long term need of coir industry. The production turn over in the case of hand spinning was less. The core thread made out of cotton yarn creates problems for tufted mats due to difference in the colour. Synthetic yarn had also been used as core thread which is not considered as eco-friendly. Cotton yarn as core thread is considered as not cost effective. Hence, the efforts are always taken at different stages to develop spinning technology without core thread.



Recently Engineering Department of CCRI has developed a spinning technology of coir without core thread mainly for the use of small scale unit / house hold unit. This technology of coir yarn spinning without core thread has been officially launched in the venue of India International Trade Fair-2022 by Hon. Union Minister of MSME at Pragati Maidan, New Delhi in the presence of Hon. Minister of State for MSME, Hon. Secretary MSME, Officials from the Ministry of MSME, Hon. Chairman Coir Board and Secretary Coir Board etc.

2. Development of simplified version of metallic handloom for weaving coir geo textile as part of empowerment of women in the Coir Industry

The operation of wooden coir handlooms, having a weight of more than 500 kg, requires exertion of a large force and therefore can be operated only by persons having sound physique. A simplified version of metallic handloom has been developed at CCRI, Coir Board mainly for demonstration purpose in the trade fair, exhibitions etc. as part of popularization of this weaving technology to enhance women employment in the industry. This technology has been officially launched in the venue of India International Trade Fair-2022 by Hon. Union Minister of MSME at Pragati Maidan, New Delhi in the presence of Hon. Minister of State for MSME, Hon. Secretary MSME, Officials from the Ministry of MSME, Hon. Chairman Coir Board.



3.PRODUCT DEVELOPMENT & DIVERSIFICATIONS.

Product Development and Diversification Department has made continuous efforts for manufacturing different diversified coir products with coir fibre, coir yarn and coir felt. The CCRI has engaged two Designers from NIFT and NID for developing new diversified coir products/process. During these periods the following coir products are developed in PD Section.

Coir Buttons

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 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. During the month of May 2022, we launched this product at MSME Conclave 2022 at Coimbatore.



Coir Corrugated Sheet



In order to provide more spongy effect without increasing the density of coir sheets, we designed it in a corrugated / projected way. This will trap air within the design providing a lighter weight experience. As the

rubberized coir mattress is having more weight compared with the foam mattress and lot of customers are not ready to purchase the coir mattress due to this problem. This design can be a good one for providing a lighter rubberized coir sheet for coir mattress and will definitely reduce the cost of freight charges on transit and other expenditures on transshipment for international shipping.

Thermal Bags

We have developed Thermal bags from coir as the coir has its thermal properties, we tried incorporating coir rubberized felt in the bag insulations. This coir felt act as an insulator and will provide air trapping inside the bag and avoid the contact of air outside of bags. This can be used for multifunctional purposes like picnic, camping, shopping frozen and warm items. These bags were tested for its thermal properties and found that the thermal bag is effective in isolating the temperature inside it.



Coir Stole/ Coir slash

The Coir Stole is made out of thin Coir Felt and designed it for functions/ceremonies/events. These can be used for title honoring/guest welcoming/short banners. Their objective is to be used against single usage of synthetic products in the market.



Water resistant Coir sheet

In order to reform the existing Coir felt further and increase the usage bandwidth, we tried to address the water resistant problem in the product. For this we successfully developed the combination i.e. Nylon + Coir felt + Cotton gauze.



This combination works:

- Nylon acts as water resistant layer
- Coir acts as UV protection layer
- Gauze acts as reinforcing layer for fibers

Coir Umbrella

By this water resistant coir sheet CCRI has developed an umbrella with the combination of i.e. Nylon + Coir felt + Cotton gauze on the canopy and the frame with stainless steel.



Coir Scrubbers

The coir natural dish cleaning products in your kitchen saves money and effort while also helping the planet. The two ply coir yarn is wrapped over two ply coir yarn and stitched it in to shape.

The natural bristles of wrapped coir in the scrubbers get into all those hard to clean appliances and utensils. Coconut fibre lasts longer, it won't become greasy and is great for all your pots & pans, mesh strainer, micro graters etc. They are sturdy enough to last, and their antibacterial properties keep them cleaner as well. Caring for coir scrubber is also easy as allowing it to dry, and compost your plastic free coir scrubber at the end of its life.



4.DEVELOPMENT OF ENVIRONMENT FRIENDLY TECHNOLOGIES

- Studies are continuing to evaluate the life of coir geotextiles under accelerated conditions and on exposure to normal weather conditions. Studies were also initiated to enhance the life by surface modification and compare with normal geotextiles. Accelerated studies were carrying out by Xenon arc exposure and evaluating the deterioration in tensile strength. The leachate from the treated and untreated geotextiles are collecting to evaluate the environmental impacts of the same.



The test frames for exposure to weathering have been fabricated by the engineering department of CCRI. Arrangements have also been made to collect the leachate and evaluation of its contents.

- Attempted trials for the softening of stiff black painted jute yarn as per the request from M/s TMMC, Cherthala. The trials were conducted with different softening chemicals in different concentrations. It was observed that the black color getting deteriorated on treatment with the softening chemical.
- Research works were also been carried out on softening of coir using cationic softeners in varying concentrations. The testing and quality evaluations of the softened materials are progressing.
- RDSO GUIDELINES RDSO/2020/GE:G-0022 April 2022 for Application of COIR GEOTEXTILES in Railway Embankments and Natural Hill Slopes & Cuttings

The Research Designs & Standards Organization (RDSO) under Ministry of Railways has released the guidelines RDSO/2020/GE:G-0022 April 2022 for application of COIR GEOTEXTILES in Railway

Embankments and Natural Hill Slopes & Cuttings by the active intervention and support of Coir Board. State/Regional level workshop conducted by NHAI for the southern states

Coir Board has been invited to take technical session on coir geotextiles and its applications in the the State/Regional level workshop conducted by NHAI for the southern states on 28.05.2022 at Ernakulam. It was as per the invitation from the Regional Officer, NHAI, Kerala. Ms. Alka Updhyay IAS, Chairman, NHAI presided over the programme. SSO (poly) i/c and Dr. Samson Mathew NATPC together made the presentation on coir geotextiles for roads. Coir Pith also been presented for the medians and for the tree plantation drive in highways. It was informed in the meeting by the officials of NHAI that NHAI will soon release the order on use of coir geotextiles for highway embankments.

5. TECHNOLOGY TRANSFER, INCUBATION, TESTING & SERVICE FACILITIES.

Testing of coir and coir products





68Nos.of coir and coir product samples were tested as per the requirement from the trade as detailed below:

Coir Geotextile	-	18 Samples
PVC Tufted Mat	-	2 Samples
Rubberised Coir	-	15 Samples
Machine twisted curled coir rope	-	5 Samples
Coir Matting	-	6 Samples
Coir fibre	-	1 Sample
Coir Yarn	-	8 Samples
Coir Rope	-	1 Sample
Coco Pole	-	1 Sample
Coco mulch mat	-	1 Sample
Coco Chips	-	1 Sample
Coco peat	-	1 Sample
Coir needled felt sheet	-	1 Sample
Non-woven synthetic geotextile	-	2 Samples
Coco coir log	-	1 Sample
Coir geotextile bag	-	2 Samples
Geosynthetic composite	-	2 samples



During the period the following Demonstrations have been successfully completed in various places.

1.Coir pith composting - 6 Nos.

Sl. No.	Place of demonstration
1	<p>Conducted the demonstration of composting of coir Pith at Charamangalam,Kanjikkuzhi, Cherthala in association with the Gramapanchayath, Kanjikkuzhi on 28.06.2022 as part of MSME Week during the period from 27.06.2022 to 03.07.2022. The programme was inaugurated by Shri. A.M.Ariff, Hon'ble M P, Alappuzha in the presence of the President and Secretary of Kanjikkuzhi GramaPanchayat, Ward Member and the members of Haritha Karma Sena, Kanjikkuzhi.</p> 
2	<p>Conducted the demonstration of composting of coir Pith at M/s Kerala State Coir Machinery Manufacturing Company, Alappuzha, Kerala dtd. 23.11.2022</p> 

3	<p>Conducted the demonstration of composting of coir Pith at the fibre extraction unit of M/s KCCP Limited, Kannur, Kerala dtd. 04.11.2022</p>
4	<p>Conducted the demonstration of composting of coir Pith at the fibre extraction unit of M/s Anjarakkandy Farmers Service Co.Op. Bank, Anjarakkandy, Kannur, Kerala. Dtd. 01.12.2022</p> 
5	<p>Conducted the demonstration of composting of coir Pith at M/s HYZ Agro Products & Exports, by HYZ Ventures, Techno park, Trivandrum, Kerala dtd. 12.01.2023</p> 
6	<p>Conducted the demonstration of composting of coir Pith at the premises of Shri.SunilKumar.S, Thenari, Palakkad, Kerala 03.03.2023</p>  

2. Exhibition – 7 Nos.

Sl. No.	Place of Exhibition
1	<p>Participated in the 7th India Industrial Fair –Udyam 2022 held at Veterinary Field, Khanappara, Guwahati during the period from 22.04.2022 to 25.04.2022 and conducted the demonstration of Coir Pith Composting, Application of Coir Geotextiles on Slope stabilization and Road Construction as part of the exhibition.</p> <div data-bbox="302 632 1373 982">  </div>
2	<p>Participated in the National Coir Conclave held at Coimbatore on 05.05.2022 Arranged one display of coir products along with the demonstration of road construction at the venue of National Coir Conclave on 05.05.2022.</p> <div data-bbox="321 1146 1318 1470">  </div> <p>Conducted one display of coir products at the venue of Coir Run Marathon -2022 organized at Coimbatore on 06.05.2022</p> <div data-bbox="341 1575 1318 1812">  </div>

3	<p>Participated in the 81st Session of Indian Road Congress held at Lucknow, Uther Pradesh with the display of Coir Geotextile application during the period 08.10.2022 to 11.10.2022</p>  
4	<p>Participated in the India International Trade Fair 2022, Pragadi Maidan, New Delhi with the display / demonstrations of the Coir technologies on 14.11.2022 to 24.11.2022</p>  
5	<p>Participated in the 13th Onattukara Agri Fest 2022 at Charummoodu, Kayamkulam, Kerala with demonstrations of Coir technologies during the period 27.12.2022 to 31.12.2022</p>  
6	<p>Participated in the Assam Coir Expo 2023 held at Jyothi Chitraban, Kahalipara, Guwahati, Assam on 23.03.2023 to 26.03.2023</p>  



7	<p>Participated in the G-20 Sherpa Meet held at M/s KTDC Waterscape, Kumarakam, Kerala with the display / demonstrations of the Coir technologies during the period 31.03.2023 to 01.04.2023</p> <div style="display: flex; justify-content: space-around;">   </div>
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3. Site Assessment for CGT Application – 2 Nos.


Sl. No.	Beneficiary / Particulars
1	<p>Conducted the site visit along with the Volunteers of M/s ExNoRa International Foundation, Chennai at the “Eco Pond” of M/s Queen Mary’s College, Mylapore, Chennai for conducting the application of coir geotextiles for embankment protection. Dtd. 23.06.2022</p> 
2	<p>Conducted the site inspection for the application of coir geotextiles as per the request from Shri. AjayK.Bakaya, Managing Director, AKB Hotels Pvt. Ltd, A- 570, Sushant Lok-1, Gurugram – 122002 for their proposed Hotel Resort at Neemrana, Rajasthan. Dtd. 12.03.2023</p> <div style="display: flex; justify-content: space-around;">   </div>

4. Laying of Coir Geotextiles – 5 Nos.



Sl. No.	Beneficiary / Particulars
1	<p>Application of coir geo textiles for slope stabilization at M/s Kannur International Air Port, Mattannur, Kannur, Kerala during the period 18.04.2022 to 30.04.2022</p> <div style="display: flex; justify-content: space-around;">   </div>
2	<p>Application of coir geo textiles for embankment protection of the Eco Pond No.1, at M/s Queen Mary's College, Chennai, Tamilnadu during the period 21.12.2022 to 07.01.2023</p> <div style="display: flex; justify-content: space-around;">   </div>
3	<p>Visited the site at M/s Kannur International Air Port, Mattannur, Kannur, Kerala as part of giving technical assistance for the application of coir geo textiles for slope stabilization during the period 16.01.2023 to 20.01.2023</p> <div style="display: flex; justify-content: space-around;">   </div>

4	<p>Application of coir geo textiles for slope stabilization at M/s Kannur International Air Port, Mattannur, Kannur, Kerala during the period 18.04.2022 to 30.04.2022</p> 
5	<p>Conducted the planting of Vetiver grass slips in connection with the application of coir geo textiles for embankment protection of the two Eco Ponds at M/s Queen Mary's College, Chennai, Tamilnadu on 08.03.2023 to 17.03.2023</p> 

5. Workshop/EDP/Seminar/Meeting/Awareness Programme – 5 Nos.

Sl. No.	Place and Programme
1	Participation of National Seminar on “Application of coir geotextiles and natural fibre in Infrastructural Development” organized by the department of Civil Engineering, IIT, Madras, Chennai on 24.06.2022
2	Conducted one Awareness programme at M/s College of Engineering, Pallippuram, Cherthala on 30.06.2022 on the application of coir geotextiles for rural road construction and embankment protection as part of MSME Week
3	Participation of National Seminar on “ Technological Interventions for Sustainable Development of Coir Industry” organized by the Regional Office, Kalavoor with the display of coir products at M/s Hotel Pagoda, Alappuzha, Kerala on 20.03.2023  
4	Participation with the display of R& D technologies and products at the Regional Seminar on “ R & D Technological Interventions on Coir for Sustainable Development ” held at M/s Kongunadu College of Engineering & Technology, Trichi, Tamilnadu on 27.03.2023  
5	Participated in the National Seminar on “Unleashing the Potential of Coir Industry with R & D interventions” held at Kota, Rajasthan and participated in the Exhibition during the period 04.03.2023 to 06.03.2023  

6. Biochem Treatment – 2 Nos.

Sl. No.	Place of demonstration
1	<p>M/s VaranamCVCS Ltd. No.A.834, Karikkad.P.O, Thanneermukkam, Cherthalaon 29.06.2022as part of MSME Weekduring the period from 27.06.2022 to 03.07.2022.</p> 
2	<p>Conducted one field demonstration of Biochem Treatment at M/s TMMC, Cherthala as a trial for softening the dyed jute yarn and products. Dtd. 12.07.2022</p> 

7. Incubation / In-house Training – 74 Candidates

Sl. No.	Period of Training	Male	Female	Total
1	23.05.2022 to 27.05.2022	7	2	9
2	13.06.2022 to 15.06.2022	6	0	6
3	11.07.2022 to 12.07.2022	1	1	2
4	31.10.2022 to 04.11.2022	7	3	10
5	05.12.2022 to 09.12.2022	9	17	26
6	27.12.2022 to 30.12.2022	0	10	10
7	06.03.2023 to 10.03.2023	0	11	11
	Total	30	44	74

Sub Schemes & Components	Physical Target	Physical Achievements	Remarks
1. Science & Technology			
a. Modernization of production process- New machines/ process to be developed	8	8	<p>6 Process</p> <ol style="list-style-type: none"> 1. For the development of coir composite fruit bowl 2. For the development of coir geotextile shadow lamp holder 3. For the usage of hard fiber with eco friendly approach in textile industries providing a gateway to reduce synthetic material 4. For the development of rectangular shaped tray 5. For Cylindrical holder from handmade paper 6. For the development of automatic mirror cover <p>2 Machinery</p> <ol style="list-style-type: none"> 1. Development of simplified version of metallic handloom for weaving coir geo textile 2. Developed a 6 head spinning machine of coir without core thread mainly for the use of small scale unit / house hold unit as part of modernization of Coir Industry
b. Development of Machinery & Equipments- Development of new technology	7	8	<ol style="list-style-type: none"> 1. For the application of display counters in fruit shops, in dining at the kitchen, Decorative article for patios in the backyard & an elegant & decorative article in the party table work places, commercial premises. 2. For household applications, stairs, balcony, elevation lightning etc., wall ceiling lamps, decorative and advertising lighting in events, restaurants etc house hold unit 3. For decorative wear, fashion accessories, casual apparels shirts, T-shirts and formal wears 4. For the application of alternative for plastic containers 5. For holding certificates and beautified by fixing lace at both edges and a flower ribbon

			<p>6. For automotive interior mirror cover for vehicles etc.</p> <p>7. Technology for weaving coir geotextiles</p> <p>8. Technology of spinning of coir without core thread mainly for the use of small scale unit/house hold unit</p>
c. Product Development Diversification-Development of new products	13	13	<p>1. Coir composite fruit bowl</p> <p>2. Coir Geo Textile shadow lamp</p> <p>3. Coir buttons</p> <p>4. Flat rectangular tray</p> <p>5. Cylindrical Certificate holder</p> <p>6. Automotive mirror cover Automotive mirror cover</p> <p>7. Coir umbrella for beach/Ghat</p> <p>8. Coir scrubber with coir yarn</p> <p>9. Mosquito repellent incense cone from coir pith</p> <p>10. Biodegradable plastic tray</p> <p>11. Coir PP cloth hanger</p> <p>12. Biodegradable coir PLA battery cover</p> <p>13. Agarbatti production using coir pith</p>
d. Development of environment friendly technologies-Technology Transfer	21	21	<p>1. Mini MFEM (5 Nos.)</p> <p>2. MFEM (2 Nos.)</p> <p>3. Willowing Machine (1 No.)</p> <p>4. Corridor Frame and Machine (1 No.)</p> <p>5. Coir Pith Composting (1 No.)</p> <p>6. Garden Article(11 Nos.)</p>
e. Technology Transfer, Incubation, Testing and Service Facilities-Field demonstrations of technology	143	427	<p>284 testing of coir and coir products has been completed in Micro and chemistry lab at CCRI</p> <p>143 numbers of demonstration have been completed</p> <p>1. Coir Pith Composite (6 Nos.)</p> <p>2. Geo textiles (7 No.)</p> <p>3. Bio chem Treatment (2 Nos.)</p> <p>4. Coir Processing Machinery (128 Nos.)</p>

CHAPTER – VIII

MARKETING AND PUBLICITY

One of the major activities of the Board is to give ample publicity for the promotion of coir and coir products in the domestic market and popularisation of the schemes and services of the Board through various publicity programmes. The Publicity programmes are carried out under the head 'Coir Vikas Yojana-DMP- Publicity'. The total expenditure incurred during the year 2022-23 for this activity was Rs.200.21 lakhs. The following were the major publicity programmes implemented by the Board during the period under report:-

Television / Radio Publicity

The Board telecasts advertisements through Doordarshan and AIR. Social media publicity was also undertaken very effectively. The Board has been maintaining social media accounts in Twitter, Instagram, Facebook, You Tube etc., for effective publicity.

Spot Publicity/Sales Campaign

Special publicity programmes are also arranged in connection with sales campaigns, festivals etc. The Showroom Managers and the Heads of Sub Offices are allowed to release advertisements in local newspapers and television channels during the period for the promotion of coir products and its applications and also the Schemes and Services of the Board. Banners are also displayed in the Showroom/Office premises and vantage points in the

cities.

Press/Casual advertisements

Advertisements are released in leading national dailies, magazines, important publications in English and vernacular and official languages. In addition to this, the Board is undertaking event based publicity during the occasion of festivals etc. This programme was continued during the period under the report.

Printing of Publicity Materials/ Hoarding/ Coir News

Printing and distribution of Publicity literature is an important programmes/schemes/products of the Board. The publicity brochures and pamphlets are printed in English, Hindi and in all regional languages and distributed to the general public for creating awareness. Further, the Board is publishing Coir News to disseminate the information on the R&D activities/achievements of the Board, statistics on exports and other major interventions of the Board in the development of the industry.

The printing activities were continued during the period under report. The Board has displayed hoardings at vantage points during the important programmes of Government of India.

Production of Documentary film/Corporate film/photo shoot

Documentary films on processing and applications

of various products and ad films are produced for exhibition/seminar/training for popularization of various coir products and its applications and also the developments in the industry. Photoshoots of coir products, coir machinery and coir process are conducted for making advertisements and pamphlets of different coir products and coir process.

Publicity in North Eastern Region

In order to give more thrust for the development of coir industry in the NER and to attract more people to the industry, the Board resorts to various types of publicity activities through print and electronic media and also for erection of hoardings/ boards in vantage points. This programme was continued during the period under report.

Membership with other Organizations/ Subscription to Periodicals

The Board, as part of its activities has to take membership with other organizations like Indian Institute of Foreign Trade, Confederation of Indian Industry, Federation of Indian Export Organization, Kerala State Productivity Council, Kerala Management Association, All India Shippers Council, International Erosion Control Association, USA etc. as the meetings organised by these Organizations act as a platform for dissemination of information for mutual benefits. The Board's Officers are regularly being invited by the Organizations concerned to attend their meetings/seminars and major events. This programme continued during the period under the report.



CHAPTER – IX

HINDUSTAN COIR

Introduction

Hindustan Coir, a power loom coir matting manufacturing unit, functioning under the Coir Board, was established in the year 1969 with 5 imported power looms and 58 workers as a part of modernization/mechanization in the Coir Industry. Later on, one more loom was installed and functioned with two shift system for the production of quality power loom matting using the existing infrastructure available at the unit, especially the looms which were imported during its commencement. Since, 2009, the factory was introduced single shift system with 26 employees and thereafter the staff strength has gradually been minimised.

As per the decision taken by Secretary, Coir Board in the meeting held on 27.10.2015, the production of Hindustan Coir matting was stopped w.e.f 31.03.2016 and this was approved by the Board later. The stoppage of production resulted in stoppage of the looms/equipments in the Hindustan Coir and lost its periodical maintenance because of the transfer of the existing mechanical staffs to the other Offices of the Board. The Board in its 233rd meeting had considered above matter and approved the proposal "Maintenance and repair of machinery installed at Hindustan Coir factory and Dye House at Coir Board Complex, Kalavoor, Alappuzha for extending the services of Hindustan Coir and Dye House on service charge basis" and sanctioned an amount Rs.40 Lakh (Rs.20 Lakh each for Hindustan Coir & Dye House). Accordingly, the maintenance of looms / equipment's of the Hindustan Coir had been carried out through CCRI. At present this unit is functioning

with 4 employees including 2 factory workers, 1 Head Job man and 1 showroom staff. The charge of the Office of Hindustan Coir has been given to the Section Officer of CCRI.

During the year 2014, Hindustan Coir set up a Souvenir shop adjacent to the International Coir Museum of Coir Board at Kalavoor and various types of coir and other handicraft items are being sold through this shop to the visitors of museum.

Production

During the year 2022-2023 the factory was not engaged any production. However, presently the weaving unit is working as an incubation centre for imparting training in power loom to the trainees of Board's National level training Institute at Kalavoor.

Marketing

During the period under report, total sale of Hindustan Coir Matting worth Rs.6,329.07 through Showrooms and this was Rs. 24,944.00 during previous year. Besides, Coir products worth Rs.7,275.78 were sold under the head DMP during the reporting period.

Hindustan Coir could make a total sale of Rs.18.61 lakhs through the Souvenir Shop during the period 2022-2023 against Rs.3.53 lakhs during previous year. On promotional basis, Hindustan Coir is procuring Coir products and Coir/Wooden Handicrafts items from the various coir / handicraft manufactures as well as the product manufactured in the Board's National level Training Institute at Kalavoor for selling through the Souvenir shop of the International Coir Museum, Kalavoor.



CHAPTER – X

INDUSTRIAL DEVELOPMENT

The Coir Industry is a labour intensive and export oriented industry employing more than seven lakhs of workers predominantly women. The decentralised operations in the coir industry without adequate training of spinners, weavers and artisans engaged in value added product manufacturing have been posing problems particularly for ensuring the desired level of quality of the ultimate products. Skill development is therefore, the most essential pre-requisite for the overall development of the coir industry and to accelerate the spread of the industry into non-traditional areas. Development of skilled manpower in coir industry through appropriate training programmes is one of the major activities of Coir Board. It is estimated that 80% of the workers employed in coir industry, particularly in the pre-product sectors, are women. In the hands of master craftsmen, this raw and rough coir is turned into magical textures and are shaped into a number of coir products. All the developmental activities and implementation of Action Plan are done through Coir Board's Field Level Establishments across the Country. Under the Skill Development Scheme, different activities viz. Training in Manufacturing of Value Added Products (VAP), Training in spinning of coir yarn under Mahila Coir Yojana (MCY), Entrepreneurship Development Programme, Awareness Programme, Workshop, Exposure Tour and National/State/Regional level Seminar are being conducted by Coir Board through Regional

Offices/Sub Regional Offices/Other Implementing Offices/Field Training Centres, etc. during the period under report. The physical and financial achievements under the scheme for the financial year 2022-23 is attached in **Annexure–VI**.

A. SKILL UPGRADATION PROGRAMMES & MAHILA COIR YOJANA

Skill Upgradation

Development of skilled manpower in coir industry through appropriate training programmes is one of the major activities of Coir Board. The Board provides training/promotional programmes through its training centres as well as field offices in the above States on Manufacturing of Value Added Coir Products, Spinning of Coir Yarn under Mahila Coir Yojana, Entrepreneurship Development Programme, Awareness Programme, Workshop, Exposure Tour and Seminar for making the rural people aware of the working of coir units and thereby motivating the people for setting up of their own coir units or coir based industries by availing the assistance under the Scheme PMEGP.

The two regular training programmes of the Board, viz Diploma Course in Coir Technology and Certificate Course of Coir Artisan in Coir Technology are NSQF aligned and are being continued through Board's Training Centres.

During the year 2022-23, the Board has imparted training to 2665 Coir Artisans in spinning of Coir Yarn & Value Added Products manufacturing and