

Shri. Dinesh Singh,  
Joint Secretary to Govt. of India,  
Ministry of Micro Small and Medium Enterprises,  
Udyog Bhavan,  
New Delhi- 110 011.

Sir,

**Sub: - Material for inclusion in the Significant Events Report of the Ministry  
For the month of February 2012 – reg.**

As desired the important events/discussions/decisions pertaining to Coir Board for the month of **February 2012** are furnished below.

### **I. S&T ACTIVITIES**

- Senior Scientific Officer (Microbiology) has been deputed to attend the 5<sup>th</sup> Indian Roads Conference on 15<sup>th</sup> and 16<sup>th</sup> February, 2012 held at Delhi & Workshop on Non Conventional materials at CRRI New Delhi on 18<sup>th</sup> February 2012.
- Dr. Renu.S. Parmar, Adviser (I&VSE), Planning Commission has visited CCRI and units assisted under REMOT Scheme and Mahila Coir Yojna Coir Yarn Spinning Units on 23.02.2012

### **II. REJUVENATION, MODERNIZATION AND TECHNOLOGY UPGRADATION SCHEME (REMOT).**

## **REMOT SCHEME**

### **Evaluation And Steering Committee meeting of the REMOT Scheme**

The 8<sup>th</sup> Evaluation and Steering Committee meeting of the REMOT Scheme was held on 14.02.2012 at Central Coir Research Institute, Kalavoor in connection with the empanelment of machinery manufacturers under REMOT scheme.

### **Visit of The Department Related Parliamentary Standing Committee on Industry to Lakshadweep**

The meeting of the Department Related Parliamentary Standing Committee on Industry was held at Kavarati, Lakshadweep on 17.02.2012. The Secretary, Coir Board, Deputy Secretary, Ministry of MSME, Director (RDTE), CCRI, Joint Director (Planning) and Officials from the Ministry attended the meeting. The Committee under the chairmanship of Shri. Tiruchi Siva, and members had meeting with the officials of Union Territory of Lakshadweep and Coir Board regarding the development of Coir Industry in the UT of Lakshadweep. The Committee also visited Coir Units in Kavarati Islands.

## **EXPORT MARKETING.**

### **Participation in Environmental Connection' 12 (EC 12)**

The International Erosion Control Association (IECA) is an international forum for worldwide exchange of information related to issues of erosion control and soil conservation, in fact only one of its kinds. Coir Board is a corporate member of IECA since 1994. The Annual Conference and Trade Exposition is the premier event in the field of erosion/sediment control where the environmentalists, bio-engineers, decision makers and other stake holders annually meet and interact on the recent innovations and requirements of the erosion control industry. The Board participated in the Annual Conference and Expo of International Erosion Control Association (EC12) held at Las Vegas, Nevada, USA during 26-29 February 2012. Dr. (Mrs.) Das Anita Ravindranath, Senior Scientific Officer attended the event on behalf of Coir Board along with exporters from Indian coir sector.

An attractive display of coir geotextiles and other erosion control products was made in the Board's stall at the exhibition along with display of blow ups and posters. Different publicity materials and other product information were disseminated. Dr.(Mrs.) Das Anita Ravindranath, Senior Scientific Officer made a presentation on "Application of Coir Geotextiles in Rural Roads" at the Conference.

#### IV. DOMESTIC MARKETING

During the month of February 2012 Coir Board successfully participated in the following 15 Exhibitions in the Country.

Sl.No	Name of the Exhibitions	Place	Advance Amount (Rs.)	Period
1.	Women Expo-2012	Ahemedabad,Gujarat	1,65,000.00	11-14 Feb.2012.
2.	Krishi Technica Agriculture Exhibition	Surat, Gujarat	1,00,000.00	4-6 Feb 2012
3.	Coir Kerala 2012	Alappuzha	24,800.00	4-9 Feb.2012
4.	26 <sup>th</sup> Surajkund Craft Mela	Surajkund	1,40,000.00	1-15 Feb 2012
5.	Alcheringa-2012	Guwahati	1,00,000.00	2-5 Feb 2012
6.	Ideal Home Exhibition	Thamukkam ground, Madurai	56,408.00	3-13 Feb.2012
7.	Global Ayurveda Festival	TVM	45,000.00	9-14 Feb.2012
8.	PIC Exhibition (PIB)	Thrissur	7,000.00	9-12 Feb.2012
9.	Alwar Mega Trade Fair	Rajasthan	1,27,000.00	4-12 Feb.2012
10	International Shivaratri Mela	Mandi, Himachal Pradesh	15,33,000.00	21-27 Feb.2012
11.	National Consumer Fair 2012	Bangalore	2,20,171.00	10 <sup>th</sup> Feb. to 11 <sup>th</sup> March 2012
12.	Dehradun Trade Fair	Dehradun	93,000.00	10-19 Feb.2012
13.	Varanad Agri Fest-2012	Cherthala,	15,000.00	24-28 Feb.2012
14.	Mega Industrial Trade Fair	Jharkhand, Ranchi	1,09,533.00	19-26 Feb.2012
15.	MEDHA-2012	Kothamangalam, Ernakulam	44,400.00	20-25 Feb.2012
<b>Total</b>			<b>27,80,312.00</b>	

Coir Board participated in the Maha Shivarathri Mela at Mandi in Himachal Pradesh on 23.02.2012 for popularizing Coir and Coir products. Chairman, Coir Board emphasized the speciality of Coir, the versatile natural golden fibre, which keeps warmth in winter and coolness during the extreme summer. He interacted with the Managing Director of Himachal Pradesh Handicrafts & Handloom Corporation Ltd., Shimla for marketing of Coir and Coir products through the sales outlets on commission basis. Chairman Coir Board directed Himachal Pradesh State Handicrafts & Handloom Corporation to furnish a detailed proposal for the same.

Chairman Coir Board has detailed discussions with the CEO, KVIC and Managing Director NSIC for utilizing the facilities available with their organizations for marketing of coir and coir products especially through Khadi Bhavans. It was decided to revise the training curriculum by including in the production of Coir handicrafts items viz., Coir Toys, Coir ornaments etc. He also directed the officials to put in more efforts to explore the market for Coir and Coir Products in the North Eastern Region. Chairman also reviewed the functioning of the Coir Bhavan Chandigarh, PRO office cum Display Centre.

## V. TRAINING

The details of training organized during the period held under report is given below:

Sl No	Activity	Kerala	Laks hade	Karna taka	Maha rasht ra	Gujar at	Tamil Nadu	Kolka ta	Total
1	Training in Value Added Products	192		285			90	195	<b>762</b>
2	Mahila Coir Yojana	69		185			45	150	<b>449</b>
3	Entrepreneurship Development Programme			1		1			<b>2</b>
4	Quality Improvement Programme		1	1		2			<b>4</b>
5	Awareness Programme		1	3		2			<b>6</b>
6	Workshop			1		1			<b>2</b>
7	Exposure Tour			1	1				<b>2</b>

The detail of export of Coir and Coir products made during December 2011 is enclosed.

The Hindi version of the material will be sent separately.

This issues with the approval of Chairman Coir Board dt. 06.03.2012

Yours faithfully,

**DEVELOPMENT OFFICER (S&T)**

- Copy to:
1. Shri. Debashish Bandyopathyay,  
Additional Industrial Adviser,  
Office of the Development Commissioner (MSME)  
Nirman Bhavan, 7<sup>th</sup> Floor, Maulana Azad, New Delhi- 110 108.
  2. Shri Anjuman Dey, Director, Ministry of MS&ME,  
Udyog Bhavan, New Delhi- 110 011.
  3. Shri. M.K. Mishra, Under Secretary to the Govt. of India  
Ministry of MS&ME, Udyog Bhavan, New Delhi- 110 011.
  4. Shri. V.K. Wadhwa, Dy. Secretary  
Ministry of Micro Small and Medium Enterprises,  
Udyog Bhavan,  
New Delhi- 110 011.