

सीबी / एस व टी /CB/S&T/2010/8/14 – VOL - II

05/04/2013

Shri. Angshuman Dey,  
Director, Ministry of MS&ME,  
Udyog Bhavan,  
New Delhi- 110 011.

महोदय / Sir,

विषय /**Sub:** Material for inclusion in the significant events report of the Ministry for the month of **March 2013** – reg.

As desired, the important events/discussions/decisions pertaining to Coir Board for the month of **March 2013** are furnished below.

#### I. S&T ACTIVITIES

- In order to popularize the Mobile Fibre Extracting Machine (MFEM), field demonstrations have been conducted using the mobile advertisement van for towing the MFEM for the extraction of coir fiber from coconut husk as per the request from farmers/SHGs/Entrepreneurs. The demonstrations were conducted at 3 places in the Alappuzha district.
- The process of composting of accumulated coir pith with Pithplus in Chirayankeezhu region of Kerala has been commenced using bed & heap composting methods.

- The technology of Biochem treatment was demonstrated before media people/coir entrepreneurs at CCRI.
- An exhibition and seminar were conducted on the R&D technologies developed at CCRI on the occasion of the inauguration of the Coir Board Regional Office at Attingal in Thiruvananthapuram District of Kerala on 08.03.2013.
- The progress report of the BRNS Project “Cellulose Ethanol Production from Coir Pith Using Microtron Radiation” was presented before the MAC meeting at the Mangalore University on 19<sup>th</sup> March 2013.
- An exhibition and seminar were conducted on all the R&D technologies developed at CCRI on the occasion of the “Coir Mini Show-2013” conducted at Alleppey from 23<sup>rd</sup> to 25<sup>th</sup> March 2013.

## II. DOMESTIC MARKETING

### **"Coir Mini Show - 2013" at Alleppey from 23rd to 25th March 2013**

Coir Board organized a Coir Mini Show at Alleppey exclusively for popularization of latest technology and products during the period from 23<sup>rd</sup> to 25<sup>th</sup> March, 2013. The Show was inaugurated by Hon'ble Minister for MSME (independent charge Shri.K.H.Muniyappa) on 23.3.2013. Shri K C Venugopal, Hon'ble Union Minister of State, Ministry of Civil Aviation presided over the function. Shri K H Muniyappa, Hon'ble Union Minister (Independent Charge), Ministry of MSME also launched the Versatile Spinning Machine developed by Board's Central Coir Research Institute, Kalavoor. Shri G Sudhakaran MLA released a Brochure on Innovative Coir Products. Shri Anathalavattom Anandan, Ex MLA delivered the Key note address Shri P Venugopal, District Collector, Smt.

Mercy Diana Macido, Chairperson, Alleppey Municipal Council, Shri. A A Shukoor, Shri. C B Chandra Babu, Smt. Soly Sindhakumar, Councillor were also present on the occasion. Shri. Anil Madhavan, Vice Chairman, Coir Board proposed vote of thanks.

A Seminar on “Coir Industry – Opportunities” was held in the afternoon of the same day under the Chairmanship of Shri V A Joseph, Member, Coir Board. The Seminar was inaugurated by Shri A K Rajan, Chairman, KSCCWFB.

On 24<sup>th</sup> March, 2013, the Revi Karunakaran Memorial Lecture was held. Shri Vayalar Ravi, Hon’ble Union Minister for Overseas affairs delivered the lecture. A colloquium on “Coir Industry – Problems and Solutions” was held in the afternoon. The representatives of Exporters, Small Scale Manufacturers, Trade Unions, Public Sector UnderTakings and Non-Governmental Organizations participated in the Colloquium. The participants opined that such meeting with different players in the industry will be helpful to sort out various problems being faced by the coir industry and it is necessary to conduct such meetings frequently for more interaction.

On 25<sup>th</sup> March, 2013 – the last day of the Coir Mini Show – an Open House was arranged in which discussions were held on the problems faced by the Coir Exporters. Prof.G.Balachandran, Chairman, Coir Board, Shri. Paul Antony, IAS, Chairman, Cochin Port Trust, Shri.Krishna Das, CEO, DP World, Shri.Navas, Asst.Commissioner of Customs, Shri.Rakesh Kumar, J.D, DGFT were the Panel members and S/Shri. John Chacko, Chairman, FICEA, V.V.Pavithran, President, Coir Shippers Council, NAM Kunju, President, TCMMA, Ponnambalam President, ICEC, V.R.Prasad, M.Kalyana Sundaram, N.Venugopal, Anil Madhavan etc

participated in the open house. The views expressed and exchanged in the open house were well taken by the concerned and all the participant were of the opinion that such forums will be helpful for arriving at easy and speedy solutions to the problems faced and for the smooth functioning of the industry as a whole. In the afternoon, a Seminar on Product Diversification in Coir Industry was held under the Chairmanship of Prof. G Balachandran, Chairman, Coir Board. Dr.U.S.Sharma, Director RDTE, Coir Board gave a picture of the different innovative products developed by the Board. In the valedictory function Shri.P.Rajeev, the Hon'ble M.P. was the Chief Guest.

Programmes like Coir Fashion Show, Kayar Kavitha Arangu, painting competition etc were also held during the Coir Mini Show. Further, for the first time in the history of Coir industry, a three day Workshop was held for artists who used coir as their medium of expression at the venue of the Coir Mini Show.

In the 3 days show, the Board displayed all innovative products and newly developed machineries. More than fifty thousand people visited the pavilion.

### III. TRAINING

The details of Skill Development and Industrial Development Programmes organized during the period under report are given below:

Sl No	Activity	Raja hmu ndry	Bhu bane swar	Ker ala	Kar nata ka	Mah aras htra	Gu jar at	Tamil Nadu	Pon di	Guw ahati	Kol kata	Total
1	Value Added Product manufacturing	840	400	128	375	30	90	255	35	55	285	<b>2493</b>
2	Mahila Coir Yojana	880	600	122	180	45	15	165	22	185	270	<b>2484</b>

3	Entrepreneurship Development Programme							02			03	<b>05</b>
4	Quality Improvement Programme			01	03					02	02	<b>08</b>
5	Awareness Programme			02						03		<b>05</b>
6	Workshop			02				02		01	01	<b>06</b>
7	Seminar			04								<b>04</b>
8	Financial Assistance							01				<b>01</b>
9	Exposure Tour			02							01	<b>03</b>

The details of export of Coir and Coir products made during January 2013 are enclosed.

The Hindi version of the material will be sent separately.

This issues with the approval of Secretary Coir Board dated 05.04. 2013.

भवदीय /Yours faithfully,

**संयुक्त निदेशक (योजना)प्र/ JOINT DIRECTOR (Plg.) I/c.**

Similarly to: 1. Shri. V.K. Wadhwa,

Dy. Secretary, Ministry of MS&ME,

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2. Shri. Debashish Bandyopathy,

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3. Shri. M.K.Mishra, Under Secretary to the Govt. of India,

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