

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 September 2012 – reg.

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

I. S&T ACTIVITIES

- M/s. Punarjani, NGO, Arattupuzhahad organized one-day workshop in which the technologies developed by the CCRI and CICT were demonstrated before the public and foreign delegates on 09.09.12.
- 24 member of Officer Trainees (Under Secretaries to the Govt. of India) brought by Institute of Secretariat Training & Management, New Delhi visited CCRI on 24.09.2012. They were shown all the activities of Coir Board Complex at Kalavoor.
- Demonstrated the technologies developed by the CCRI in the Gramotsavam-2012 at Bhuvi Convention Centre, Haripad from 28th to 29th September 2012.

II. EXPORT MARKETING.

Participation in International Exhibitions Abroad

i. InterBuild Jordan Fair, Amman, Jordan

Coir Board participated in the InterBuild Expo held at Amman, Jordan during 10-13 September, 2012 as a part of the efforts of exploring nascent markets for coir products. The delegation was led by Shri. M Kumaraswamy Pillai, Director (Marketing) and the fair was also attended to by manufacturers and exporters of coir and coir products from India. 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.

Shri. M Kumaraswamy Pillai, Director (Marketing) held discussions with Shri. Sarvjit Singh, First Secretary & Head of Chancery of Indian Embassy in Jordan on promoting coir and coir products in Jordan. The First Secretary had furnished a list of wholesale buyers of floor covering products in Jordan and all have been requested to visit Board's pavilion by mail and fax. The First Secretary has also assured all possible helps in the future endeavors of Coir Board for market penetration in Jordan.

The participation of Indian coir sector in the InterBuild expo, Amman helped in generating business leads on coir products from the major importers, green houses and dealers who visited the fair.

ii. 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 for the first time in GLEE this year which was held during 17-19 September, 2012 along with entrepreneurs from Indian coir pith sector by setting up Indian Coir Pavilion. Prof. G Balachandran, Chairman, Coir Board 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.

The Board's pavilion was inaugurated by Shri. Vyragyam Siddi Ramalingam, Hon'ble Consul General of India, Birmingham and held discussions with Chairman, Coir Board and other co-exhibitors regarding exploring market for Indian coir in UK. All the Exporters participated in the exhibition got a lot of trade enquiries and orders.

Chairman held discussions with H/E the High Commissioner of India at London and the Officials of Commonwealth Secretariat, London regarding the marketing strategies required for expanding the market presence of coir in UK. The High Commissioner has assured to extend all support and encouragement to the Board for marketing of coir products in UK.

iii. Inspire (Index) Exhibition, Dubai, UAE

The INSPIRE is an exciting addition to the INDEX International Design Exhibition, the MENA region's biggest trade event. The Board organized participation of Indian coir sector in the fair held during 24 – 27 September, 2012 at Dubai, UAE along with manufacturers and exporters from Indian coir sector. Shri. V P Gopalakrishnan, Section Officer, Coir Board led the delegation to Dubai.

Coir products along with blow ups and posters were displayed in Board's pavilion. A common brochure incorporating the advantages of coir products and citation on all co-exhibitors was brought out and distributed along with various publicity materials and product catalogues to the buyers who visited the fair. There was a good coverage on coir products through electronic media in Dubai.

Shri. Ashok Babu, Hon'ble Consul (Commerce), Consulate General of India visited Board's pavilion and appreciated the display. Shri. Gopalakrishnan held discussion with the Consul (Commerce) on the strategies and possibilities for expanding the market presence of coir in Gulf countries with particular reference to UAE. The Consul has assured all possible helps to Coir Board in all its future endeavours. Board's pavilion in this grand business event was visited by a good number of buyers and a lot of trade enquiries were received by the co-exhibitors.

iv. International Fair of Horticulture, Belgrade, Serbia

International Fair of Horticulture is an annual program of horticulture event in Serbia and the Board organized participation of Indian coir sector in the fair held during 25 – 30 September, 2012 along with entrepreneurs from Indian coir pith sector. Dr. S Radhakrishnan, Scientific Assistant (Micro) led the delegation to Serbia. Shri. Danilo Gulubovic, State Secretary to Govt. of Serbia visited Board's stall and appreciated the display of coir products.

A common brochure incorporating the advantages of coir products and citation on all co-exhibitors was brought out and distributed along with various publicity materials and product catalogues to the buyers who visited the fair.

v. Domotex Russia, Moscow, Russia.

Coir Board organized participation in Domotex Russia, Moscow held during 26 – 28 September 2012 along with manufacturers and exporters from Indian coir sector. Prof. G Balachandran, Chairman, Coir Board led the delegation to Russia. The co-exhibitors could secure large number of enquiries and orders. Chairman held discussions with the Indian Ambassador to Russia regarding the difficulties in sending samples and export shipments to Russia due to intricate customs clearance formalities in Russia and requested to intervene in the matter for sorting out the procedural formalities. Most of the issues were sorted out through dialogues with the Russian Customs Authorities and the Indian Ambassador assured all possible help in case of recurrence of such issues in future. Chairman also held discussions with the representatives of Moscow Chamber of Commerce and Russian chamber of Commerce for assessing the possibilities for expanding the market share of Indian coir products in Russia and to formulate suitable marketing strategies. Chairman also held discussion with the top officials of Moscow University and they have agreed to conduct research projects jointly with Coir Board and Russian Government with the permission of the Government of India.

III. DOMESTIC MARKETING

During the month of Sept. 2012, Coir Board successfully participated in the following 10 Exhibitions.

Sl.No	Name of the Exhibitions	Place	Period
1.	Agri-tech Asia-2012	Mahatma Mandir,Gujarat	3 rd to 6 th Sept. 2012
2.	Pink City Shopping Festival	Amrudoon Ka-Bagh, Jaipur, Rajasthan	7 th to 16 th Sept. 2012
3.	Emerging Kerala-2012	Le-Maridian Hotel, Ernakulam, Kerala	13 th to 15 th Sept. 2012
4.	Chennai Office Expo-2012	Chennai Trade Centre, Chennai, T.N	14 th to 16 th Sept. 2012
5.	Rajasthan Trade Expo-2012	Ravan Ka Chabudra,Jodhpur	15 th to 23 rd Sept. 2012
6.	Jala Maholsavam	Gothuruthy, Ernakulam, Kerala	21 st to 23 rd Sept. 2012

7.	Ideal Home Exhibition-2012	Tamukkam ground, Madurai, T.N	26 th Sept. to 3 rd Oct.2012
8.	Amritsar Shopping Festival	Ranjit Avenue Amritsar	28 th Sept. to 3 rd Oct. 2012
9.	Go Green Exhibition	CUSAT, Kalamassery, Kerala	14 th & 15 th Sept. 2012
10.	2 nd International Hort Expo	Police ground, Kannur, Kerala	21 st to 25 th Sept. 2012
11.	Gramotsavam-2012	Bhuvi Convention Centre, Haripad, Kerala	28 th & 29 th Sept. 2012
12.	Himachal Utsav	Thodo ground,Solan (H.P.)	30 th Sept. to 7 th Oct. 2012.
	NE Region		
13	3 rd International NE Trade Expo	Maniram Dewan Trade Centre, Guwahati, Assam	28 th Sept. to 14 th Oct. 2012

IV.TRAINING

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

Sl No	Activity	Raja hmu ndry	Bhub anes war	Ker ala	Karn atak a	Mah aras htra	Goa	Guj arat	Tamil Nadu	Gu wah ati	Kol kat a	Tota l
1	Value Added Product			109	30			30	537		150	856
2	Mahila Coir Yojana			77	165	60		15	249		135	701
3	Entrepreneurship Development Programme	01	02	04				01	07	01		16
4	Quality Improvement Programme		06	05	02				03		02	18
5	Awareness Programme		01	02	03		01		01		01	09
6	Workshop		01	04				01		01		07
7	Seminar		02								01	03
8	Ratt Distribution			31								31
9	Financial Assistance								02			02
10	Exposure Tour		02									02

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

The Hindi version of the material will be sent separately.

This issues with the approval of Chairman Coir Board.

Yours faithfully,

JOINT DIRECTOR (Plg.)

- 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.