

Shri. M.K.Mishra,  
Under Secretary(KVI) to the Govt. of India,  
Ministry of MS&ME, Udyog Bhavan,  
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महोदय /Sir,

**विषय/ Sub:- Material for inclusion in the report on the significant events of the  
Ministry for the month of August 2015 – reg.**

The Important Events/discussions/decisions pertaining to Coir Board for the month of August, 2015 are furnished below.

**S&T ACTIVITIES**

- The Board participated in the **International Conference on Renewable Energy and Sustainable Environment (RESE 2015)** during 11-13, August, 2015 at Dr. Mahalingam College of Engineering and Technology, Pollachi, Tamil Nadu, India. It focussed on a cleaner and greener environment with respect to the interest of researchers and stake holders. The conference brought together the main stake holders to examine the current challenges and to understand the options for green living. A power point presentation on “*Ecofriendly technologies for the production of Organic manure and Cocolawn from coir pith for sustainable development in agriculture/soil stabilization*” was arranged in the programme. R & D innovations viz Development of Mobile Fibre Extraction Machine (MFEM), diversified coir products blended with other natural fibres in coir sector developed by Coir Board were highlighted. The pollution free technologies viz “fibre magic treatment” using tamarind and softener for treatment of mechanically extracted coir fibre, composting of coir pith using PITHPLUS for agri/horti/floriculture applications, Cocolawn and the effective utilization of tender coconut husks as compost/ disposable glass/ paper etc.were also discussed in the session.
- The technologies developed by the Board were disseminated to the B.Tech (Horticultural) students from TNAU in a training programme conducted at CCRI.

**COIR UDYAMI YOJANA**

During the period under report, the Board has released an amount of Rs.30.60 lakhs towards subsidy for setting up of 29 units under Coir Udyami Yojana.

**COIR VIKAS YOJANA**

A total no. of 415 women workers were trained in spinning of coir yarn and manufacture of value added products. Besides, 2 Entrepreneurship Development Programmes(EDP), 2 Awareness programmes and one Workshop were organized in major coir producing centres during the month. One entrepreneur was assisted under DPI Scheme. 28 Mottorized ratts were distributed in Kerala region under Mahila Coir Yojana scheme.

## SFURTI

### 1. Approval for 6 new clusters

The Scheme Steering Committee (SSC) of SFURTI held on 10.08.2015 considered 8 Detailed Project Reports (DPRs) received from various national level Technical Agencies (TA) for opening new clusters in various states and approved 6 proposals.

### 2. Meeting with TRIFED, Tamil Nadu for setting up of a new 100% tribal coir cluster.

A meeting with the Regional Manager of Tribal Federation and functionaries of the Ammamalai Environmental Society was convened on 13.08.2015 at Pollachi, Tamil Nadu in order to explore the possibility for setting up of a 100% tribal coir cluster under SFURTI programme in the 2<sup>nd</sup> phase.

## DOMESTIC MARKETING

During the month of August 2015, the Board participated in the following exhibitions.

| Sl.No. | Name of Exhibition  | Place  | Period                               |
|--------|---|--|--------------------------------------|
| 01     | National Exhibition cum Fair  | Dinabandudas Andrews College, Kolkata          | 22-08-15 to<br>26-08-15<br>(5 days)  |
| 02     | 16 <sup>th</sup> National Conference on practicing Company Secretaries. | Bolgatty Palace, Ernakulam, Kerala             | 13-08-15 to<br>14-08-15<br>(2 days)  |
| 03     | MSME Job fair   | Dhavanagere, Karnataka                         | 24-08-15<br>(1 day)                  |
| 04     | Banaras International Trade Fair  | Varanasi, U.P                                  | 16-08-15 to<br>23-08-15<br>(8 days)  |
| 05     | International Conference on Renewable Energy & Sustainable Development  | MCET, Pollachi                                 | 10-08-15 to<br>13-08-15<br>(4 days)  |
| 06     | Vanitha Onam Consumer Fair  | Indira Gandhi Stadium, Palakkad, Kerala        | 21-08-15 to<br>31-08-15<br>(11 days) |
| 07     | The Home Makers Fest 2015   | Siva Temple Ground, DH Road, Ernakulam, Kerala | 13-08-15 to<br>26-08-15<br>(14 days) |
| 08     | SIV- Vijayalakshmi School Alumni Golden Jubilee Meet 2015               | Sirumugai, Mettupalayam, Tamilnadu             | 25-07-15 to<br>26-07-15<br>(2 days)  |
| 09     | Onam Trade Fair 2015  | Rajendra Maidanam, Ernakulam, Kerala           | 18-08-15 to<br>26-08-15<br>(14 days) |

|    |   |                                       |                               |
|----|---|---------------------------------------|-------------------------------|
| 10 | Bikaner Mega Trade Fair 2015            | Sadul Club Ground, Bikaner, Rajasthan | 8-08-15 to 16-08-15 (9 days)  |
| 11 | District Level PMEGP Exhibition by KVIC | Visakhapatnam                         | 22-08-15 to 30-08-15 (9 days) |
| 12 | Food Promach Expo                       | Pragati Maidan, New Delhi             | 11-08-15 to 13-08-15 (3 days) |
| 13 | India Hospitality Expo 2015             | Panaji, Goa                           | 25-08-15 to 27-08-15 (3 days) |

## **EXPORT MARKETING**

### **(i) Participation in IGC East Fair-2015, Baltimore, USA**

The Board facilitated participation of Indian Coir sector in the IGC East Fair-2015, Baltimore, USA held during 04-06 August, 2015. IGC East is the pre-eminent trade exhibition for independent garden centre retailers. Participation in this fair provides an excellent opportunity for expanding the market share on Indian Coir Pith in the US market.

The Board reserved 500 Sq.ft. space for organizing participation of Coir Board and its co-exhibitors. 13 exporters/ entrepreneurs from Indian Coir sector have participated in the fair through Coir Board. A special brochure incorporating the profiles of the participants in Coir Board pavilion and the range of products was brought out and distributed to the visitors.

### **(ii) Participation in the Decorex SA, 2015, Johannesburg, South Africa**

The Board organized participation of Indian coir sector in the Decorex SA, 2015, Johannesburg, South Africa held during 06- 10 August, 2015. 27 Sq.mtr. space was reserved for organizing participation of the Board and its co-exhibitors. Representing Coir Board, Shri. P R Ajithkumar, Director(Mktg) attended the exhibition. Three Coir exporters participated along with Coir Board. The Board showcased the capabilities of Indian Coir sector in South Africa through participation in the fair.

An attractive display of coir and coir products was made in the exhibition along with the display of blow ups and posters. A common brochure incorporating the advantages of coir products and citation on all co-exhibitors was brought out and distributed to the buyers who visited the fair. The participation in the fair proved to be very fruitful in capturing the South African market and reasonable trade enquiries were generated from the fair.

### **(iii) Presentation on Coir Industry during the 2<sup>nd</sup> Summit of FIPIC**

Chairman and Secretary, Coir Board attended the Business meeting organized by the Confederation of Indian Industry (CII) at New Delhi on 20<sup>th</sup> August, 2015 on the occasion of the 2<sup>nd</sup> summit of Forum for India Pacific Islands Co-operation (FIPIC). A detailed proposal for collaboration with FIPIC countries along with a Power point presentation on technology transfer for developing Coir Industry in FIPIC countries were presented before the Summit.

This is issued with the approval of the Secretary, Coir Board dated 02.09.2015.

The Hindi version of the material will be sent separately.

भवदीय/Yours faithfully,

**संयुक्त निदेशक /Joint Director (Plg)**

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