

Monthly Progress Report (MPR) on important events

Coir Board

December 2019

SIGNIFICANT ACHIEVEMENTS/EVENTS DURING DECEMBER 2019

(from 25th Nov to 26th Dec 2019.

I. Science & Technology

a) Meeting taken by the Hon'ble Minister of MSME at Puttaparthi

A technical team headed by Secretary, Coir Board, JD, CICT and SSO(Polymer) i/c has been deputed to Puttaparthi for attending the meeting on the use of coir geotextiles in southern states with Sri.Nitin Gadkariji, Hon'ble Minister for Road Transport and Highways and MSME held on 23.11.19 at Puttaparthi

b) Meeting with the team headed by Prof. Rajagopal of IIT Chennai

A team consisting of Shri. M Kumaraswamy Pillai, Director, Marketing Retd and consultant Coir Board and SSO(Polymer) i/c were deputed to IIT Chennai on 09.12.19 for discussion with the team headed by Prof. Rajagopal, IIT Chennai. The team submitted the documents on the various works done by Coir Board in erosion control, embankment stabilization and roads using coir Geotextiles in hard and soft copies to the IIT, Chennai and briefed about the Coir Geotextiles.

c) National Seminar on Application of Coir Geotextiles in Infrastructure projects

Coir Board conducted a National Semianr on “Application of Coir Geotextiles in Infrastructure projects” at ICSR Hall1, IIT Chennai on 13.12.19 & 14.12.19. The National seminar was inaugurated by Shri. Sudhir Garg, IRSEE, Joint Secretary, MoMSME & Chairman, Coir Board.



d) Coir Wood Medals.

30 nos of coir composite new design boards along with stand in the rear side (Screw stand) have been prepared in CICT for presenting in MSME Swachhta Award and a special dye was designed and fabricated to manufacture the media.



e) **Demonstration of Coir Pith Composting**

Demonstration of composting of coir pith has been conducted by CICT at Chikkaballapur in Karnataka. The advantages of Coir Pith Organic Manure (C-POM) and its application on different crops were explained to the entrepreneurs who were present during the occasion.

II. SKILL UPGRADATION & MAHILA COIR YOJANA

Various activities for the development of the coir industry are being done through the Regional and Sub Regional offices of the Board all over India. The following special achievements/events have been reported during the period under report.

COIR BOARD REGIONAL OFFICE-RAJAHMUNDRY:

- Board conducted EDP Programme at M/s Breds (Bapuji Rural Enlightenment Development Society) Office Premises, Venkatapuram (Bendigate), Vajrapukotturu Mandal, Srikakulam District from 25-11-2019 to 27-11-2019.
- Board conducted Workshop at M/s VASM Reddy College for D.Ed., Eletipadu, Iragavaram Mandal, West Godavari District on 13/12/2019.
- Attended the Industrial Motivation Campaign on 18/12/2019 at Farmers Community Hall in Horticulture office, Amalapuram, East Godavari District conducted by Branch MSME-DI, Ministry of MSME, Govt. of India.
- Conducted Workshop on Coir under SCSP programme on 20-12-2019 at SC Community Hall in Penugonda Mandal of West Godavari District

COIR BOARD REGIONAL OFFICE-BHUBANESWAR

- Attended the District Level Review Committee meeting and District Consultative Committee meeting at DRDA Conference hall, Puri.
- Attended the District Level Bankers' Review meeting on PMEGP at DRDA Conference hall, Puri.
- Attended the Zonal Level Bankers' Review meeting on PMEGP organized by KVIC State office, Bhubaneswar.

- Conducted the Review meeting on SAP 2019-20 of Odisha Coir Clusters at Regional Office, Bhubaneswar.
- Attended the 20th Co-ordination Committee meeting of departments of MSME, Govt.of India at conference hall of KVIC, Bhubaneswar.
- Conducted the Awareness Programme (ST category) at Gopalpur, Nilagiri of Balasore district which was inaugurated by Hn.ble MLA, Nilagiri.

COIR BOARD SUB-REGIONAL OFFICE, PORT BLAIR

- Conducted one day Workshop on Development of Coir Industry on 29.11.2019.
- Conducted training programme for 20 candidates on MCY at M/s. Yuvasakthi RGT Road, Port Blair FTC on 14.12.2019.
- Conducted training programme for 20 candidates on VAP-TSP at M/s. Dedication Social Service Society, Near Children's Park, Haddo P.O, FTC and practical test conducted on 17.12.2019.

COIR BOARD SUB- REGIONAL OFFICE-SINDHUDURG:

- Organized Awareness Programme at Alibag, Raigad District On 28.11.2019
- Attended Industrial Motivation Campaign called by MSME-DI Mumbai

COIR BOARD REGIONAL OFFICE-BENGALURU

- Held a meeting with the Collector, Diu, UT for the development of Coir industry in the UT of Diu and discussed possibilities of promoting PMEGP units with the logistic support of local NGO/Society at Dwaraka, Gujarat.
- Addressed the issues concerning to the PMEGP applications pending for consideration by DLTF in Karnataka circle along with all the Joint Directors of DICs in the field and the LDMs of the nationalised/Scheduled banks in the Workshop organized By KVIC, State Directorate, Bangalore held at Hotel Capitol on 13.12.2019.
- Held an exclusive meeting with the Commissioner of the BBMP [Bruhat Bengaluru Mahanagara Palike], Sri.B.H.Anil Kumar, IAS, former Joint Secretary, Ministry of MSME, New Delhi seeking the intervention of the Commissioner to promote the use of Coir Geo-textile, pith and vertical garden in Govt. Sponsored projects under the control of the BBMP Commissioner, Govt. of Karnataka.
- Held discussion/meeting with the Executive Engineer, Smart City project in Karnataka for incorporating Coir Green cover concept by the use of Geo-textiles, pith and mulch for greening Bangalore seeking space for Coir Board for introduction and supply of Coir and pith related products in Smart City projects from Govt. of Karnataka in all Govt/PPP model projects both on CAPEX/OPEX models. The discussion was encouraging and expecting positive move.

III.DOMESTIC MARKETING

1) Participation in Domestic Exhibitions

To popularize Coir and Coir Products and boosting up the sales through the Board's showrooms, the Board is participating in important exhibitions all over the country. During the period in between 25th Nov to 26th December 2019, Board has participated in 7 exhibitions as detailed below.

Monthly achievement is furnished below:

| SI No. | Name of the Exhibition | Place | Date | State |
|--------|--|------------------------------|--------------------------|-------------|
| 1 | Agro Vision | Nagpur | 22/11/2019 to 25/11/2019 | Maharashtra |
| 2 | Coir Kerala 2019 | Alappuzha | 04/12/2019 to 08/12/2019 | Kerala |
| 3 | Sanrachana 2019 | Kathua | 05/12/2019 to 07/12/2019 | Jammu |
| 4 | 12th Onattukara Karshikolsavam 2019 | Charumoodu Alappuzha | 13/12/2019 to 17/12/2019 | Kerala |
| 5 | India International Mega Trade Fair | Science City Ground, Kolkata | 13/12/2019 to 25/12/2019 | West Bengal |
| 6 | Destination Daman & Diu | KV Grounds, Diu | 14/12/2019 to 16/12/2019 | Gujarat |
| 7 | Punjab International Trade Expo(PITEX) | Amritsar | 12/12/2019 to 16/12/2019 | Punjab |

2) Zonal Directors Meet

The Zonal Directors meeting was held at CCRI, Kalavoor on 04.12.2019. Shri. Supriyo Ghosh , Director-ARI, MoMSME was the special invitee in the meeting and pointed out that Coir, being an eco- friendly product, has a huge and sustainable market both domestically and Internationally, and by promoting the business the Board is playing a societal role for uplifting the livelihood of people by generating employment. Zonal Directors with Managers meet on monthly basis and the problems raised by on the Managers in their jurisdiction have been identified and then the zone wise review of sales performance of Showrooms are evaluated.

3) 1st Business Monitoring Committee meeting

The 1st Business Monitoring Committee (BMC) meeting was held at Conference Room, CCRI, Kalavoor on 04.12.2019. BMC has been constituted for the review and periodic monitoring of the sales and other activities of each Coir Board Showroom. In order to promote the sale of coir and coir products in the Domestic Market, and also to attain the Break Even Point in all Coir Board Showrooms. Secretary, Coir Board instructed that at the end of March 2020 a minimum sale of Rs. 25 crores is required and priority should be given for procurement both in terms of publicity and fair selection. He also added that any manager is empowered to bring the supplier for registration.

4) Managers' Meet 2019

The Managers' Meet 2019 was held at CCRI, Kalavoor on 05.12.2019. Secretary, Coir Board chaired the meeting and reviewed the sales performance of showrooms and also pointed out that for strengthening the business of each showroom, integrity & discipline is must.

IV. EXPORT MARKET PROMOTION

Promotion of exports of coir and coir products and carrying on propaganda and publicity for that purpose is an important function assigned to the Coir Board. The Export Market Promotion Programmes implemented by Coir Board is to promote the export of coir products to markets abroad which are borne under the ongoing scheme Coir Vikas Yojana. Coir Industry is an export oriented industry and export helps the industry to adjust the imbalance between the production and demand in the domestic market. Exports help to attain sustainable development with a healthy growth rate.

Special/significant achievements, if any : Nil

** Only 8 exhibitions have been approved by the Ministry for participation during 2019-20 under the I.C Scheme and the first event was on October 2019.*

V. (A) COIR UDYAMI YOJANA (CUY)

Coir Udyami Yojana is a credit linked subsidy Scheme. The Scheme provides for financial assistance to the tune of 40% of the investment in Building and Plant & Machinery for setting up of coir production units. The remaining amount towards investment is funded through term loan (55%) from Banks and 5% through beneficiary contribution. Assistance under the Scheme is made available to individuals, Companies, Self Help Groups, Non Governmental Organizations, Institutions registered under Societies Registration Act 1860, Production Co-operative Societies, Joint Liability Groups and Charitable Trust. The maximum admissible cost under the Scheme is Rs.10 lakhs plus working capital, which shall not exceed 25% of the project cost.

(B) PRIME MINISTER'S EMPLOYMENT GENERATION PROGRAMME (PMEGP)

Prime Minister's Employment Generation Programme is a credit linked subsidy scheme for setting up of new micro enterprises. The Scheme provides subsidy at the rate of 25% of the project cost in rural areas and 15% in urban areas to the General Categories and 35% in rural areas and 25% in urban areas to the Special Categories, which includes SC/ST/OBC/ Minorities/Women/Physically Handicapped/Ex-servicemen, NER, Hill and Border areas. Coir projects with maximum cost up to Rs.25.00 lakhs in Manufacturing Sector and Rs.10.00 lakhs in Business/Service Sector are eligible for assistance under the Scheme. The Scheme is opened to individuals, Self Help Groups, Institutions registered under Societies Registration Act 1860, Production Co-operative Societies and Charitable Trust.

As per the direction from the Ministry, Coir Board had celebrated the "Samvidhan Diwas" in the Board Room of Coir Board HQ. All the Officers available in the Office along with the Staff members of the Board assembled in the Board Room on 26.11.2019 at 11.00 am. The Senior Accounts Officer and Administrative Officer read out the English and Hindi versions of the Preamble of the Indian Constitution, respectively. The employees working in the Sub Offices/SR&SDs of the Board also read the Preamble of the Constitution on the same day, in their Offices.

PROGRESS RELATING TO KEY PROGRAMMES/ PROJECTS ALONG WITH PERFORMANCE AGAINST THE TARGETS DURING THE MONTH:

| क्र. सं./ Sl. No. | योजना का नाम / उपशीर्षक/ Name of Scheme/Sub head | वर्ष 2019-20 के लिए टार्गेट/Target for the year | 25.11.2019 से 26.12.2019 तक के दौरान उपलब्धि/ Achievement | 26.12.2019 तक की उपलब्धि/ Cumulative achievement up |
|-------------------|---|--|--|--|
|-------------------|---|--|--|--|

| | | 2019-20 | during 25.11.2019 to 26.12.2019 | to 26.12.2019 |
|-----|--|--------------------------|------------------------------------|----------------|
| I | SCIENCE & TECHNOLOGY | | | |
| | Development of new machinery | 5 Nos. | 0 | 2 Nos. |
| | Development of new Technology | 6 Nos. | 0 | 2 Nos. |
| | Development of new products | 9 Nos. | 0 | 5 Nos. |
| | Technology Transfer | 20 Nos. | 0 | 4 Nos. |
| | Demonstration/Extension | 500 Nos. | 0 | 203 Nos. |
| II | Skill Upgradation & Mahila Coir Yojana | | | |
| | Training on VAP (No. of trainees) | 2200 | 379 | 1337 |
| | Training on MCY (No. of trainees) | 2200 | 340 | 1216 |
| | EDP(No. of programmes) | 36 | 7 | 19 |
| | Awareness Programme (No. of programmes) | 40 | 3 | 24 |
| | Workshop (No. of programmes) | 30 | 6 | 24 |
| | Seminar(No. of programmes) | 5 | 0 | 2 |
| | Exposure Tour (No. of programmes) | 10 | 1 | 4 |
| | Diploma Course in Coir Technology (Advance Training Course) 1 Year course | 160 | 0 | 0 |
| | Certificate Course of Coir Artisan in Coir Technology (Artisans Training Course) 6 months course | 160 | 0 | 39 |
| | Orientation Training Programme | 780 | 15 | 59 |
| III | DOMESTIC MARKET PROMOTION Participation in Domestic Exhibitions | 75 Nos | 7 | 67 |
| IV | EXPORT MARKET PROMOTION | | | |
| | Exhibitions Abroad | 10 Nos. | 0 | 2 |
| | Assistance under IC Scheme | 100 Nos. (₹ 250 lakh) | 4 Nos (₹ 8,11,194/-) | ₹ 79,61,281/- |
| | New Registration / Issuing of RCMC | 100 Nos. | 12 Nos | 66 Nos. |
| V | COIR UDYAMI YOJANA Setting up of Units | *Nil | 0 | 76 Nos. |

| | | | | |
|----|--|-----------------|------------------------------------|--|
| | Prime Minister Employment Generation Programme (PMEGP) | 1000 coir units | 1 | 32 Nos. |
| VI | Trade and Industry Related Functional Support Services (TIRFSS) Coir Exports (2018-19) | ₹ 3000 Crore | Rs.189.29 crore (upto Sep 2019) | Rs.1361.45 crore (upto Sep 2019) |
| | HRD Training | 100 Nos | 98 Nos | 122 Nos |