

Shri. V.K.Wadhwa,
Dy. Secretary to GOI,
Ministry of MS&ME,
Udyog Bhavan,
New Delhi- 110 011.

Sir,

Sub: - Material for inclusion in the significant events report of the Ministry for the month of March 2012 – reg.

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

I. S&T ACTIVITIES

- A team of 9 media persons led by Shri. Mangjangam Touthang IIS, Head, Doordarsan Regional News Unit, Mizoram visited the laboratories of CCRI on 15.03.2012 and held discussions with the Director (RDTE) and Scientists. A power point presentation on achievements of CCRI was made before the team.
- One trade delegation from South Africa led by Her Excellency Elizabet Tabet, Dy. Minister of Trade & Industry visited CCRI on 16.03.2012 and held discussions with Director (R.D.T.E.) on the technologies developed by CCRI/CICT. The delegation also visited NCT&DC and Hindustan Coir.
- Dr. Das Anitha Ravindranath, Senior Scientific Officer (Microbiology) participated in the National Seminar conducted by the Regional Office, Coir Board, Bangalore in the ICAR Complex, Ela Goa on 17.03.12. A detailed presentation on the different types of coir geotextiles and their application for erosion control in paving of weak soils for constructing rural roads and a

detailed presentation on the subject entitled, "Importance, Scope and Methodology for composting of Coir Pith", was made by the SSO at the Seminar.

- Mobile Fiber Extraction Machine developed by the CCRI has been considered as the best meritorious invention of the year 2010 by the National Research Development Corporation which carried a cash award of Rs.3lakhs jointly for the research team of CCRI(ie. Rs.60,000/- each) and a WIPO(World Intellectual Property Organization, an UN Agency, Geneva) Gold Medal was presented to Dr. U.S. Sarma, the team leader. Director,R.D.T.E. along with the team consisting of Shri. T.A. Rajendra Babu, Joint Director(Res.), Shri. C.R. Komalakumar, Draughtsman, Shri. A. Radhakrishnan, Mechanic, Shri. V. Ramachandran, Fabrication Maistry were deputed to Mumbai on 23.03.12 for receiving the Award.
- Dr. S. Radhakrishnan, Scientific Assistant (Microbiology) of CCRI attended the National Seminar organized by Regional Office, Thiruvananthapuram at Chirayankeezhu on 16.03.2012. A paper on "Utilization of Coir Pith for Value Addition" was presented by Scientific Assistant (Microbiology).

II. EXPORT MARKETING.

Participation in Landscape & Garden, 2012, Kiev, Ukraine

KyivBuild is a leading exhibition in Ukraine organised by I.T.E. Exhibitions & Conferences Ltd., UK, where all the developments and achievements in the building and interiors industry are showcased in 6 specialised trade events. Landscape & Garden is one of the events of this exhibition. Coir Board facilitated organization of participation of Indian coir sector in the Landscape & Garden 2012 held during 29th February - 2nd March, 2012. It is reported that there is potential for market for Coir products in Ukraine. In order to facilitate import of coir products in Ukraine, one of the coir exhibitor participated through Coir Board has made own arrangements to set up an importing unit in Ukraine in collaboration with one Russian buyer and an Ukrainian buyer so as to undertake aggressive marketing of Indian coir products through out Ukraine.

III. HINDI WORKSHOP

A Hindi Workshop was conducted for Officers and employees working in the Head Office on 01.03.2012 at Coir Board, M G Road, Kochi. 21 Officers/Employees participated. Smt. K. Shobha , Technical Officer (T6), CIFT, Kochi was the faculty.

Official Language Implementation Committee Meeting (OLIC)

OLIC meeting for the quarter Jan. - March was conducted on 01.03.2012 at Coir Board, Kochi. Chairman, Coir Board presided over the meeting. The meeting reviewed the OL activities of the Board.

IV. DOMESTIC MARKETING

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

Sl.No.	Name of the Exhibitions	Place	Period
1.	MSME DEFEXPO-12	Palace Ground, Bengaluru	2 nd –4 th March 2012
2.	Makhiba Sabha Mahotshab	Guwahati	29 th Feb. to 12 th March 2012
3.	Chennai Shopping Festival	Chennai	16 th –19 th March, 12
4.	Holi Trade Fair 2012	Jaipur, Rajasthan	3 rd to 13 th March 2012
5.	Lepakshi Craft Bazar-2012	Viskhatanam	9 th to 18 th March 2012
6.	Chandikrit-2012	Chandigrah	19 th -23 rd March 2012
7.	India Engineering Sourcing Show-	Mumbai	22 nd –24 th March 2012
8.	North East Expo-12	Guwahati	21 st –30 th March 2012
9.	12 th National Expo - 2012	Gangtok, Sikkim	25 th March to 15 th April 2012
10	Insa-National Seminar	Ernakulam	16 th –18 th March 2012

11.	Cusat-Dhishna Techfest-2012	Ernakulam	22 nd -24 th March 2012
12.	Technology Expo & farmers Mela-2012	Ernakulam	20 th -21 st March 2012
13.	Ecofocus-Seminar-Cum-Exhibition	Guwahati	22 nd -28 th March 2012
14.	Meenabharani Festival	Trivandrum	17 th March to 30 th April 2012
15.	2 nd Odisha Mega Expo	Bhubaneswar	31 st March to 8 th April 2012

V. TRAINING

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

Sl No	Activity	Rajah mund ry	Bhub anes war	Ker ala	Karn atak a	Go a	Guj arat	Tami l Nadu	Pon di	And ama n	Gu wah ati	Kolka ta	Tota l
1	Value Added Product	780	900	448	515			424	26			295	3388
2	Mahila Coir Yojana	280	400	75	320			349	19			160	1603
3	Entrepreneurship Development Programme	04	03	03	02			03	01		02	02	20
4	Quality Improvement Programme	04	04	05			02	06		01		03	25
5	Awareness Programme	04	03	05			01	02		01	01	02	19
6	Workshop	02	02		01			01	01	01		02	10
7	Seminar	03		02		01		02				01	09
8	Ratt Distribution		95	45								25	165
9	Financial Assistance			01				05					06
10	Exposure Tour		01					01				01	03

The details of export of Coir and Coir products made during January 2012 are enclosed.

The Hindi version of the material will be sent separately.

This issues with the approval of Director (Marketing) dated 04.04.2012

Yours faithfully,

DEVELOPMENT OFFICER (S&T)

- Copy to:
1. Shri. Debashish Bandyopathyay,
Additional Industrial Adviser,
Office of the Development Commissioner (MSME),
Nirman Bhavan, 7th Floor, Maulana Azad , New Delhi- 110 108.
 2. Shri Angshuman 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.