

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 May 2012 – reg.

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

I. S&T ACTIVITIES

- Shri. Pranesh Maharaj, Chairman, St. Patrick Coconut Growers Co-Op. Society Ltd., Trinidad & Tobago visited CCRI along with the officials from Coconut Development Board on 18.05.2012. He was taken to all the departments of CCRI and held detailed discussion with Joint Director (Res.) and other Scientists of the institute.
- Director,R.D.T.E. participated in the Caribbean Natural Fibres Symposium (Caribbean) from 29th -30th May 2012, organized by Commonwealth Secretariat Global Natural Fibres Forum(GNFF) at Jamaica Business Development Corporation (JBDC), Incubator

Resource Centre, Kingston, Jamaica. The theme of the symposium was “Natural Fibre Industries: Building Collaborative Networks for Success Background Brief”. Director, R.D.T.E. presented a paper entitled “Innovation and Technologies on Coir” and participated in the panel discussion on “International Perspectives: Natural Fibres Value Chains”.

- The Technology for softening of machine extracted coir fibre using liquid formulation of coirret was standardized and the same was successfully demonstrated before eminent coir exporters.
- Manufactured 21 bed mattresses using the biochem softened fibre.
- Sessions on various R&D technologies developed in all the department of CCRI were conducted for orientation course conducted for official of Lakshadweep.

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

The 10th Evaluation and Steering Committee meeting for opening the technical bids for empanelment of machinery manufacturers was held on 22.05.2012 at H.O Ernakulam.

III. EXPORT MARKETING.

Participation in National Hardware Show, Las Vegas, USA

Coir Board organized participation of Indian coir sector in the National Hardware Show, Las Vegas, USA held during 1-3 May, 2012 through India Trade Promotion Organisation, New Delhi along with exporters/entrepreneurs from Indian coir sector. Prof. G Balachandran, Chairman, Coir Board led the delegation from Indian coir sector. A wide range of coir products were exhibited

in the stall in an attractive manner. Besides, publicity materials like product literature and brochures, blow-ups, pamphlets; leaflets, etc. were distributed to the visitors. A good number of buyers visited Board's stall and a lot of trade enquiries were received. Most of the enquiries were for new products with new design and also for coir geotextiles.

Prof. G Balachandran had interaction with the importers and buyers who visited Board's stall during the fair. According to the importers the real threat faced by them is from synthetic products which are low-priced, weightless and easy to handle. They informed that the major hotels and other entrepreneurs prefer synthetic products which weaken the demand for coir products. The other problems faced by the importers in the US market are hike in the price and stiff competition from the coir products imported from China, which are more attractive and cheaper.

Chairman, Coir Board met Shri. Prabhu Dayal, Consul General of India at New York and held discussions with him. The Consul General promised all sorts of help to promote Indian coir in U S market.

IV. DOMESTIC MARKETING

During the month of May 2012 Coir Board successfully participated in the following 4 Exhibitions in the Country.

Sl.No	Name of the Exhibitions	Place	Period
1.	Danik Bhaskar IICF, Bhopal	BHEL Ground, Bhopal	3 rd to 14 th May 2012
2.	Dehradun Trade Fair 2012	Parade Ground, Dehradun	23 rd May to 18 th June 2012
3.	The Hindu Metro Plus Life Style Show 2012	Chennai Trade Centre, Chennai	31 st May to 4 th June 2012
4.	Codissia's Agri Index 2012	Coimbatore	30 th May to 3 rd June 2012

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

The Hindi version of the material will be sent separately.

This issues with the approval of Chairman dated 06.06.2012.

Yours faithfully,

DEVELOPMENT OFFICER (S&T)

- Similarly 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.