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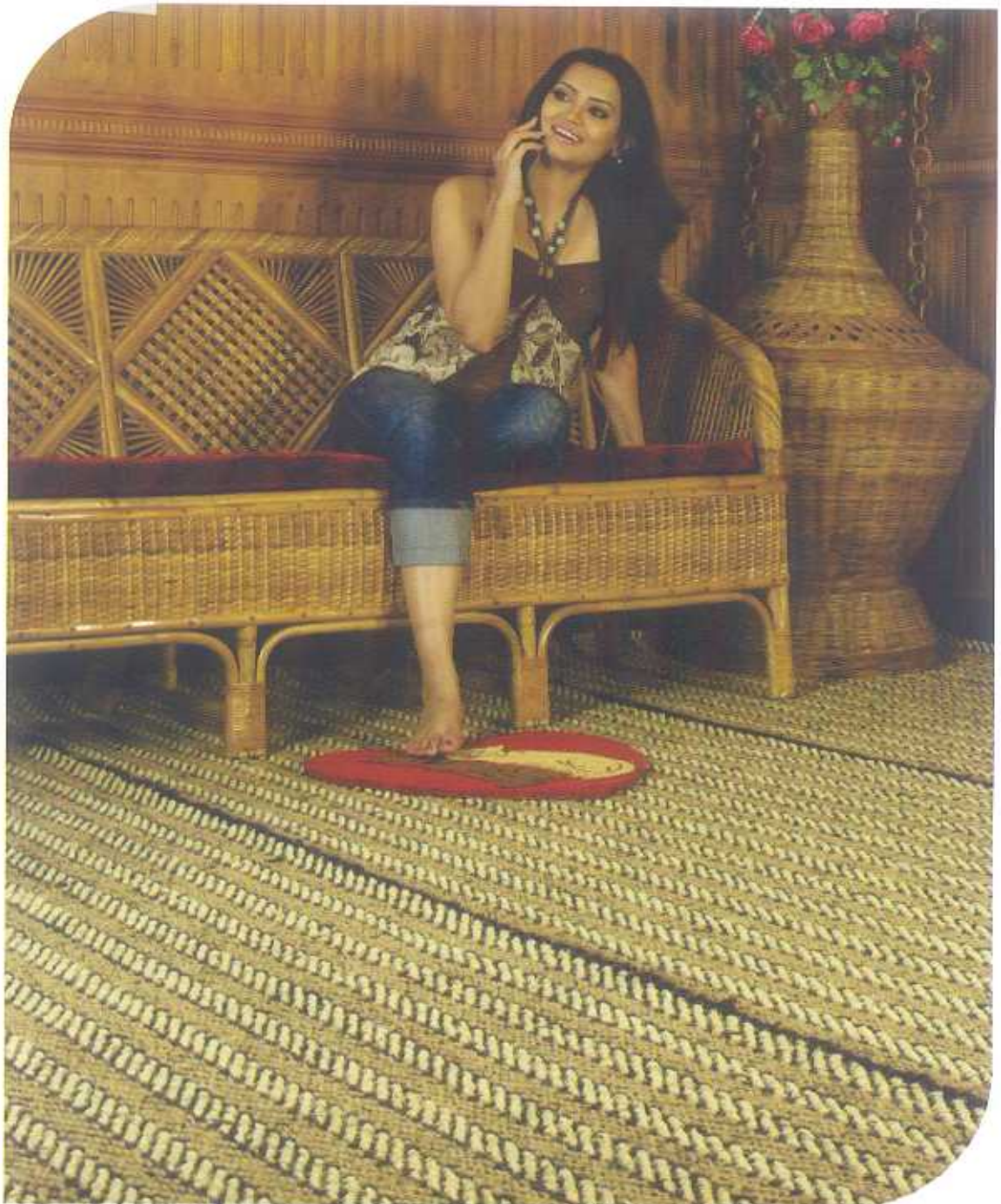
COIR NEWS

JOURNAL DEVOTED TO THE PROMOTION OF COIR INDUSTRY IN INDIA

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From the Desk of Chairman



The Board has been publishing data of exports of coir and coir products from the country after collecting the same from offices of the Customs and Central Excise in different sea ports. During the past few months, the Customs and Central Excise department is in the process of adoption of a new version of centralized system of software for their offices and hence the Board was not able to collect the data on time from these offices in the required format. 'Coir News' used to provide updated export statistics and since the data was not available in the required format, we were not able to bring out the journal regularly in the past few months. I have taken up the matter with the concerned Minister in the Union Cabinet and hope that things will improve in future.

During the year, 2010-11, we were able to reach an all time high record export of Rs.807 Crores by surpassing the target fixed for the year, i.e. Rs.800 Crores and maintained the consistent increase in value every year. However, we are unable to celebrate the achievement as certain ominous trends are apparent in the statistics.

First and foremost, the export of value added products which has got the maximum say on employment generation and profit making has declined sharply in the financial year concluded. The only exception to this trend was rugs and carpets. The export of these items has been highly volatile in the past and there is no guarantee that the product will maintain its growth during the next year. On the other hand, the export of coir fibre and coir pith which contributes the least in income generation on account of value addition has been maintaining its trend of growth rather emphatically. In fact, we were able to sustain the increasing trend of

export of coir and coir products from the country thanks to the contribution of the above two basic products in compensating the decline of other traditional products.

In the case of coir pith, we do not have to be overconcerned as till a decade back, this was considered to be a waste material creating problems of disposal. While appreciating our entrepreneurs for finding a market for the product, I would like to remind them that there is immense scope for further value addition to this product.

Unless production is enhanced substantially by utilising the coconut husk abundantly available in the coastal belt of the country, the increasing export of coir fibre is going to affect the product manufacturing sector seriously. Shortage of coir fibre coupled with exorbitant prices has already rendered a large number of people, both small scale producers and labourers, jobless in the industry. While on this, I may inform our readers that the mobile defibering machine developed recently by the Coir Board can be used as an effective tool to make the state of Kerala, where the major chunk of the product manufacturing sector is located, self sufficient in the matter of raw materials.

While competition for coir products in the international market may be an important reason for decline of export of traditional coir products from the country, there can be other reasons as well. We have to work together to boost the exports of coir and coir products so that the industry will be sustained in the country particularly in the traditional strongholds like Kerala.

With warm regards
and best wishes

V.S.Vijayaraghavan

Science and Technology

■ The Central Coir Research Institute participated in the workshop on "preparation of Technology Road maps for Kerala" organized by Kerala State Council for Science and Technology & Environment at Trivandrum on 25th May 2011.

■ Demonstration on the technology of Cocolawn arranged by the Central Coir Research Institute at the IIM, Lucknow, U.P has been completed successfully. The demonstration was conducted on an area of 25,000Sq.ft. using coir needled felt, coir fibre, coir pith and C-pom.

■ The Central Coir Research Institute participated in the Thrissur Pooram Exhibition, Kerala and arranged demonstration/ display of various technologies and R&D products developed by the Institute. In order to popularize the technology of composting coir pith by using Pith plus, a demonstration was arranged at the pavilion. The Coir pith organic manure produced by the Central Coir Research Institute was made available for sale at the pavilion of the Board.

Quality Improvement Programme at Kadakkarappally, Alleppey, Kerala

The Board conducted a Quality Improvement Programme at Kadakkarappally, Alleppey from 18th to 20th May, 2011. Around 60 workers participated in the programme organised at Plesion Social Centre, Kadakkarappally, Alleppey, Kerala. Officers of the Board took classes for the participants of the programme on various subjects related to production and manufacturing process of coir and coir products. The participants were enlightened upon the need of maintaining quality of products to

sustain the demand for coir products both within the country and abroad. Quality specifications of different varieties of coir yarn like Vycome, Anjengo, Mangadan, Aratory etc. were explained in detail to the participants and demonstration of spinning these items were conducted before them. The participants were also apprised about the new technologies developed by the Central Coir Research Institute such as application of coirret, oil emulsion etc. In a function arranged in connection with the programme, Rev. Fr. Mariyan Arackal, Director, Cochin Social Service Society distributed 16 Motorised Traditional Ratts to women coir workers who were trained under the Mahila Coir Yojana Scheme of the Board. Rev. Fr. Antony Valiyaveetil, Director, Kerala Labour Movement offered felicitations and Rev. Fr. Prasad Kandathiparambil, Plesion Regional Social Centre, proposed vote of thanks in the function.



Shri K.A.Baby, Senior Scientific Officer, Shri V.K. Tomichan, Jr. Inspector and Shri T.V. Sabu, Jr. Inspector of Coir Board handled classes on various subjects dealt with in the programme.

Rejuvenation, Modernisation and Technology Upgradation Scheme (REMOT)

The sixth Steering and Evaluation Committee meeting to review the progress of implementation of REMOT Scheme was held at Coir House Kochi under the chairmanship of Chairman, Coir Board, on 5th May 2011. Representatives from nodal banks, implementing Officers of Coir Board, State Government Officials from the coir producing states and representatives from spinning/weaving sectors were present in the meeting.

The Purchase Committee meeting for finalizing the tender and specifications of machines to be purchased for Singai Coir Cluster Pvt. Ltd. was held on 12th May 2011 at the H O of the Coir Board under the chairmanship of Chairman Coir Board. Members of the Purchase Committee, State Govt. Officials from Tamil Nadu, Representatives from KITCO and officials from Coir Board attended the meeting.

Domestic Marketing

During the month of May 2011 the Coir Board participated in the following 5 exhibitions.

Name of the Fair	Duration	Location
I.I.C.F	28.05.2011 - 05.06.2011	Gurgaon, Haryana
Folk Fair 2011	22.05.2011 - 26.05.2011	Puri, Orissa
Lepakshi Exhibition	28.05.2011 - 08.06.2011	Visakhapatnam
Agri and Horti Tech 2011	27.05.2011 - 30.05.2011	Coimbatore
Craft and Consumer Fair	06.05.2011 - 15.05.2011	Janakapuri, New Delhi

Developmental Activities

The details of training imparted and other developmental programmes organized by Coir Board during the month of May, 2011 are as follows:

Activity	Andhra Pradesh	Kerala	Karnataka	Maha-rashtra	Pondi cherry	Total
Trg. on value addition	200	279	160	-	-	639
Training under MCY	100	285	40	85	-	510
Quality Improvement Programmes.	-	01	-	-	-	01
Ratt Distribution	-	35	-	-	30	65

RETIREMENT



Shri.T.V.Mohanan Nair



Smt B.Chinthamani



Shri. V.Ponnappan

Shri. T.V.Mohanan Nair, Regional Officer, Smt. B.Chinthamani, Section Officer, and Shri. V.Ponnappan, Investigator, retired from the services of Coir Board upon superannuation on 31st May, 2011. Shri. Mohanan Nair and Smt. Chinthamani put in more than 34 years of service in various capacities of the Board and Shri. Ponnappan put in more than 33 years of service in Coir Board.

Coir News wishes a long, happy and contented retired life to Shri. Mohanan Nair, Smt. Chinthamani and Shri. Ponnappan.

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COIR NEWS

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COIREEDS FROM ALLEPPEY COIR CLUSTER

M. Kumaraswamy Pillai, Executive Director, ACCDS

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

56th meeting of the Executive Committee of ACCDS held

The 56th meeting of the Executive Committee of ACCDS was held on 06.05.2011 at the office of ACCDS, Alleppey. The Executive Committee discussed in length about the PVC tufted unit sanctioned to Kuthiyathode Coir Mats & Mating Co-op Society Ltd No A-763 and the registration of the new joint venture companies of ACCDS with Coirfed, Kerala State Coir Corporation and FOMIL separately for implementation of various projects. The Committee noted that considering the nature of activities to be taken up by the proposed companies, the Registrar of Companies refused to register the new Companies under Section 25 of Companies Act. After detailed discussion the Committee felt that the SPV is already registered as a society under the Travancore-Cochin Literary Scientific and Charitable Societies Act XII of 1955 and considering the difficulties explained by the PSUs, the Committee approved the proposal of registering the new JV Companies as limited companies under Companies Act.

The Executive Committee among other things approved the revised project cost of Kanjikuzhy small-scale coir mats & mattings manufacturers co-op society Ltd No A-739 and decided to re-tender the Rubber mixing mill and hydraulic press for the projects of Gandhi Smaraka Grama Seva Kendram, Cherthala S-S Coir Fibre M & Mfrs Co-op Society Ltd No A-740, Santhigiri Koottukudumba Coir, etc. The Executive Committee also discussed about the re-appropriation of the financial outlay and work plan of ACCDS. The Committee also fixed the maximum amount admissible as retrofitting charges of looms in the newly constructed worksheds of small-scale coir manufacturers in the following manner.

- | | |
|--------------------------------|------------|
| 1. Retrofitting charge for | |
| 1 No. of Mat loom (limited to) | ₹ 10,000/- |
| 2. Retrofitting charge for | |
| 1 No. of 1 M Matting loom,, | ₹ 20,000/- |
| 3. Retrofitting charge for | |
| 1 No. of 2 M Matting loom,, | ₹ 30,000/- |
| 4. Retrofitting charge for | |
| 1 No. of 3 M Matting loom,, | ₹ 40,000/- |
| 5. Retrofitting charge for | |
| 1 No. of 4 M Matting loom,, | ₹ 50,000/- |

Meeting of the small-scale societies.

A meeting of the representatives of the small-scale coir manufacturers co-op societies was held on 30.05.2011 at the office of the ACCDS to discuss the modalities of setting the accounts of their projects sanctioned by the ACCDS. The representatives of the societies expressed satisfaction on the upgradation of infrastructure facilities in the small scale units and informed that most of the units are keeping idle for want of orders. They said that it would be advantageous if these accounts are settled and balance in the equity amount refunded at the earliest. It was decided that the account may be settled at the earliest and balance refunded on or before 10th of the succeeding month.

The meeting was attended to by around 30 representatives from different small-scale societies. Adv. K.R.Bhageeradhan, President, ACCDS, Shri. M.P.Pavithran, Vice-President, ACCDS, Shri. V.A. Joseph, Treasurer, ACCDS, and Shri.M.Kumaraswamy Pillai, Executive Director, ACCDS spoke at the meeting.

