



# कयर न्यूज़

# COIR NEWS

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## From the Desk of Chairman



Development of the North Eastern States of the country on par with other states has been a priority area for the Government of India for which funds are earmarked in Five Year Plan programmes. Coir Board has been implementing many programmes in these states, where sizeable quantities of coconuts are produced every year. In Assam alone, 21.1 thousand hectares of land are under coconut cultivation. It is estimated that annually around 163 million nuts are produced in the state and while large quantities of husks are generated through dehusking process, major quantities of these coconut husks are thrown away as waste. Meanwhile, these states are procuring coir products required by them from other coir producing states like Andhra Pradesh and Orissa.

Coir Board has been making all out efforts to develop coir industry in North Eastern States and thereby open up a new employment and income generation avenue for the people of these States. As part of popularization of coir products in these states, the Board distributed coir mattings free of cost to schools some time back so that the children can squat on the coir mattings spread over the class rooms and protect themselves from extreme cold climatic conditions. The Board has also been participating in as many as possible trade fairs and exhibitions in the NorthEast. Ever since I took over the charge of Chairman, the Board has been undertaking aggressive publicity programmes to enhance the level of awareness on coir products in the North eastern states. Taking one step ahead, now the Coir Board is encouraging the entrepreneurs of these states to set up their own units to produce coir products utilising the raw materials available locally.

Under the Schemes of Fund for Regeneration of Traditional Industries (SFURTI) and the Rejuvenation, Modernisation and Technology Upgradation (REMOT), the Board is implementing various programmes in the north east. I am extremely happy to report that the SFURTI coir clusters at Manas, Nalbari in Assam and Indira Nagar at Agartala in Tripura have recently started functioning. Under the REMOT scheme, 81 coir spinning units and 11 tiny coir products manufacturing units are being established in these States with a financial assistance of Rs.118.99 lakhs as Government of India contribution.

I had the opportunity to attend the inauguration of the Common Facility Centres under SFURTI clusters at Manas in Assam and Indira Nagar in Tripura. While, the Minister for Agriculture, Horticulture and Food Processing, Shri Nilomani Sen Deka was present at the Manas cluster, Assam, the Chief Minister of Tripura, Shri Manik Sarkar himself found time to inaugurate the Common Facility Centre at Indira Nagar. Shri Sarkar was accompanied by his Senior Colleague, Shri Jithendra Choudhari, Minister for Industries and Commerce, Chief Secretary and Principal Secretary, Industry and Commerce of the State. The presence of such highly placed dignitaries in these functions is an indicator as the interest evinced by the North Eastern State Governments in the development of coir industry.

I wish other State Governments also follow suit.

With warm regards  
and best wishes

V.S.Vijayaraghavan

### Coir Board Celebrates World Environment Day

As part of the World Environment Day Celebrations held on June 5, the Coir Board launched a series of programmes to popularize use of environment friendly coir products for various purposes. The highlights of the programme were a seminar and launching of a mobile phone video film competition.

The Seminar was conducted at Palakkad, Kerala, and was inaugurated by Shri K. Babu, Minister for Excise and Ports, Government of Kerala. It was organised by the Board in association with the Institution of Engineers (India) - Palakkad Centre and the Indian Chapter of the International Erosion Control Association. Speakers at the seminar collectively called for preserving nature for the benefit of all and stressed the need for promoting environment-friendly activities using natural fibres like coir to reduce the harmful effects of climate change. Use of coir geotextiles for soil erosion control, coir pith in ground water preservation and coir ply to fight deforestation were the subjects covered in the programme.

Shri V.S. Vijayaraghavan, Chairman, Coir Board, who presided over the function said that the Board is exploring the possibilities of extending the usage of

environment friendly coir products, including coir pith, through export as well as domestic marketing. Shri M. B. Rajesh, MP, who delivered the key-note address said that mindless exploitation of nature contributed largely to climate change and the resultant calamities. Felicitations were offered in the meeting by Shri Shafi Parambil, MLA, Shri K. Achuthan, MLA, Shri Abdul Khudus, Municipal Chairman, Palakkad, Shri K.V. Mohankumar, District Collector, Palakkad and Shri Vincent Alappatt, Chairman, Institution of Engineers, Palakkad. Shri M. Kumaraswamy Pillai, Director, Marketing, Coir Board welcomed the gathering and Shri M. Kumara Raja, Secretary, Coir Board proposed vote of thanks.

The inaugural session of the Seminar was followed by a technical session in which papers were presented by experts on various aspects of environment protection. Dr. K.K. Babu, Principal Thejas Engineering College, Thrissur, Shri C.R. Devaraj, President, International Soil Erosion Control Association, Indian Chapter and Dr. Das Anita Rabindranath, Senior Scientific Officer, Central Coir Research Institute presented papers at the technical session.

### Mobile Phone Video Film Competition

A national level mobile phone video film competition on the theme "Coir - Nature's Best Friend" was also announced on June, 5. A Jury headed by a prominent film

director would evaluate the video films for awarding various prizes. The prizes would include Apple laptop, 3G mobile phone, digital camera etc.

### Parliamentary Committee on Subordinate Legislation holds sittings in Kerala

The Committee on Subordinate Legislation, Rajya Sabha held sittings at Kumarakom, on 22nd and 23rd June, 2011 and met representatives of various Central Government organizations in Kerala. Shri Kalraj Mishra, M.P. was the Chairman

of the Committee and it consisted of nine members. The Committee met the Chairman and senior officials of Coir Board on 22nd June, 2011 and held discussions on Coir Industry (Registration) Rules-2008.

### Annual Meeting of the Managers of Coir Bhavans Held

The annual meet of the Managers of the showroom and sales depots of the Coir Board was held on 13th June, 2011 at Cochin. A combined meeting of the managers and consignors of the showrooms and a meeting of the managers alone were arranged in the annual meet to facilitate detailed discussions on various issues prevailing in the business and the industry. Shri V.S. Vijayaraghavan, Chairman, Coir Board inaugurated the Business Meet. Shri M. Kumara Raja, Secretary, Coir Board, Shri M. Kumaraswamy Pillai, Director (Marketing) and Shri G. Pradeepkumar, Senior Manager led the discussions held.

In the meet, managers of 9 Coir Bhavans who achieved sales targets were presented with cash awards @ 0.5% of the

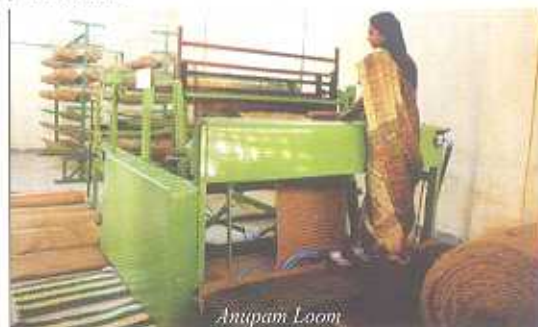
total sales and certificate of appreciation as a recognition of the achievement made by them. The showrooms which achieved the sales target were: Madurai, Jammu Tawi, Hyderabad, Bangalore, Trivandrum, Guntur, Chandigarh, Patna and Thrissur.

In order to polish the business skills of the Managers of Coir Board showrooms, the Board organized a training programme also in connection with the Business Meet. The programme was organized from 14th to 15th June, 2011 at Rajagiri School of Business, Kakkanaad, Cochin. The programme was tailor-made for the managers of the Board Showrooms and various sessions on marketing and publicity were handled by expert faculty members of the Rajagiri School of Business.

### CCRI Demonstrates New Coir Machinery Before Entrepreneurs

Extension Service activities is an integral part of the Science and Technology activities of the Coir Board. The technologies developed by the Central Coir Research Institute, Kalavoor, Alleppey, Kerala and Central Institute of Coir Technology, Bangalore, Karnataka for enhancing productivity and quality of coir products are promptly passed on to the grass root level through different extension service activities of the Board. Demonstration of various machines developed by the Research and Development wing of the Board before the trade and industry is a regular programme under the S&T activities. Recently, the "Anupam" loom, "Anugraha" loom, Handloom fitted with pneumatic cylinders and Mobile Fibre Extraction Machine were demonstrated before three groups of entrepreneurs who visited the Central Coir

Research Institute. Groups of coir workers deputed from Kerala State Coir Corporation and Kerala State Coir Workers' Welfare Fund Board were also trained on the operation of Anupam loom at CCRI so as to enable them to work on these looms in their factories. Yet another co-operative society which took benefit of the programme was the Alleppey Town Co-operative Society. Eight workers of the Society were trained on the operation of the Anupam loom in their premises.



*Anupam Loom*

*From the News Desk***Common Facility Centre at Manas Coir Cluster, Assam inaugurated**

The Common Facility Centre of Manas Coir Cluster, Assam, established under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI) was inaugurated by Shri V.S.Vijayaraghavan, Ex-MP, Chairman Coir Board on 26<sup>th</sup> June, 2011. Shri Nilomani Sen Deba, Minister for

Agriculture, Horticulture and Food Processing, Parliamentary Affairs, Govt. of Assam released the brochure of the cluster at the function. Sri Jayanta Malla Baruah, MLA, Nalbari, Assam distributed certificates to the participants.

**The Common Facility Centre of Indranagar Coir Cluster inaugurated.**

The Common Facility Centre of Indranagar Coir Cluster, Tripura established under the SFURTI, was inaugurated by Shri. Manik Sarkar, Hon'ble Chief Minister of Tripura on 28<sup>th</sup> June, 2011. Sri Jithendra Choudhary, Hon'ble Minister for Industries & Commerce presided over the function. Dr. S.K.Panda, IAS, Chief Secretary of Tripura, Sri

L.K.Gupta IAS, Principal Secretary, Industries and Commerce, Govt. of Tripura, Sri Sankar Prasad Datta, MLA, were also present on the occasion. The website of the cluster was launched by Shri V.S.Vijayaraghavan, Ex-MP and Chairman Coir Board. Sri P.C.Antonel Vaz, Joint Director, Coir Board proposed vote of thanks to the participants of the function.

**Common Facility Centre at Dhanchuberria Coir Cluster ready for launching**

The Common Facility Centre being established at the Dhanchuberria Coir Cluster in West Bengal under SFURTI is complete and ready for inauguration. A review of the functioning of the coir cluster

was conducted by Shri P.C.Antonel Vaz, Joint Director, Coir Board and Shri A. Panja, Joint Director of Handicrafts & Cottage Industries, West Bengal at Dhanchuberria on 30th June, 2011.

## From the News Desk

### Coir Board conducts Management Development Programmes

Coir Board organized Management Development Programmes (MDP) on 'Export Management Skills for Coir Exporters' for developing trade skills and professional competency of managers and to equip them to keep pace with the emerging global challenges. The training was imparted by eminent Professors of the Indian Institute of Foreign Trade (IIFT), New Delhi, which is an International Business School and Deemed University functioning under the administrative control of the Union Ministry of Commerce & Industry. Various topics like International Marketing, Branding and Segmentation, Commercial Documentation, Regulatory Documentation, International Payments, Export Finance, Incentives, Currency

Valuation & Risk Management were dealt with in the programme.

The objective of the programme was to develop an integrated approach among the coir manufacturers and exporters towards enriching Export Management Skills and to deal with the growing demands of the customers in the international market.

The Management Development Programmes were organized at Hotel Royal Park, Alleppey during 22-24 June, 2011 and at Sakthi Hotels, Pollachi during 27-29 June, 2011. Altogether 70 exporters/executives from coir sector attended the programmes.



*Shri.Y.S.Vijayaraghavan, Ex. M.P., Chairman, Coir Board inaugurating the programme at Alleppey*



*Participants of the MDP at Alleppey*



*Shri.M.Kumaro Raja, Secretary, Coir Board inaugurating the programme at Pollachi*



*Participants of the MDP at Pollachi*

**Domestic Marketing**

Coir Board participated in the following 3 exhibitions during the month of June, 2011

Name of the Fair	Duration	Location
Agro Tech India O-Gramin Shilpa Mela	02.06.2011 - 09.06.2011	Sonarpur Maidan, Kolkatta
Interior Exterior Expo& International Furniture Fair	23.06.2011 - 26.06.2011	Chennai
S&T Expo - 2011	02.06.2011 - 04.06.2011	Dharmasala (H.P)

**Developmental Activities**

The details of developmental activities undertaken by Coir Board during June, 2011 are as given below:

Activity	Kerala	Kar.	Mah.	T.Nadu	Assam	W.Bengal	Total
Training on manufacture of value added products	80	20	-	182	150	-	432
Training under Mahila Coir Yojana	210	40	85	148	90	-	573
Awareness Programmes	1	-	-	-	-	-	1
Workshops	1	-	-	-	-	-	1
National Seminar	1	-	-	-	-	-	1
Exposure Tour	-	-	-	-	-	1	1
Ratt Distribution	29	-	-	-	-	-	1

## From the News Desk

### Workshop on Development of Coir Industry

The Board organised a workshop on development of Coir Industry at Block Panchayath Hall, Kollamkode, Palakkad, Kerala on 04.06.2011.

Shri.V.S.Vijayaraghavan Ex MP, Chairman, Coir Board Inaugurated the workshop. Shri.P.Madhavan, Kollamkode Block Panchayath President presided over the function. Shri.M.Kumararaja, Secretary, Coir Board, Smt. T.Prathibha, President, Kollamkodu Grama Panchayath, Shri.V.Babu, Regional Officer (i/c), Regional Office, Thiruvananthapuram, Shri.T.Viswanathan, Member, Kollamkodu Gramapanchayath, Shri.K.T. Chenthamara, President, Peringottukavu

Yanthravalkrutha Chakiri Vyavasaya Co.Operative Society, and Shri.K.N.Kailasa Nathan, Joint Secretary, Palakkad Coir Cluster Development Society spoke on the occasion,

Shri.V.Babu, Deputy Director and Regional Officer (i/c), Coir Board Shri.K.C. Pankajakshan, Asst.District Industries Officer, Govt.of Kerala, Shri.K.Ananda Babu, M&P Officer, Coir Board, Shri.Henry Thomas, ESO, Coir Board, Shri.V.K.Tomichan, Junior Inspector and Shri. T.V.Sabu, Junior Inspector took classes on various subjects related to the coir industry in the technical session.



Shri.V.S.Vijayaraghavan Ex MP  
Chairman, Coir Board  
Inaugurating the Workshop, at Palakkad



## COIREEDS FROM ALLEPPEY COIR CLUSTER

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

**Foundation stone for the 'Fibre Extraction Unit' of Gramasree Purusha Swasraya Sangam laid.**



The Board of Directors of ACCDS have sanctioned a 'Fibre Extraction Unit' at a total financial outlay of Rs.27.75 lakhs for Gramasree Purusha Swasraya Sangam, Arattupuzha. The foundation stone for the unit was laid by Shri. Ramesh Chennithala MLA on 03.06.2011 in a function presided over by Shri. V.S.Vijayaraghavan Ex. M.P., Chairman, Coir Board. Shri. M.Kumaraswamy Pillai, Executive Director, ACCDS delivered the key-note address. Shri. M.Kumararaja,

M. Kumaraswamy Pillai, Executive Director, ACCDS

Secretary, Coir Board, Shri. A.K.Rajan, member, Coir Board, Shri.M.P.Pavithran, Vice-President, ACCDS, Shri. K.Karunakaran, President, Arattupuzha Grama Panchayath, Smt. Thilothama, Standing Committee Chair-Person, Arattupuzha Block Panchayath, etc felicitated.

**Meeting at NTPC, Kayamkulam**



A meeting was convened by the Chairman, Coir Board at the NTPC Guest House on 03.06.2011 to discuss the possibilities of development of coir industry in the Karthikappally Taluk. Shri. Ramesh Chennithala MLA was present at the meeting which was also attended by the stake-holders, Trade Union leaders, representatives of the coir societies, officials of the Coir Board, etc. The Executive Director, ACCDS made a power point presentation on the implementation of Alappuzha Coir Cluster Development Project and future activities to be taken up. The meeting decided to convene a separate meeting at Harippad with the officials of the State Coir Development Department etc to evolve an action place for the development of the cluster.

**57<sup>th</sup> meeting of the Executive Committee of ACCDS held**

The 57<sup>th</sup> meeting of the Executive Committee of ACCDS was held on 28.06.2011 at the office of ACCDS, Alleppey. The Committee discussed in length about the re-appropriation of project outlay of

ACCDS. The committee noted that more and more beneficiaries are coming forward to establish coir spinning units and worksheds. The committee also noted that the Officers from DIPP, Ministry of Commerce and Industry during their visit to Coir Cluster appreciated the implementation of the projects especially the work sheds/spinning sheds for the benefit of the small producers and grass root level workers. Therefore the committee authorised the Executive Director to re-appropriate the funds accommodate more worksheds and spinning sheds after providing due share to other components.



The Committee also discussed in length about the additional construction works carried out for the semi-automatic loom building jointly by ACCDS and Kerala State Coir Corporation at Coir Park – II, Kanichukulangara. The committee noted that the undulations in land and the alterations in the design of the building resulted in increase in the construction cost of the building. The committee decided to obtain a detailed clarification from Coir Corporation for the additional works already done in the building. After detailed discussion, the committee decided to carry out a third party evaluation of the building constructed for the proposed unit.

The Executive Committee among other things approved a Husk Collection Bank for Cherthala Small-Scale Coir Fibre M & M Mfrs Co-op Society Ltd No A-740, an Automatic coir yarn spinning unit for Tharamood CVCS Ltd No. A-817, a Spooling unit for Chenganda CVCS Ltd No A-555, etc.

### Setting up of Coir Composite Board Manufacturing Unit

A meeting to negotiate the prices quoted by M/s. Jaak Hydro Pneumatic Company, Bangalore for Hydraulic press, Automatic loading/unloading

President, ACCDS, Shri. Melit Francis Jeson, Mechanical Engineer, KITCO and the representatives of M/s. Jaak Hydro Pneumatic Company, Bangalore participated in the meeting. M/s. Jaak Hydro Pneumatic Company, Bangalore was not ready to reduce the prices quoted since the material prices are increasing daily. The Committee decided to visit a unit where M/s. Jaak have supplied similar machine and evaluate the performance so as to proceed further in the project.

### Meeting with the officials of Kerala State Coir Corporation

A meeting was held with the officials of KSCC on 16.06.2011 at the office of ACCDS to review the progress in construction of the building and enhancement in the construction cost due to change in design and additional requirements for the proposed JV Company by ACCDS and KSCC. Shri. P.V.Saseendran, Managing Director, KSCC, Shri. M.Kumaraswamy Pillai, Executive Director, ACCDS, Adv.K.R.Bhageeradhan, President, ACCDS, Shri.P.P.Sivarajan, Project Manager, M/s.Ramky (Consultant), Shri. Roby, Project Co-ordinator, KSCC, the Site Engineers of KSCC, and the Project Supervisor of ACCDS participated in the meeting. ☀



*“When one door closes, another opens; but we often look so long and so regretfully upon the closed door that we do not see the one which has opened for us.”*

– Alexander Graham Bell