



PARTICIPATION OF

**COIR BOARD,
MINISTRY OF MSME
(Govt. of India)**

in

EC12

Conference & Expo

26-29 February, 2012
Las Vegas, USA



Tour report on the participation of Coir Board in the “Environmental Connection” (EC12)- ICEA Expo & Conference held at Las Vegas, Nevada, USA from 26-29 February, 2012.

The International Erosion Control Association (IECA) is the world's oldest and largest association devoted to solve the problems caused by erosion and aims at its management and natural resource protection. The IECA conducts an annual conference and Expo event which was held at Las Vegas in the Nevada state of USA from 26 to 29th February 2012. Coir Board has participated in both the events. A technical paper entitled “Application of coir geotextiles on rural roads” was presented on Monday 27th February the paper reported on the application of coir geotextiles in the construction of roads on sub grade agrarian soils of CBR less than 2 percent for reinforcement, separation, filtration and drainage towards stabilization. The technique is ecofriendly and economical which can be used to tackle the problem of rutting in unpaved and paved roads.



The arrangements at the Expo pavilion were initiated on 27th February and the Expo commenced on February 28th 2012. The Coir Board, MSME pavilion attracted quality visitors and was a successful, high calibre trade exhibition which put great emphasis on innovation, knowledge exchange and business. There were 138 exhibitors and Coir Board exhibits were displayed in an area comprising of two booths 647 & 649 and displayed the different geotextile products and their specifications which are available in the coir sector viz Coir Felt, Coir Geotextile Nettings, Coir Non Wovens, album with specifications and samples of different varieties of geotextiles, and cocologs were displayed along with a few coir garden articles.



Representatives of the following coir exporting firms displayed coir geotextile products in the Coir Board pavilion

1. M/s. Coco Mats International, Alleppey
2. M/s. Mayithara Trading Corporation, Alleppey
3. M/s. Tomco Industries, Alleppey

M/s. Charangattu Coir Manufacturing Company, Cherthala had also participated in the exhibition by setting up a booth and displaying coir geotextile material. The NCMRI had also participated in the exhibition and was represented by the Secretary, Coir, Govt. of Kerala Ms. Rani George, IAS and Dr.K.R.Anil, Director, NCMRI.



The pavilion attracted a large number of visitors who evinced keen interest in the displayed products and expressed desire for their import from India. The Coir Board pavilion was visited by a large number of people with investment plans. Details of name and address of the interested people were recorded in the Visitors Book for pursuing correspondence to meet their requirement by Coir Board.





FINDING OF THE TOUR:

During the EC 12 Expo several enquiries were received at the Coir Board booth from visitors not only from the US but also from Korea, China, Netherlands, Germany & other countries indicating that there is a huge scope of coir geotextiles for erosion control applications.

The feedback received from the representatives of exporting companies from India have indicated that they have received several export inquiries and one exporter has estimated the value of export enquiries generated as over 70 lakhs.

To conclude it can be stated that participation in the EC-12 Conference could highlight the application of coir as a material not only as an erosion control medium but also one which could reinforce weak soils for road construction and participation in the Expo could lead to generating an awareness on the abundant availability of coir material from the coir industry as its source in India.

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