

Shri. M.K.Mishra,
Under Secretary (KVI) to the Govt. of India,
Ministry of MS&ME,
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महोदय /Sir,

विषय/ Sub:- Material for inclusion in the report on the significant events of the Ministry for the month of **May 2015** – reg.

The Important Events/discussions/decisions pertaining to Coir Board for the month of **May 2015** are furnished below.

PUBLIC OUTREACH

During the period under report three Sub Regional Offices of the board were opened at Kudal in Maharashtra, Kavarathi in Lakshadweep and Portblair in Andaman & Nicobar Islands.

Hon'ble minister for MSME Shri.Khalraj Mishra visited Union Territory of Lakshadweep during 13-16 May 2015. A meeting was organized at the Island Secretariat on 14th May 2015 for taking the stock of developments in the MSME sector in the island and also for evolving suitable future strategies in particular coir sector. While addressing the gathering the Hon'ble Minister urged for exploring the potentials available in the territory for the industrial growth through a master plan comprising of Fisheries, Coconut , Coir and Tourism. He opined that all the developmental efforts should essentially focus on employment/enterprise creation in Micro Small Level covering underprivileged sections like SC/ST, women and youth in the Island. He emphasized the need for concentration on product diversification and value addition in Coir. Also the Hon'ble Minister asked to focus attention for providing all sorts of supports for the marketing of the products of which are made in the Island. While emphasizing the efficacy of Schemes like PMEGP for upliftment of the poor and for providing employment opportunities to the youth, the Minister desired that UT Administration should also focus on availing of the benefits under the ASPIRE Scheme of the Ministry for setting up of livelihood incubators, the Credit Linked Capital Subsidy Scheme (CLCSS) etc. for the promotion of industries in the region. The Minister urged the authorities of the Island to publicize the new insurance coverage policies and pension scheme launched by the Hon'ble Prime Minister recently and try to bring more people under its fold.

Shri. Rajesh Prasad, IAS, Administrator of the Union Territory, Shri. P.P. Mohammed Faizal, Member of Parliament, Shri. S.N. Tripathi, IAS, Joint Secretary, MSME cum Chairman, Coir Board, Shri. Ashok Kumar, IAS, Collector cum Development Commissioner and Shri. M.Kumararaja, Secretary, Coir Board were also present in the meeting for deliberations with other important representatives of the Island and Senior Officials.

The common facility center (CFC) set up by Coir Board at Androth Island under SFURTI programme of the Ministry of MSME and the new Sub Regional Office of the Board at Kavaratti were also inaugurated by the Union Minister on the same day.



MINIMUM GOVERNMENT –MAXIMUM GOVERNANCE

With a view to facilitate the trade and make the transactions and correspondence easier, on- line filing of documents and applications, has been implemented in the offices of the Board.

In the modified Coir Udyami Yojana the beneficiaries can register their applications on-line from anywhere at any time.

S&T ACTIVITIES

The Board transferred the technology of coir polyester moulding to Vanitha Service Sangam Kalavoor, Alappuzha and necessary training was imparted to 3 women workers of the Sangam.



Training on coir polyester moulding for the women trainees from the Vanitha Service Sangam, Kalavoor.



Products prepared by the trainees during the five days training.

- Senior Scientific Officer from the Research Institute of the Board attended a Workshop on the Post GI Initiatives of Products of Kerala on 26.05.15 at Thiruvananthapuram and presented a paper on “Ecofriendly Technologies of Coir”. The workshop was organized by the Department of Agriculture(WTO Cell), Govt.of Kerala. The importance of GI coverage for new machineries/technologies/products developed by Coir Board through research was highlighted in the technical session.
- Trainer’s Training Programme was successfully conducted in 5 batches for 39 trainees from Andaman, Tamil Nadu and Kerala State.

A meeting of Regional Offices/ Sub Regional Offices of the Board was organized on 09.05.2015 at NI-MSME, Hyderabad to review the schemes and activities implemented by the Regional Offices/ Sub Regional Offices during the year 2014-15 and to discuss the strategy for implementation of plan programmes in different states during the financial year 2015-16.

Shri.S.N.Tripathi, IAS, Chairman, Coir Board stressed the need for time bound, efficient and result oriented implementation of all plan programmes of the Board for the development of Coir Industry in the Country and for up-liftment of workers engaged in the industry. He also told that the Board should give more emphasis in implementation of job creating schemes like, Mahila Coir Yojana, Coir Udyami Yojana (CUY) etc. while giving equal importance for growth oriented schemes like Research and Development, Skill Development, SFURTI, MDA, EMDA etc. The findings of study report and status of Coir Industry in the State of Goa, UTs of Lakshadweep and Andaman & Nicobar Islands were also discussed with the concerned ROs for formulating an action plan for implementation in these States/ UT’s.

The Officials representing Board’s ROs, Sub ROs and other concerned offices were given an opportunity to attend a two-day training programme at NI-MSME, Hyderabad during 06-07 May 2015. Various sessions were held on “The Art of Patience & Becoming a Team player, Building Trust, Promoting Innovation through Incubation, Conflict Management through Interpersonal relationship” and “Stress

Reduction Techniques, Time Management Principles, Fundamentals of Book Keeping, Accountancy & Financial Statements “.



Inauguration of national workshop on Revamped SFURTI scheme at NI-MSME, Hyderabad

DOMESTIC MARKETING

Coir Board participated in the “XIII Folk Fair 2015” at Jagannathdham, Puri, Odisha during 25-29 May 2015.

SFURTI CELL

Shri. Kalraj Mishra, Hon’ble Union Minister of MSME inaugurated the Common Facility Centre (CFC) set up in Androth Coir Cluster under SFURTI programme on 13.05.2015. Shri. Mohamad Faizal, Hon’ble Member of Parliament, Shri. Rajesh Prasad IAS, Administrator UT of Lakshadweep, Shri. S N Tripathi IAS , Joint Secretary to Ministry of MSME cum Chairman, Coir Board were present on the occasion. The CFC set up in Androth is equipped with Willowing Machine, Stainless Steel Dye Vat, Double Headed Automatic Spinning Machine , Anupam Semi Automatic Loom & Spool Winding machine.

A National Workshop on Revamped Scheme of Fund for Regeneration of Traditional Industries (SFURTI) was organized at the Conference Hall of Ni-MSME, Yousufguda, Hyderabad under the auspices of Coir Board on 08.05.2015. The representatives of the Technical Agencies, stakeholders, Implementing Agencies and Chief Executives of different State Govts. attended the workshop.

Shri. S N Tripathi IAS , Joint Secretary to Ministry of MSME cum Chairman, Coir Board and other dignitaries on the dais, Shri. Samar Nanda IES, Deputy Secretary to Ministry of MSME and Shri. M Kumararaja, Secretary, Coir Board addressed the gathering. The prominent personalities from seven Technical Agencies and 21 Implementing Agencies presented their views on different aspects of the revamped scheme.

Shri.Samar Nanda made a presentation on the revamped SFURTI and case studies were presented by M/s.Infrastructural Leasing & Fiancial Services.

The following subjects have been discussed in the technical session.

- Objectives of the revamped SFURTI scheme
- Discussion on DSR, DPR & Strategy formulation including Soft and Hard Interventions, Formation of SPV, Project Formulation, Implementation Strategy, Action Plan, Time Frame, Identification of Land for CFC, Mobilization of Resources, etc
- Convergence activities like private sector participation, Corporate Social Responsibility, Participation by Private Equity/Impact funds, Other schemes of State and Central Government and Funds from Multi-lateral Development Banks (MDBs),
- Setting up of Multi products manufacturing clusters
- Marketing promotion, Brand building and E-Commerce.

The Plenary Session was also addressed by Shri. S N Tripathi, IAS based on the presentation made by the Break Away Group leaders.

The book ***“Implementation Strategy on Revamped SFURTI”*** prepared by the Board was released by Shri. S N Tripathi IAS , Joint Secretary to Ministry of MSME cum Chairman, Coir Board in the Inaugural Session of the workshop. Shri. M. Chandrasekhar Reddy, Director General of NI_MSME, Shri. Samar Nanda, Deputy Secretary to MSME, Dr. U K Rao, Director, NI-MSME were present during the occasion.

This is issued with the approval of the Secretary, Coir Board dated 05.06.2015.

The Hindi version of the material will be sent separately.

भवदीय/Yours faithfully,

संयुक्त निदेशक (योजना)/ Joint Director (Plg)

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