



कयर न्यूज़

COIR NEWS

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From the Desk of Chairman



The nature friendly properties of coir have been helping it to make inroads into new markets world over. Products and byproducts of this material have been finding new applications in, road construction, horticulture, gardening, green houses, farms, etc. India still enjoys the monopoly of value added coir products in the world market. But we have to realize the fact that there is a consistent erosion in our monopoly and we have to find new user areas for coir products to sustain the market. There is a need for added efforts on the part of stake holders and the governmental agencies designated to facilitate the development of this industry to market the products in new markets which can bring about unparalleled growth at this juncture. However, there are certain perennial impediments which have been hindering the growth of this industry.

Since most of the products of the industry are manufactured by thousands of Small Scale Manufacturers spread across various states of the country, maintenance of uniformity and keeping up the quality parameters are difficult tasks. The compulsory pre-shipment inspection scheme run by the Export Inspection Agencies is now non-existent and it is high time that a voluntary quality assurance programme is introduced by exporters. The complaints on quality of the products and delayed supply schedules have been causing much embarrassment for the traders and exporters of the

industry. Hence any effort to augment the marketing of coir products should address these perennial problems first and foremost.

Off late, some of the manufacturers and exporters of the industry have been experimenting with branding exercises as a marketing tool and trying to create a niche market for their products. The move may lead to standardized quality, innovation; introduction of new designs and utilization value as per the changing trends, fluctuating customers' tastes etc. Ramifications of these new efforts will largely depend upon the success or failure of these forerunners. If their efforts are found to be successful, more and more manufacturers/exporters may adopt the tool and this may lead to enhancement of the overall visibility of the products and ultimately beneficial for the coir industry as a whole. We can also safely assume that with their brand name on the products, the manufacturers and exporters will take extra care to ensure the quality. However, unless these efforts are properly backed up by vigorous publicity and propaganda measures, the desired results may elude us. Any initial failure of the tool either due to inexperience or the characteristic features of the product should not deter our efforts to embark upon the new course in the growth trajectory of coir industry.

With warm regards
and best wishes

V.S.Vijayaraghavan

Science and Technology**Second Meeting of the "Future Forum 2020" Held**

Dr. U. S. Sarma, Director RDTE, Coir Board participated in the second meeting of "Future Forum 2020" held at Putrajaya, Malaysia on 16th & 17th March 2011. Dr. Sarma, was a member of the Products Group of the "Future Forum 2020" which had deliberated upon the issues pertaining to the product diversification keeping up with the trends of new market demand, eco-friendly practices etc. The presentation by Dr. Sarma in the Forum was on the latest technologies developed by the Board and the steps taken to popularize those in the Indian coir industry. A special reference was made in the presentation on the development of Mobile Coir Fiber Extraction Machine (Swarna) and Coir Polymer Composites using eco-friendly resins in collaboration with different research institutes in the country by the Board. In the Forum, Mr. Dilip Tambyrajah, Secretary, INFO, emphasized the importance of Sustainability Certification to be launched by the INFO after carrying out the background work. A

presentation was made by Prof. Ian Miles and Dr. Ozcan of Manchester School of Business Management, on the findings of the two groups formed earlier during the first meeting of INFO held at Leiden, the Netherlands for looking into the problems faced by the natural fibres. The problems were identified and it was decided that a strategy would be formulated to tackle the problems during the subsequent meetings of the INFO by carrying out DELPHI analysis.

Dr. Sietse van Der Werff, Senior Project Manager, Common Fund for Commodities [CFC], the Netherlands, informed the Forum that the technology of binderless board is in the domain of CFC and any country can use the technology without any technology transfer fees. Any doubts about the technology can be addressed to the research scientists who have developed the technology at ATO-DLO, the Netherlands with a copy marked to the CFC.

Coir Geo-textiles to be used for Road Construction in Orissa

The National Rural Roads Development Authority of India (NRRDA) has approved a proposal to construct 50 kms. of road in Orissa in which coir geotextiles will be used on a trial basis to ascertain the advantages of the material in enhancing the life and serviceability period of roads in topographies with more clay content. The NRRDA is taking up the project under the Prime Minister's Gram Sadak Yojana (PMGSY).

The Central Coir Research Institute of Coir Board has been conducting research on various applications of coir geotextiles for soil bio-engineering which includes soil erosion control, embankment protection,

road construction etc. Dr. U.S. Sarma, Director, RDTE, Coir Board recently met the Chief Engineer, Department of Rural Development, Government of Orissa and had detailed discussions on the implementation of the project. The College of Engineering and Technology, Bhubaneswar is the Technical Agency of the NRRDA Project in Orissa. Dr. Sarma met the CET authorities and requested to prepare a proposal for implementation in collaboration with CCRI. The Government of Orissa is in the process of identification of 50 Kms. of road in which the project is to be implemented.

Coir Board Organises Seminar on Coir Industry in Orissa

The Regional Office, Coir Board, organized a Seminar on coir industry at Bhubaneswar in Orissa on 5th March, 2011. Presentations were made in the Seminar by Director, RDTE, and the Regional Officer, Coir Board on the Research and Development and Schemes and Services of the Board, respectively. After attending the seminar, some of the participants came forward to register their machinery manufacturing units with Coir

Board. A few entrepreneurs have also shown interest to take the technologies of Anugraha Loom and Swarna Mobile Defibering Machine developed by the Board. The Director of Small Scale and Cottage Industries, Government of Orissa, Chairman, Orissa Co-operative Coir Corporation Ltd., local existing and former Board members also took part in the deliberations.

KVIC, NSIC and Coir Board Join Hands to Market Products in Himachal Pradesh

Coir Board joined hands with KVIC and NSIC and participated in the exhibition, International Shivratri Mela-2011 during the period from 4th to 9th March 2011 at Mandi, Himachal Pradesh. The Board made arrangements to display traditional as well as non-traditional coir products at the exhibition aesthetically. The application of coir geo-textiles for soil

erosion control and the use of coirply as a wood substitute, which have immense potential in the topography of Himachal Pradesh were vividly displayed in the exhibition. The visitors to the pavilion included Smt. Kumudben Joshi, Hon'ble Chairperson, KVIC and Smt. Prathibha Singh, Ex. M.P.

Export Promotion

AgroMashov 2011, Tel Aviv, Israel

Coir Board organized participation of Indian coir sector in the AgroMashov, 2011, Tel Aviv, Israel held during 2nd to 3rd, March 2011 along with exporters from coir sector. Representing Coir Board, Smt. Anita Jacob, Deputy Director attended the exhibition. An attractive display of coir and coir products was made at the exhibition along with display of blow-ups and posters. Different publicity materials and other product information were disseminated to the visitors of the pavilion. The export enquiries received at the stall have been circulated among the trade.

India-Asean Business Fair (IABF) & Business Conclave, New Delhi.

Coir Board participated in the India-Asean Business Fair (IABF) & Business Conclave held during the period, 2nd to 6th March, 2011 at Pragati Maidan, New Delhi.

An attractive display of coir products, posters, blow-ups etc. were arranged at the Board's stall. The trade leads generated through participation in the fair have been circulated among the trade.

*From the News Desk***Rejuvenation, Modernization and Technology Upgradation Scheme (REMOT)**

The Ministry of MSME released a further instalment of funds during the month of March for implementation of various projects under the REMOT Scheme. With this, the amount released during the year, 2010-11 totals to Rs.1403.00 lakhs.

Out of this, an amount of Rs.1380.04 lakhs had been transferred to the Nodal Banks in the State of Kerala, Tamilnadu, Karnataka, Andhra Pradesh and Orissa. During the month of March, 2011 the following transfers were made to the Nodal banks:

State	Name of Bank	Spinning Units	Tiny Units	Total	Amount released (Rs. in lakhs)
Kerala	Union Bank of India	27	18	45	50.00
	Bank of Baroda (Eranakulam for Alpy)	29	0	29	11.00
	SBT, Cherthala	63	0	63	25.20
	SBT, Pattanakkad	247	0	247	98.80
	SBT, Zonal Office Kollengode	2	0	2	1.60
	Central Bank of India	62	2	64	34.74
	SBT, Perumbalam	1	0	1	0.40
	SBT, Muhamma	46	4	50	30.00
	SBT, Pathirapally	13	0	13	6.40
	SBT, Varanad	8	1	9	4.20
	SBT, Poochakal	12	0	12	4.80
	SBT, Purakkad	3	0	3	2.00
	Total	513	25	538	269.14
Tamil Nadu	Bank of Baroda, Pollachi	0	1	1	2.00
	Canara Bank, Pollachi	8	27	35	60.40
	Central Bank of India, Pollachi	0	4	4	8.00
	Indian Overseas Bank, Pollachi	20	50	70	116.00
	Indian Bank, Pollachi	1	7	8	14.80
	Punjab National Bank, Pollachi	0	2	2	4.00
	State Bank of India, Pollachi	0	6	6	12.00
	Union Bank of India, Pollachi	0	1	1	2.00
	TAICO Bank, Chennai	0	1	1	2.00
	Total	29	99	128	221.20

From the News Desk

State	Name of Bank	Spinning Units	Tiny Units	Total	Amount released (Rs. in lakhs)
Karnataka	Canara Bank	0	1	1	2.00
	State Bank of Mysore	0	2	2	4.00
	State Bank of India	14	6	20	23.20
	SBT, Tumkur	2	1	3	3.60
	SBM, Tumkur	1	0	1	0.80
	SBI, Hirigur	0	1	1	2.00
	Total		17	11	28
Andhra Pradesh	Bank of Baroda, Appanappali	0	4	4	8.00
	Total	0	4	4	8.00
Orissa	Bank of Baroda	0	1	1	2.00
	UCO Bank, Bhubaneswar	1	0	1	.80
	Central Bank of India, Bhubaneswar.	0	2	2	4.00
	Total	1	3	4	6.80
Grand Total		560	142	702	540.74

The 103rd Meeting of State Level Bankers' Committee was held at Thiruvanantha-puram on 16th March, 2011. The Secretary Coir Board, Joint Direct Planning and Extension Service Officer,

Office of the Coir Mark Scheme, of the Board attended the meeting and discussed various issues related with the implementation of REMOT Scheme.

Developmental Activities

The details of developmental activities undertaken by Coir Board during the month of March, 2011 are given below:

Activity	Kar.	Mah.	Guj.	Orissa	T.N.	Pondi.	A.P.	W.B.	Keral.	L.D.	NER	Total
Trg. on value addition	100	-	80	135	167	15	500	85	170	18	90	1,360
Training under MCY	-	-	20	255	241	15	300	60	331	29	-	1,251
QIP	1	-	1	-	1	-	1	-	-	-	1	5
E D P	2	1	2	-	-	-	1	-	-	-	2	8
Workshop	1	-	2	1	-	-	1	-	4	-	1	10
Awareness Program	1	-	-	1	-	-	1	-	-	-	1	4
Seminar	-	-	-	1	-	-	1	-	-	-	-	2
Exposure Tour	-	-	-	-	1	1	-	-	1	-	-	3

Domestic Marketing

During the month of March, 2011 the Coir Board participated in the following 12 exhibitions, held across the country.

Sl. No	Particulars	Duration	Location	Participated by
1	International Shivrathri Mela, CCRI Kalavoor. Duration: 3rd-9th March 2011. Participated by CCRI.	3rd-9th March 2011	MANDI	CCRI ALAPPUZHA
2	Cherthala Varanad Agri-Fest, Cherthala, Alappuzha Duration: 03rd to 10th March 2011 Participated by CCRI Kalavoor	03rd to 10th March 2011	CHERTHALA	CCRI ALAPPUZHA
3	Rythu Pragati Agri show Guntur Duration: 06th to 9th march 2011	06th to 9th march 2011	GUNTUR	SR & SD GUNTUR
4	4th National Borpetan Trade Fair 2011, Assam. Duration. 2nd to 20th March 2011 Participated by SR & SD Guwahati	2nd to 20th March 2011	ASSAM	SR & SD GANGTOK
5	Ilanagar International Expo 2011, Guwahati. Duration. 11th to 20th march 2011 Participated by SR & SD Guwahati	11th to 20th march 2011	GUWAHATI	SR & SD GUWAHATI
6	MSME International trade fair 2011, Bhubaneswar. Duration. 5th to 11th march 2011.	5th to 11th march 2011	BHUBANESWAR	SR & SD BHUBANESWAR
7	11th National Expo 2011, Gangtok, Sikkim. Duration. 12th to 29th March 2011. Participated by. SR & SD, Gangtok.	12th to 29th March 2011.	GANGTOK	SR & SD GANGTOK
8	Krishi Mela 2011 duration. 17th to 21st march	17th to 21st march 2011	AGARTHALA	SR & SD, AGARTHALA
9	Crafts and Consumer fair exhibition Chandigarh Duration. 18 to 27th March 2011	18th to 27th March 2011	CHANDIGARH	SR & SD CHANDIGARH
10	RBI Outreach Programme, Vengoor	22nd March 2011	ERNAKULAM	SR & SD ERNAKULAM
11	Family Fair 2011, Bangalore	3rd to 9th March 2011	BANGALORE	SR & SD BANGLORE
12	Technology Expo & Farmers Mela, Town Hall, Ernakulam	28th to 29th March 2011	ERNAKULAM	SR & SD ERNAKULAM

COIREEDS FROM ALLEPPEY COIR CLUSTER

M. Kumaraswamy Pillai, Executive Director, ACCDS

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

Review meeting at Alleppey Fibre Tuft Pvt. Ltd., Pallippuram



A review of the progress achieved in implementation of the project for establishment of a PVC tufted unit under the consortium was taken by the Executive Director on 04.03.2011 at Pallippuram. It has been observed that the installation of PVC tufted machinery and ancillary equipments have almost completed and it is required to install the chilling plant in the lean-to portion of the building under construction. Other works to be completed are the weigh bridge and black topping of the road inside the campus.

The PVC tufted unit under the head 'Common Facility Centre including CETP' is envisaged to cater to the requirements of the small & medium exporters in the Alleppey Coir Cluster who are unable to afford to make huge investments for setting up of such factories. On completion, the factory will cater to the requirements of PVC tufted units to the members of the consortium and the excess capacity will also be provided to other needy exporters from the trade. On an average it will be possible to produce 800 to 900 M² of PVC tufted mats per shift per machine in the unit. Thus the total

production capacity of use of 2 heads in 2 shifts per day would work out to 3600 M² which would be nearly 19 MT in quantity. The factory will be able to provide direct employment to nearly 30 workers and indirectly to many thousands in the fibre extraction and spinning sector.

Claim for 3rd installment of grant



The second installment of grant amount of Rs.14.20 crores released to the ACCDS has been fully utilized for various components of activities approved by the DIPP. ACCDS have so far implemented projects worth Rs.40.04 crores. A detailed break up of the component wise utilization of the project is given below.

Sl. No	Particulars	Total project cost (Rs. In lakhs)	Amount spent (Rs. In lakhs)
1	Husk Collection Banks	20.00	4.22
2	Fibre extraction unit	100.00	48.63
3(i)	Motorised traditional ratts with spinning sheds and workshed for small-scale coir manufacturers	1835.00	1960.50
3(ii)	Up gradation & Modernization of 29 ICDP units	290.00	369.06
3(iii)	Automatic coir yarn spinning units	50.00	21.37
4	Coir mats (Frame Type) & Coir geo-textile units.	33.00	19.43
5.A &B	New Power loom Unit/ Non - commissioned power loom	150.00	180.30
5.C	Upgradation & Modernization of existing 29 units	535.00	52.02
6.A	Pith manure.	35.00	9.67
6.B	Pith blocks.	120.00	44.49
7	Common Facility Centre including Common ETP	2512.00	1293.94
Total		5680.00	4003.63

ACCDS have commitments of about more than Rs.27 crores and hence requires the immediate release of the third installment. Based on the claim preferred by the ACCDS, the DIPP has authorized the RITES team to visit the Coir Cluster for the physical and financial verification of the projects so far implemented and to release the third installment.

The Officer from RITES conducted inspection of the projects of ACCDS during the period from 21.04.2011 to 27.04.2011. He had inspected all the projects including the PVC tufted unit of M/s. Alleppey Fibre Tuft, Business Development Centre of Coir Shippers' Council, Pith Block Making Unit of Coirfed, Rubber backing unit of Santhigiri Koottukudumba Coir & Labourers Coir Mats & Matting Co-op Society, the joint venture projects of ACCDS with Coirfed, Foam Mattings (I) Ltd & Kerala

State Coir Corporation, etc. He had also visited and verified the Husk Collection Bank sanctioned to Chingoli CVCS, Automatic coir yarn spinning projects provided to the ICDP units, coir spinning units and worksheds of small-scale coir manufacturers, Common Facility Centres sanctioned to the small-scale societies, etc. He had checked the quality of all works of ACCDS. M/s. Ramky Enviro Engineers, the consultant of ACCDS and the Executive Director, ACCDS also accompanied the inspection team. The RITES team was fully satisfied on the projects completed by the ACCDS. It is understood that based on the inspection the RITES have recommended releasing the third installment of Rs.14.20 crores to ACCDS for the completion of the entire project.

