

बी /CB/एस व टी /2010/8/14 – खं /VOL - II

07/10/2013

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 **September 2013** – reg.

The important events/discussions/decisions pertaining to Coir Board for the month of **September 2013** are furnished below.

I. S&T ACTIVITIES

- The faculty members from NID, Bangalore visited CCRI & identified Vajra as a project for further development on the design of the machine to enhance productivity, minimize moving parts and producing good quality of yarn. The NID faculty members observed the demonstration of Vajra machine and viewed different types of coir products developed by the Product Diversification wing of CCRI.
- The Board has initiated action to solve the problem of soil erosion in the sloppy areas in Nilgiri District in Tamil Nadu by using Coir Geo-textiles. The Board had decided to extend technical support to the Trichy Municipal Administration through the Regional Office of the Board at Pollachi.
- Participated in the Bharat Nirman Campaign organized by the Press Information Bureau, Thiruvananthapuram and Thrikkunnappuzha Grama Panchayat during 6th to 8th September 2013. All the newly developed R&D coir products, blow-ups and all the new technologies of the Board were displayed in the stall. Hon'ble Central Minister for Power, Shri. K.C. Venugopal, Shri. Ramesh Chennithala, KPCC President and Shri. Vinod, President, Thrikkunnappuzha Grama Panchayat visited the stall on 08.09.2013.

- 118 students and staff from Justice Basheer Ahmed Sayed College for Women, Chennai visited CCRI and got awareness on the technologies developed by CCRI.

II. EXPORT MARKETING.

1. Inter Gift Madrid, Spain, 11-15 September, 2013

Coir Board organized participation of Indian coir sector in the Intergift – International Gift Fair, 2013, a Biannual trade only event organized by IFEMA at Madrid in Spain during 11-15 September, 2013. Shri. Angshuman Dey, Director (MSME), Govt. of India and Shri. M Kumara Raja, Secretary, Coir Board led the delegation from Indian Coir sector to the exhibition. Coir products along with blow-ups and posters were displayed in Board's stall in the fair and various publicity materials and product catalogues were also disseminated among the visitors. A common brochure incorporating the advantages of coir products and citation on all co-exhibitors was brought out and distributed to the buyers who visited the fair.

The participation in the fair was successful and the response was very encouraging. The exporters received genuine trade leads from the exhibition.

2. International Garden Leisure & Pet Care Exhibition, Birmingham, UK

International Garden, Leisure & Pet Care Exhibition (GLEE) is an annual event held in Birmingham, UK which covers all aspects of gardening industry. The Board organized participation of Indian coir sector in GLEE which was held during 15-17 September, 2013 along with entrepreneurs from Indian coir pith sector by setting up Indian Coir Pavilion. Prof. G Balachandran, Chairman, Coir Board and Shri. V K Wadhwa, Deputy Secretary, Ministry of MSME led the delegation to UK.

Coir products along with blow ups and posters were displayed in Board's stall in the fair in an attractive manner and various publicity materials and product catalogues were also disseminated among the visitors. A common brochure incorporating the advantages of coir products and citation on all co-exhibitors was brought out and distributed to the buyers who visited the fair.

All the Exporters participated in the exhibition got a lot of trade enquiries and orders.

Coir Board Coir Workers'- Group Personal Accident Insurance Scheme

During the month of September, 2013 one insurance claim was settled by M/s. HDFC ERGO General Insurance Company Limited under the Coir Board Coir Workers' Personal Accident Insurance Scheme. A sum of Rs. 50,000/- was paid as compensation to the claimant.

III. TRAINING

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

Sl No	Activity	Rajahmundry	Bhubaneswar	Kerala	Karnataka	Tamil Nadu	Andaman	Guwahati	Kolkata	Total
1	Value Added Product manufacturing	Nil	300	266	12	311	Nil	150	Nil	1039
2	Mahila Coir Yojana	Nil	100	51	Nil	105	Nil	210	Nil	466
3	Entrepreneurs Development Programme	Nil	Nil	Nil	Nil	Nil	Nil	0	1	01
4	Quality Improvement Programme	1	Nil	Nil	Nil	Nil	Nil	1	2	04
5	Awareness Programme	Nil	Nil	Nil	Nil	Nil	1	1	1	03
6	Workshop	Nil	Nil	Nil	Nil	Nil	Nil	Nil	1	01
7	Financial Assistance	Nil	Nil	Nil	Nil	01	Nil	Nil	Nil	01

IV. DOMESTIC MARKETING

During the month of September 2013, Coir Board successfully participated in the following 9 Exhibitions.

Sl.No.	Name of the Exhibitions	Place	Period
1.	Big Bands Consumer Fair	Vikas Nagar, Hubli, Karnataka	27 th Sept. to 27 th Oct.2013
2.	World Coconut Day Celebration	Tanu Campus, Coimbatore	1 st & 2 nd Sept. 2013
3.	Agritech Asia-2013	Mahamandir, Gujarat	9 th to 12 th Sept. 2013
4.	PIC Exhibition	Thrikkunnapuzha, Haripad, Kerala	6 th to 8 th Sept. 2013
5	Onam Vismayam	Pandalam, Kerala	11 th to 22 nd Sept. 2013
6.	North East Design Fest	Science City, New Delhi	19 th to 22 nd Sept. 2013
7.	Onam Trade Fair-2013	Kanakakunnu Palace,TVM, Kerala	14 th to 28 th Sept. 2013
8	2 nd Science Expo-2013 Goa	Panjim, Goa	28 th to 30 th Sept. 2013
9.	<u>Furniture Fair-2013</u>	Chennai Trade Centre, Chennai, Tamil Nadu	20 th to 23 rd Sept. 2013

V. HINDI FORTNIGHT OBSERVED

As a part of OL implementation programme of the Board 14th September was observed as Hindi Day in all establishments of the Board all over India.

Hindi fortnight was celebrated at HO during the period from 23rd September to 04th October 2013. Various competitions in Hindi were conducted for the officers and staff members with a view to encourage and motivate them to do the official work in Hindi. As a step to promote the use of Hindi in Kerala, which is a non- Hindi speaking state, the Board organized a power point presentation for Higher Secondary School Children. The Chairman, Coir Board distributed cash awards, certificates and trophies to the winners.

214th Coir Board Meeting was held on 23.09.2013 at Port Blair, A&N Island. Chairman, Coir Board held discussions with the Chief Secretary, Secretary of Industries department and other senior officers of Industries Department of Andaman and Nicobar Administration regarding development of Coir Industry in the Island. The Chief Secretary had also assured the Board to implement the action plan to develop the coir industries in A&N Islands. An awareness program was also held at Port Blair followed by the Board Meeting.

A delegation of 35 Students from Cambodia and Brunei visited the Board and discussions were held with the senior officers of the Board about the development of Coir Industry.

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

The Hindi version of the material will be sent separately.

भवदीय /Yours faithfully,

उप निदेशक (एसवटी) / 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 Bandyopathy,
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.