

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

07/06/2013

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

महोदय / Sir,

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

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

I. S&T ACTIVITIES

- Participated in the seminar on Popularization of Coir Technologies in North East States organized jointly by CSIR-North East Institute of Science & Technology and Coir Board at Agarthala during May 2013, and a presentation on new R&D technologies in coir sector was made in the seminar.
- The technology of the Mobile Fiber Extraction Machine (MFEM) has been transferred to one entrepreneur.

- Versatile coir spinning machine "Vajra" and Mobile Fiber Extraction Machine (MFEM)- "SWARNA" have been demonstrated at the exhibition conducted in connection with the Thrissur Pooram, Kerala.
- Demonstrations on composting of coir pith and cocolawn were conducted at Odiyil, Kannur, Kerala on 15.05.2013.
- Demonstration of composting of Biochem treatment and operation of MFEM were conducted in the exhibition held at Attingal, Kerala on 30.05.2013.

II. EXPORT MARKETING.

1. Participation in National Hardware Show, Las Vegas, USA

Coir Board organized participation of a 12 member delegation consisting of coir manufacturers and exporters in the National Hardware Show, Las Vegas, USA held during 7-9 May 2013. The delegation was led by Dr. (Smt.) Das Anita Ravindranath, Senior Scientific Officer (microbiology), CCRI. For the first time, the Board organized participation in the Lawn & Garden Section of the National Hardware Show. Shri. Adoor Prakash, Hon'ble Minister for Revenue & Coir, Govt. of Kerala visited the Coir Board stall.

The participation proved to be very effective in generating trade leads. The participants have got immediate trade enquires worth Rs.1.24 Cr. It is expected that business worth Rs.3.50 Cr. would be generated from this event.

III. DOMESTIC MARKETING

During the month of May 2013, Coir Board successfully participated in the following 6 Exhibitions.

Sl.No	Name of the Exhibitions	Place	Period
1.	BACE EXPO-2013	Marine Drive, Kochi, Kerala	24 th to 26 th May 2013
2.	Moga Ground Show-2013	DMC College, Moga, Punjab	3 rd to 12 th May 2013
3.	Folk Fair-2013	Saradhabai, Puri, Odisha	19 th to 23 rd May 2013
4	Men Art Fair-2013	BHEL Ground, Bhopal, M.P	9 th to 13 th May 2013
5.	Aiswarya Veedu-2013	St. Joseph Higher Sec. School, Trivandrum, Kerala	15 th to 19 th May 2013
6.	IICF Exhibition-2013	Hotel Novotel, Vizag, Andra Pradesh	1st to 5th May 2013

The details of Coir and Coir products exported during April 2013 are enclosed.

The Hindi version of the material will be sent separately.

This issues with the approval of Director (Mkg.), i/c., Coir Board dated 07.06.2013.

भवदीय /Yours faithfully,

**Cn {ZXoeH\$ (Eg d Q>r)/DEPUTY DIRECTOR
(S&T)**

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

Dy. Secretary, Ministry of MS&ME,
Udyog Bhavan,
New Delhi- 110 011.

2. Shri. Debashish Bandyopathyay,

Additional Industrial Adviser,
Office of the Development Commissioner (MSME),
Nirman Bhavan, 7th Floor, Maulana Azad ,New Delhi- 110 108.

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

Ministry of MS&ME, Udyog Bhavan, New Delhi- 110 011.