

Shri. M.K.Mishra,
Under Secretary(KVI) to the Govt. of India,
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 April 2015 – reg.**

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

Shri. Surendra Nath Tripathi I.A.S, Joint Secretary (SME), Ministry of MSME, cum Chairman Coir Board visited different Coir Processing centers in Pollachi, Tamilnadu on 02.04.2015 to take stock of the progress in developments and to hold discussions with stakeholders on various aspects on the developmental needs of the Industry.

Further, on 25th April, 2015, the Chairman visited the Vycome Coir Cluster in Kerala and had an interactive meeting with representatives of Coir Co-operative Societies functioning in and around Vaikom area to review the performance of the societies. The Presidents and major functionaries of the Societies briefed the difficulties faced by them. Thereafter, the Chairman watched the functioning of Semi-automatic loom, Electronic Spinning Unit and new loom with Bobin arrangements.

PUBLIC OUTREACH

The database of the trainees who have passed out from the National Coir Training & Designing Centre was uploaded in the website as “placement cell” for easy access for identification and selection of manpower based on their skill. This was done with a view to provide employment opportunities to the trained youth and to enable the manufacturers to select manpower required by them.

MINIMUM GOVERNMENT –MAXIMUM GOVERNANCE

Coir Board has initiated vigorous action to popularize the new modified scheme Coir Udyami Yojana(CUY) with a view to make the industry investor friendly by instilling confidence among the beneficiaries and thereby creating new entrepreneurs.

S&T ACTIVITIES

The technologies developed by CCRI and Board's schemes for implementation of different projects under Coir Udyami Yojana & SFURTI have been disseminated in a Working group committee meeting for KILA Vision-2015.

Two coir foot mats in new designs and two types of coir geo cell in different sizes for usage in mining areas were developed in the product development division of CCRI .

Scientist from CICT, Bangalore visited Cudal, Maharastra to give guidance for coir industry to the Govt. of Maharashtra.

Other important achievements during the month of April are as follows;

(a) With a view to consolidate the available resources and wherewithal for furthering the R&D efforts directed towards the enhanced utilisation of raw materials, value addition, increased productivity and returns, employment/enterprise creation and above all transformation of outcome to actual use in the field, Expressions of Interest were earlier called for from reputed research institutes/colleges. CCRI was accordingly authorized during the month under report to enter into MoU with the selected institutions prioritizing the needs on the basis of plan outlay under S&T.

(b) As part of the efforts of the Coir Board to formulate proposals on the basis of new scheme – ASPIRE – of the Ministry of MSME, a group of technical officers from various offices of the Board were deputed for fields visit to Business Incubation Centers and Start up Village at Kochi for getting firsthand knowledge and guidance on business incubation, fundamentals for entrepreneurs, creation of one online marketing portal and also to file trademark for incubatees.

This is issued with the approval of the Director (Mkg) i/c, Coir Board dated 06.05.2015.

The Hindi version of the material will be sent separately.

भवदीय/Yours faithfully,

संयुक्त निदेशक (योजना)/ Joint Director (Plg)

Copy to: 1 Shri.R.R.Meena,
Deputy Secretary –Coir to Govt. of India,
Ministry of MS&ME,
Udyog Bhavan, New Delhi- 110 011.

2. Additional Industrial Adviser,
Office of the Development Commissioner (MSME),
Nirman Bhavan, 7th Floor, Maulana Azad,
New Delhi- 110 108.

ANNEXURE

1. The Scheme would cover any coir project with project cost upto Rs.10 lakhs plus working capital, which shall not exceed 25% of the project cost. The working capital shall not be considered for subsidy. The quantum and nature of financial assistance under the scheme will be 40% of the project cost as Government of India subsidy, 55% as Bank credit and 5% as beneficiary contribution.
2. The assistance will be made available through all Scheduled Commercial Banks listed in the 2nd Schedule of the RBI Act, Regional Rural Banks, Co-operative Banks, SC/ST/OBC Finance and Development Corporations.
3. Individuals, Companies, Self Help Groups, Non Governmental Organizations, Institutions registered under Societies' Registration Act 1860, Production Co-operative Societies, Joint Liability Groups and Charitable Trusts can avail assistance under the Scheme.
4. The beneficiaries shall have the option to purchase machinery from any reputed manufacturer or fabricator of coir machinery from the open market. However, the coir machinery/accessories purchased from the manufacturer must comply with the standards set up by the Coir Board from time to time. Beneficiaries have the option to consider purchase of generator in order to get full utilization of the machinery purchased.
5. With a view to provide handholding support towards the marketing efforts of the Coir Udyami Yojana beneficiaries, an allocation of Rs.10 Crores has been earmarked as Marketing Support Assistance under the Scheme. The assistance will be disbursed for establishing Marketing Consortiums, participation in fairs/exhibitions, hiring of showroom/go down etc.
6. Coir Board, Coir House, M.G.Road, Kochi-16 is the Nodal Agency at the national level for implementation of the Scheme. At the state level the scheme will be implemented through the Field Offices of the Board viz. Regional Offices/Sub Regional Offices/Coir Mark Scheme Office/Showroom & Sales Depots and all other sub offices of the Coir Board situated in different parts of the country. The Field Offices of the Board will coordinate with DICs, Coir Project Offices, Panchayat Raj Institutions and other NGOs of repute and such others for the identification of the beneficiaries under the Scheme.