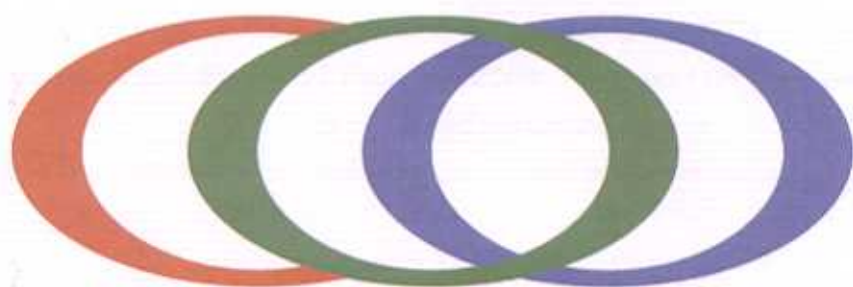


REPORT ON THE PARTICIPATION OF  
**COIR BOARD**  
IN THE ANNUAL CONFERENCE OF

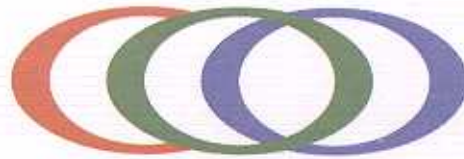


International **Erosion Control** Association



From Theory to Practice ...

# PARTICIPATION OF COIR BOARD IN



**International Erosion Control Association**

**Annual Conference & Expo held at Reno, Nevada, U S A  
from 09-12 February, 2009**

---

*The Government of India had deputed Shri. V. S. Vijayaraghavan (Ex. M.P.) Chairman, Coir Board and Dr. U.S.Sarma, Director RDTE, Coir Board, for attending the IECA Annual Conference & Expo held at Reno, Nevada, U S A from 9-12 February 2009. The report on the participation of the Board is furnished hereunder.*

---





09<sup>th</sup> February, 2009

7.00PM

REGISTRATION

10<sup>th</sup> February, 2009

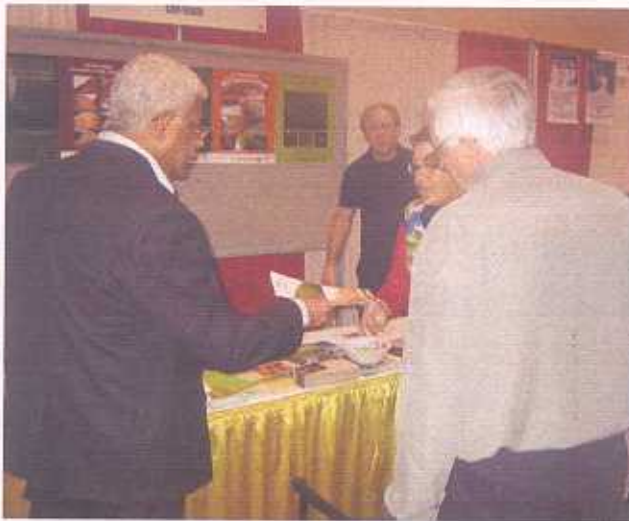
7.30AM-8.00AM

SPEAKER/MODERATOR MEETING

09.00AM

SETTING UP OF EXHIBITION  
BOOTHS No. 120 & 122

The booths allotted to the Coir Board were shared by the following exporters.



Shri. N.R. Pai,  
M/s. Aspinwall Co. Ltd.,  
P.B. No.5, CCNB Road,  
Alleppey, Kerala-688 001.  
e-mail: [alpy.mng@aspinwallgroup.com](mailto:alpy.mng@aspinwallgroup.com)



Shri. K.A. Joseph,  
M/s. Jose Coir Mills,  
P.B. No.80,  
Chungom,  
Alleppey, Kerala-688 001  
e-mail: [joscoir@sancharnet.in](mailto:joscoir@sancharnet.in)



The following exporter had set up his own booth:-



1. Shri. C.R. Devaraj,  
M/s. Charankattu Coir Mfg. Co. Ltd.,  
S.N. Puram, A.S. Road,  
Cherthala, Alleppey,  
Kerala-688 524.  
e-mail: ccm@spectrum.net.in

Other exhibitors of coir products were as follows:



Mr. Calista Santha  
M/s. Rolanka International, Inc.  
155 Andrew Dr. Stockbridge,  
GA 30281  
e-mail: rolanka@rolanka.com



Mr. Siby Pothan  
M/s. Nedia Enterprises, Inc, 22187  
Vantage Points Place  
Ashburn, VA 20148 USA  
e-mail: spothen@nedia.com



Mr. K.G. Jayanath  
M/s. Excelhigh, Inc,  
67 Millbrook Street,  
#418 Worcester, MA 01606 USA  
e-mail- excelfibre9@aol.com

A large number of visitors had interacted with the exporters of coir and shown keen interest in the exhibits of coir geotextiles.

**10 th February, 2009**

07.30AM

REGISTRATION

### WELCOME TO THE CHAIRMAN, COIR BOARD

IECA had accorded a warm welcome to the Chairman, Coir Board on his arrival at the registration counter. The outgoing President Mr. Russel Adsit and present President Mr. Michael Chase were first to welcome the Chairman, who was leading the Indian delegation.

Chairman, Coir Board had reciprocated by presenting both of them, a Coir jewellery box, which was a pleasant surprise for both of them.

Mr. Vijayaraghavan had reminded them that 2009 is the International Year of Natural fibres and therefore the Coir Board attaches due importance to this conference, where the eco-friendliness of natural fibres should be highlighted. Chairman also invited them to visit the booth of Coir Board and attend the presentation on, "Coir based soil less natural grass- instant lawn for soil erosion control".



Mr. Russel Adsit , Mr. V. S. Vijayaraghavan, Mr. Michael R. Chase



**10 th February, 2009**

10.00 AM - 12 NOON

FIELD TOUR

A field tour was organized by the IECA to demonstrate the application of rip rap method of protecting the deserted site of Reno where it was possible to regenerate the site by growing the local bushy grasses. It was seen that huge quantities of stones available in the area were used for protecting the site against soil erosion. It was pointed out by Dr. U. S. Sarma that application of coir geotextile could have been tried in the area to avoid the installation of huge quantities of stones. However, the presenter informed that it was a desert area where water scarcity is there, therefore, they did not think of applying geotextiles.



*Mr. Ronald J. Foucher, Executive Committee Chairman, IECA & Mr. V. S. Vijayaraghan*



*Mr. Vijayaraghan inspecting a shrub planted on the slope*

**10 th February, 2008**

05.15 PM. - 08.00PM

EXPO GRAND OPENING



*Mr. C. R. Devaraj, Mr. N. R. Pal, Mr. V. S. Vijayaraghan, Mr. K. A. Joseph, Dr. U. S. Sarma, Mr. S. Joseph Pampinella Jr.*



Coir Board had hired two booths [120 & 122]. The booths were set up with the assistance of two exporters who had also brought their products for display.

A large number of visitors were keen to see the versatile coir products. Playing of coir geotextiles CD on a monitor had added further attraction among students visiting the coir board's booth. The glimpses of His Holiness the Pope admiring the coir chain presented by the Chairman, Coir Board was also an attraction for the visitors to the Coir Board booths.

Past President Mr. Doug Wimble had come to meet the Chairman and expressed hope that use of coir geotextiles will pick up in USA now that Coir Board was regularly participating in the Annual Expo and presenting papers in the Conference.

The literature on Cocolawn was in great demand considering its versatility of uses.

President of IECA, Mr. Michael Chase had also shown keen interest in the coir products especially in the Cocolawn.



*Mr. Michael Chase, President IECA at the Coir Board booth*



**11<sup>th</sup> February 2009**

10.00AM to 06.30PM

EXHIBITION

There was a continuous flow of visitors to the Coir board's booths.

10.45AM to 11.45 AM

PAPER PRESENTATION

"Coir based soil less natural grass- instant lawn for soil erosion control", authored by Dr. U. S. Sarma and Mr. Sesh Kumar Pulipaka.

Mr. Vijayaraghavan, while introducing Dr. Sarma to the audience had mentioned about the importance of natural fibres in protecting the environment. He had pointed out that the coir geotextiles are not only eco-friendly but also strongest among all the natural fibres. He had further informed the audience that in India, Coir Board had carried out more than 20 field demonstrations in various places to establish the use of coir geotextiles against soil erosion. Sufficient data were therefore, available to prove that coir geotextiles are cost effective and most successful to arrest the soil erosion.

He had also mentioned that the Coir Board is also doing experiments to use coir geotextiles for rural roads.

Chairman, Coir Board had made a reference to his recent visit to the FAO to participate in the Launching of the year 2009 as International Year of Natural fibres at Rome and felt that coir is one of the most important fibres which should be promoted for soil erosion control during this year.

Subsequently, the paper was presented by Dr. U. S. Sarma, Director, RDTE, which had generated wide interest about the Cocolawn in the audience. A number of queries were raised by the participants on the availability of the product, its longevity, and specifications etc., that were satisfactorily replied by the presenter.

One of the delegates had placed order for the product with an exporter immediately after the session.

The president of the IECA had come to attend the session and appreciated the product diversification works done on coir. He had expressed his utmost desire to the Chairman, Coir Board to visit the Coir Board during his next trip to India. Chairman had extended invitation to Mr. Chase to visit Coir Board at his earliest convenience.



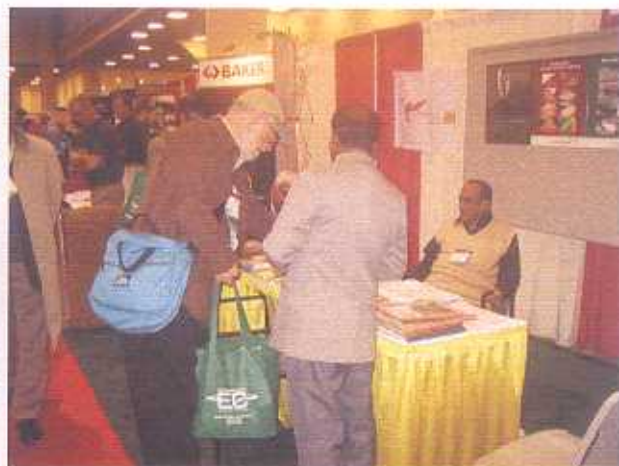


12<sup>th</sup> February 2009

10.00AM to 06.00PM

EXHIBITION

The booths of Coir Board continued to attract a large number of delegates to look at the products and enquiries were made to supply the products in USA.



**CONCLUSION**

The Coir Board had made an impressive presentation both as an exhibitor and as presenter of paper on Cocolawn. This has no doubt opened up new horizons for export of coir as the products were well received by the visiting delegates. The exporters who had shared the booths of Coir Board and who had installed their own booths were benefited too by interacting with a large section of international buyers, contractors and decision makers as on the spot guidance was provided by providing relevant data available with Coir Board.

**ACKNOWLEDGEMENTS**

Grateful thanks are due to Shri. Mahabir Prasadji, Hon'ble Union Minister, Ministry of Micro, Small and Medium Enterprises, Govt. of India, for kindly permitting the delegation to participate in the Annual Expo and Conference of International Erosion Control Association.

Acknowledgements are due to Shri. Dinesh Raiji, Secretary and Shri. Sesh Kumar Pulipakaji, Joint Secretary, Ministry of MSME for their keen interest and encouragement in preparing the paper for presentation in the Conference.

*[Handwritten signature]*  
19/12/2009

**Dr. U. S. Sarma**  
Director, RDTE

*[Handwritten signature]*  
**V. S. Vijayaraghavan, Ex. M. P.**  
Chairman, Coir Board