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From the Desk of Chairman



The timely delivery of goods and services to the customers plays an important role in sustaining continued patronage of customers to any business establishment. If the business establishment fail to serve the customer with the required goods or service on time, there is every likelihood that the customer search for alternatives. Sometimes, he may find better commodities and services elsewhere which would be detrimental to the interests of any business establishment.

As far as coir products are concerned, most of the time the demand of customers are time bound. If the particular product is readily available in the stock, the customer can be served to his satisfaction. However, many a times, products have to be manufactured to the specific requirements of the customers in distant places and transported to the destinations. In such cases, even though customers are prepared to accept requests for a reasonable time for effecting the supply, sometimes unpredictable hurdles may hinder the timely delivery of the products. Of late, the coir industry has been facing a series of such constraints which include shortage of raw material, labour, transportation facilities etc. These constraints have been debilitating us from keeping up the delivery schedule. Customers generally want their demands met readily for obtaining maximum satisfaction from their purchase and any time lag may make

them desperate. In order to make our supply schedule more dependable, there is a need of applying more thoughts on planning the production schedule. There may be extraneous factors like availability of transportation facilities, economic booms and depressions etc. upon which we have virtually no control.

The merchandise shipped from Cochin Port take a route via Colombo port as mother vessel which can carry bulk quantities of cargo are unable to anchor in the existing port at Cochin. With the commissioning of Vallarpadam Integrated Transshipment Terminal the stage is set for receiving mother ships to the ICTT shortly. I understand that the deepening of sea adjoining to the berths attached to ICTT is going on and mother vessels may start anchoring in the ICTT within a few months. This will reduce the delivery time of goods shipped from Cochin ICTT to the destination ports considerably. But again the constraints experienced in procurement of goods locally have to be streamlined so as to have a proper plan of delivery of coir products. I am hopeful that the situation may improve and the new financial year will have a trouble free period for the export sector in the coir industry.

With warm regards
and best wishes

V.S.Vijayaraghavan

Science and Technology**Coir geo-textiles gets Accreditation of Indian Road Congress**

The Committee for Accreditation of New Materials and Techniques, Indian Road Congress, New Delhi accredited "Coir Geo-textiles" developed by the Central Coir Research Institute of Coir Board for use in the construction of rural roads in the country vide its notification dated 18th April, 2011. The accreditation

is initially for a period of two years. The accreditation will facilitate acceptance of coir geo-textiles for the construction of roads by various authorities like CPWD, NHAI etc. It is expected that the accreditation will go a long way in promotion of coir and will result in generating large demands for coir.

Export Promotion**Open House Meet with Cochin Port Trust and DP World**

Coir Board organized an Open House Meet for providing a platform for coir exporters to present their procedural difficulties and financial over burden experienced while exporting through the newly commissioned International Container Transshipment Terminal (ICTT) at Vallarpadam. The authorities of Cochin

Trust, Shri K.K. Krishnadas, Chief Executive Officer of DP World and Dr. Unnikrishnan Nair, Traffic Manager, Cochin Port Trust heard the grievances and suggestions of the exporters. After detailed discussions and exchange of ideas on issues like procedural delays, higher shipping costs, loss of time in cargo



Shri. Paul Antony IAS, Chairman, Cochin Port Trust addresses the Open House Meet.

Port Trust, DP World; representatives of Transporters, Customs House Agents' Association and Steamer Agents' Association participated in the meet which was held on 8th April, 2011 at Hotel Royale Park, Alleppey.

Shri Paul Antony, Chairman, Cochin Port



delivery etc., the exporters were assured that the issues would be addressed within a couple of months and they would be apprised of the measures taken. It was also decided in the Open House Meet to conduct such interactive meetings on a monthly basis for sorting out various issues.

Representatives of almost all the export houses in and around Alleppey were present in the meet.

Coir Board organises one day workshops on Coir Industry

Coir Board organized one day workshops on coir industry at 4 locations in Kerala recently for disseminating information on various opportunities offered by the coir industry to entrepreneurs. The workshops were conducted at Chelannoor and Olavanna in Kozhikod district and Balaramapuram and Parassala in Thiruvananthapuram district. Apart from the investment opportunities offered by the coir industry, subjects covered in the workshops included schemes and service of Coir Board, latest technologies developed by the research institutes of CCRI, collection and use of coconut husk for coir industry, etc.

The advantages of the newly developed mobile fibre extraction machine and the use of "pithplus" to convert pith in to organic manure were explained in detail to the participants of the workshops. Various pamphlets on the subjects dealt with in the workshop and sample packets of "pithplus"/pith manure were also distributed to the participants.

Classes on various subjects dealt with in the workshop were handled by scientists and staff of the Central Coir Research Institute, Coir Board, Kalavoor, Alleppey. A total number of 371 entrepreneurs participated in the workshops.



Shri. Ramachandran Pillai Shri. Chandrachoodan Pillai

RETIREMENT

Shri. Ramachandran Pillai, Extension cum Training Assistant, CCRI and Shri. Chandrachoodan Pillai, machine Operator CCRI, Alleppey, retired from the service of the Board on 30th April 2011, on superannuation. Shri Ramachandran Pillai put in more than 28 years of service and Shri Chandrachoodan Pillai put in more than 20 years of service in Coir Board.

Coir News wishes a long, happy and contented retired life to Shri. Ramachandran Pillai and Shri. Chandrachoodan Pillai

*From the News Desk***Domestic Marketing**

During the month of April 2011 the Coir Board successfully participated in the following 2 exhibitions.

Name of the Fair	Duration	Location
1 st Odhisha Mega Expo 2011 Orissa.	30.03.2011- 10.04.2011	Bhubaneswar
Indian International Consumer Fair.	08.04.2011 - 18.04.2011	Vizag.

Training

The following training programmes were organised by the Board in April 2011:

Activity	Kerala
Trg. on value addition	76
Training under MCY	161

Export Statistics for March, 2011

As a computer system upgradation was in progress in the Customs House, the Coir Board is unable to collect, compile and publish the export data on coir and coir products in the month of March, 2011. The export statistics for the month will be duly published.

Call Centre to Assist Entrepreneurs

The Ministry of Micro, Small and Medium Enterprises, Government of India, has set up a Toll Free Helpline for the assistance of Micro, Small and Medium Entrepreneurs in the country. This is called the "Udyami Helpline" and the number is 1800-180-6763. The toll free number came into existence on 21.8.2010 and is accessible on all days from 6.00 A.M to 10.00 P.M.

COIREEDS FROM ALLEPPEY COIR CLUSTER

The details of activities undertaken by the ACCDS during the month of April 2011 are reported below:

Review meeting taken by the Special Secretary (Coir), Govt. of Kerala



Views of the joint venture projects

A meeting under the Chairmanship of Smt. Rani George IAS, Special Secretary (Coir), Govt. of Kerala to review the progress in implementation of the joint venture projects by Coirfed, Coir Corporation and Foam Mattings (I) Ltd with ACCDS was held on 05.04.2011 at Hotel Arcadia, Alappuzha. Dr. K.Madanan, Director, Coir Development, Shri. M.Kumaraswamy Pillai, Executive Director, ACCDS, Shri. Jossit Kurian, Addl. Director (Coir), Dr.K.R.Anil, Director, NCRMI, Dr. M.Balagopal, Managing Director, Coirfed,

M. Kumaraswamy Pillai, Executive Director, ACCDS

Shri. P.V.Saseendran, Managing Director, Coir Corporation, Shri. N.Sathyaraj, Managing Director, FOMIL, Shri. T.C.Ranganathan, Project Officer (Coir) and Shri.T.N.Shyam, G.M, Coirfed attended the meeting. The Committee noted that the building for the semi-automatic loom project for Coir Corporation was almost complete and the erection of machinery items in the unit is fastly progressing. It was decided to get the power connection for the unit and start the commercial production at the earliest.

Regarding the joint venture project of ACCDS and FOMIL, the Managing Director, FOMIL informed that the civil construction work is on progress and the needle felt machine and fibre cleaning machine with all accessories will be installed within a week.

Regarding the PVC tufted unit being established jointly by ACCDS and Coirfed, the committee noted that the PVC tufted machine has already been installed in the unit. The Managing Director, Coirfed pointed out that the Registrar of Companies is not registering the new JV Company under Section – 25 since a commercial venture cannot run as a no profit no loss basis. The Executive Director promised that the matter will be discussed in the meeting of ACCDS and a suitable decision will be intimated to Coirfed immediately. It was also decided to sign an MoU by ACCDS and Coirfed for the project.

Meeting of the technical committee of the Coir Composite unit from CICT, Bangalore

A meeting of the technical committee of the Coir Composite Unit was held on 06.04.2011 at Hotel Royale Park, Alappuzha to discuss about the layout of the coir composite board manufacturing machinery items to be installed. Shri. M.Sudhakaran Pillai, Joint Director (Technical), CICT, Shri. N.Sathyaraj, Managing Director, FOMIL, Shri. Ranjit Dominic, Jt. General Manager, KITCO, Shri. Melit

Francis Jeson, Mechanical Engineer KITCO and Shri. M.Kumaraswamy Pillai, Executive Director, ACCDS participated in the meeting. The meeting discussed at length on the positioning of various machinery items to be installed in the unit. The meeting among other things decided to check the provision for providing an ETP for the wash water, suggested to provide an opening of 2 m width from the fibre cleaning section to needle felt section instead of door and avoid the Cutting machine for cutting the dried mat coming out from the Mat Dryer.

Cluster Pulse organises Coir Design and Best Bds Provider Award - 2011.

The Alappuzha BDS (Business Development Services) Project under Cluster Pulse distributed the Coir Design and Best BDS Provider Award - 2011 in a glittering function held at Alleppey on 5th April, 2011.

Cluster Pulse was appointed by the Small Industries Development Bank of India (SIDBI) to develop the competitiveness and capacity building of the Micro, Small and Medium Enterprises of the Alleppey Coir Cluster by implementing an innovative concept of "BDS as a tool of MSME competitiveness" under Alappuzha BDS within a period of 4 years. The project is funded by a cluster of world's reputed developmental donors viz. World Bank, DFID-UK and GTZ & KFW-Germany.

Speaking on the occasion, Shri. M. Kumara Raja, Secretary, Coir Board said that the project has been doing an exemplary job by providing handholding service to the entrepreneurs of coir industry in and around Alleppey. Smt. Indumathi Sridhar, DGM of SIDBI observed that Cluster Pulse has been implementing a series of innovative and fruitful projects in coir sector.

A report on Domestic Market Survey of Coir Mats & Mattings conducted by the Cluster Pulse was released on the occasion by Shri M. Kumaraswamy Pillai, Director(Marketing), Coir Board by handing

over a copy of the same to Shri John Chacko, Chairman, Federation of Indian Coir Exporters' Associations. The awards for the winners of the Design Competition and the Best BDS Provider were presented at the function.



Views of the Coir Design & Best BDS provider Award function

