



कयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of MS&ME, Govt. of India)

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फ़ाइल संख्या I-14012/1/2025-घरेलू विपणन

दि. 26/08/2025

व्यापार परिपत्र/ TRADE CIRCULAR

विषय/Subject: Expression of Interest and Innovative Ideas/Proposals from Stakeholders for Developing a Public- Private Partnership (PPP) Model for Coir Board Showrooms

The Coir Board is a statutory body under the Ministry of MSME, Government of India, dedicated to the promotion, development, and sustainable growth of the coir industry and the welfare of coir workers. In line with the Marketing Strategy of the Coir Board, a significant number of small-scale coir manufacturers showcase their products through the Board's showrooms for better market reach and income generation for traditional coir artisans and entrepreneurs. Presently, the Coir Board operates **23 showrooms across India**.

In order to **restructure and revamp the functioning of these showrooms**, the Coir Board is planning to **develop a Public-Private Partnership (PPP) model** for Coir Board showrooms to strengthen market reach and operational sustainability.

As part of this initiative, the Coir Board is **exploring innovative ideas and proposals from stakeholders in the coir sector to frame an effective marketing policy and rejuvenate the domestic market for coir products**.

Therefore, all stakeholders/units/firms in the coir sector who are interested in engaging with the Coir Board under this initiative are requested to furnish their innovative ideas/proposals through the Google Form link below on or before **10.09.2025**.

<https://forms.gle/Jf9MbPt3KfLPCHPw5>

This will enable the Board to frame a comprehensive marketing policy for the proposed PPP model and implement the initiative smoothly at the earliest. Stakeholders are encouraged to submit proposals that may include.

1. Innovative showroom management models under PPP.
2. Suggestions for cost optimization and revenue generation.
3. Collaborative promotion and marketing mechanisms.
4. Ideas for technology integration in showroom operations.
5. Any other matters

For any clarifications, you may feel free to contact the undersigned @ mktg@coirboard.org.

Sd/-

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