

Name of the Ministry / Department: **MSME/ Coir Board**

MONTH: FEBRUARY 2023

I. Important policy decisions taken and major achievements during the month:

During the month of February 2023, Coir Board has participated in two foreign exhibitions.

1. National Hardware Show, 2023, Las Vegas, USA

Coir Board facilitated participation in the National Hardware Show 2023 held during 31 January - 2 February, 2023 at Las Vegas. Seven Entrepreneurs/exporters from Indian coir sector participated in the fair through Coir Board Pavilion. A stunning display of novel products of coir as well as blow ups and posters of coir products were arranged in the pavilion by all the participants. A common brochure incorporating the advantages of coir products and citation on all co-exhibitors was brought out and distributed along with various publicity materials and product catalogues to the buyers who visited the fair. The response was very encouraging and the participants were generated a lot of trade enquiries and firm business orders for coir products.

2. IECA Annual conference & Expo 2023, Kansas City, Missouri, USA

Coir Board facilitated participation of Indian coir sector in the Annual Conference and Expo of International Erosion Control Association held at Kansas City, Kansas, USA held during 5-8 February, 2023. 13 Exporters/entrepreneurs from Indian coir sector participated in the IECA Annual Conference & Expo. Different varieties of coir geotextiles along with blow ups and posters of Coir Geotextiles were displayed in the pavilion by all the participants. A special brochure, incorporating the profiles of the participants in Indian MSME Pavilion and the range of products, was brought out and distributed to the visitors. The participation was very fruitful and the participants could generate a lot of trade enquiries and firm business orders for coir products.

During the reporting period the Board has participated in the following seven domestic exhibitions.

1. Coir Expo Scope for Growth & Development of MSMEs at Kankavli during 19-21 February 2023

Coir Expo on Scope for Growth & Development of MSMEs was organized in Kankavli, Sindhudurg during the period from 19-21 February 2023. Inauguration of Expo was done by the Shri Narayan Rane, Hon'ble Union Minister of MSME in the presence of Chairman, Coir Board; CEO, KVIC; Secretary MSME; DC & ASMSME; ADC (MSME); JS (SME) MSME. Total of 21 stalls were from Konkan region including machinery manufacturers. 12 successful entrepreneurs in coir sector were felicitated by Union Minister for MSME in the presence of other dignitaries.



2. Farm Fest-2023 cum 33rd Flower, Vegetable and Fruit Show at Puducherry during 10-12 February 2023

Coir Board Showroom, Chennai has organized Board's participation in the Farm Fest 2023-Cum-33rd Flower, Vegetable and Fruit Show Exhibition at Puducherry during the period 10-12 February 2023. Lieutenant Governor Tamilisai Soundararajan inaugurated the fest in the presence of Chief Minister N. Rangasamy. Various Coir products like Coir Mats/ Matting and Rubberized Coir items, etc were displayed in the Board's stall.



3. Maharashtra International Trade Expo(MITEX)-2023 at MMRDA Ground, Mumbai during 17-26 February 2023

Coir Board Showroom, Andheri has organized Board's participation in the MiTEX exhibition, which was inaugurated by the Hon'ble Chief Minister, Shri Eknath Shinde, in the august presence of Union Ministers, Shri. Nitin Gadkari, Dr. Jitendra Singh, and Deputy CM, Shri. Devendra Fadnavis. Board has displayed various types of products such as Coir door mats, rubber backed door mats, garden articles, coir geo textiles and coco peat etc.



4. India International Grand Trade Fair-2023 at Gandhi Maidan Durgapur, West Bengal during 17-27 February 2023

Coir Board Showroom, Kolkata has organized Board's participation in the India International Grand Trade Fair-2023 at Gandhi Maidan, Durgapur, Dist-Burdwan (West Bengal) from 17-27 February 2023. Board has displayed various types of products such as Coir door mats, rubber backed door mats, garden articles, coir geo textiles and coco peat etc.



5. Alluring Rajasthan 2023 held at Jaipur, Rajasthan during 23-25 February 2023

Coir Board Showroom, Jaipur has organized Board's participation in the Alluring Rajasthan 2023 held at Jaipur, Rajasthan during 23-25 February 2023. Visitors were highly interested in the quality Coir products displayed at the Board's stall & several inquiries of various items like Coir Geo Textiles, Coir Pith, Coir ply, Coir Garden articles, Coir Jewellerys including Coir Mats/Matting and Rubberised Coir items etc.



Coir Board has also participated in the following exhibitions during the reporting period:

6. National Workshop-Employment Generation Centre at New Delhi during 17-19 February 2023
7. Journoutsav Fest-2023 held at Bharati College Jankapuri, New Delhi during 23-24 February 2023

SCIENCE & TECHNOLOGY

Pilot Scale Laboratory as the service Extension centre of PITHPLUS/ Biochem/C-POM & facility for testing at CCRI, CICT, RO's (Pollachi, Rajahmundry and Bhubaneswar)

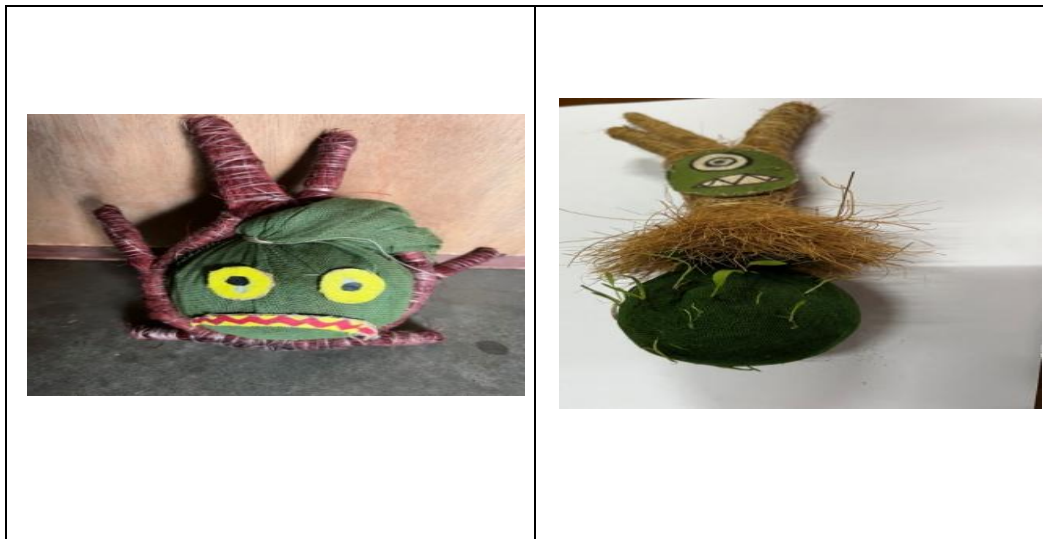
The production of PITHPLUS, Biochem and testing of coir pith / coir fibre in the Pilot Scale Laboratory are being continued to meet the requirement of the industry

ITEM	QUANTITY			VALUE (₹)
	Production(Kg/ltr.)	Sale (Kg./Ltr)	Used for Demo	
PITHPLUS	186.4 Kg.	145.6 Kg	3.2 Kg.	19,098
BIOCHEM	5 Ltr.	2 Ltr.		105
TESTING	20 Nos.			1,12,424
TOTAL				1,31,627

PRODUCT DEVELOPMENT & DIVERSIFICATION

COIR PITH MONSTER TOYS

Coir Pith Monster Toys are developed on the concept of Athma Nirbhar toys from coir. These toys are made by keeping the current market forecast in mind and add on product range of student kits for coir cluster/ pith manufacturers. The product is a composition of Coir, Coir pith, seeds, decorative and cotton cloth with natural binding agent. These toys can be used for arising horticulture awareness among children through its growing pith technique. The toys are derived from existing coir toy technique, with addition of pith in the structure as growing medium, which grows into greens when sprayed water. The seeds are placed in such a way in the structure that after greens are sprouted they contribute to the existing structure of toy.



DEMONSTRATION

Conducted the application of coir geotextiles “Eco Pond” -of M/s Queen Mary’s College, Mylapore, Chennai in association with M/s. Exnora International Foundation during the period from 01.02.2023 to 17.02.2023. The Laying work of coir geotextiles in the second pond is completed and utilized 2000 Sq.M of H2M5 quality coir geotextiles by Coir Board.



Training for Coir Board officials on the prevalent technologies developed by the Coir Board

As part of popularizing the technologies developed by the Coir Board, an in house training has been conducted to officers/ staff of the Board on 22nd February 2023 at CCRI. The Scientists of CCRI has taken technical sessions on the R&D interventions of Coir Board. The programme included half day technical session and afternoon with demonstration and laboratory visits. 44 Nos. of officers from different offices of Coir Board were participated in the one day training programme.



15th meeting of BIS- Coir and Coir Products Sectional Committee-TXD25 has been conducted through Video conference on 14.02.2023. The meeting was chaired by Dr. OL Shanmugasundaram, Director, RDTE i/c

The committee has finalized the draft standard of coir pith block and recommended for wide circulation

The committee also discussed the following standards and after inclusion of the requirements as recommended by the committee the drafts also has been recommended for wide circulation.

- i) Coir based Green Roof Mat for General Purpose – Specification
- ii) Coir based Green Wall Felt Module for General Purpose - Specification
- iii) Coir based Green Wall Module for General Purpose – Specification’

EXPORT MARKET PROMOTION

Promotion of exports of coir products and carrying on propaganda and publicity for that purpose is an important function assigned to the Coir Board. The Export Market Promotion Programmes implemented by Coir Board is to promote the export of coir products to markets abroad which are borne under the ongoing scheme Coir Vikas Yojana.

Sl. No.	Name of Scheme/ Sub head	Annual Target	Monthly achievement	Cumulative achievement
1	Exhibitions Abroad	15 Nos.	2	5
2	New Registration / Issuing of RCMC	100 Nos.	12 Nos.	134
3	Assistance under IC Scheme	100 Nos.	Nil	42
		Rs.170 Lakhs	29,90,801/-	1,06,80,198/-

HRD Training	February 2023	Total
Workers	50	500
Officials	Nil	95

Coir Unit Registration upto February 2023 -186 Nos.

During the month of January 2023 – 14 Nos.

INDUSTRIAL DEVELOPMENT

Sub Regional Office, Kolkata

SRO, Kolkata has conducted three days entrepreneurship development programme (EDP) during the period from 10.02.2023 to 12.02.2023 at Shibalay Hall, Deorah, Howrah Dist. as per the Action Plan 2022-23. 56 Nos of Entrepreneurs, Woman Skilled Workers and ,Small Scale manufacturers in coir sector were participated in the programme and followed that, SRO Kolkata has Conducted an Exposure Tour to Purba Bardhaman Coir Cluster, Katwa, Purba Bardhaman Dist.,West Bengal for studying the implementation of SFURTI cluster and various coir activities.



Sub Regional Office, Guwahati

SRO, Guwahati has conducted one workshop on Coir at Amayapur, Nalbari Dist on 14/02/2023. Fifty numbers of participants attended the programme.



Sub Regional Office, Kannur

SRO, Kannur has conducted five days exposure tour for the coir workers from M/s Mangad Vanitha CVCS, Kadalundy CVCS & Kuruvangad CVCS, Kozhikode to Allappuzha, Trivandrum, Nagercoil, Kanyakumari, Madurai, Palani & Pollachi and back, during the period from 06.02.2023 to 10.02.2023.



Regional Office, Kankavli

Regional Office, Kankavli has organized a one day Regional Seminar at Kankavli ground, opp. Upa zilla Hospital Kankavli, Sindhudurg Dist on 20.02.2023. All the departments under the Ministry of MSME viz. KVIC, NSIC and Coir Board have delivered the details of Schemes and Services of each department. 200 nos. of Coir Artisans from 10 villages that have completed the coir training were participated in the Seminar.

