

**MONTH: JANUARY 2023**

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

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

**1. Domotex 2023, Hannover, Germany**

Coir Board organized participation in Domotex International Trade Fair, Hannover, Germany, held during 12 – 15 January 2023 at Hannover, Germany. Shri. D Kuppuramu, Chairman, Coir Board, Shri. T V Sabu, ESO, Coir Board led the delegation consisting of Thirty Six coir entrepreneurs to Hannover, Germany. A stunning display of coir exhibits were arranged in the pavilion by all participants. **Shri. Gulshan Dhingra, Vice Consul, Consulate General of India inaugurated Indian MSME Pavilion** and visited each booth in the pavilion. **Shri. Umar Hameed, Chairman, Carpet Export Promotion Council** also visited the Pavilion. Both the dignitaries appreciated the efforts taken by the Coir Board. A special brochure, incorporating the profiles of the participants in Indian Coir Pavilion and the range of products, was brought out and distributed to the visitors. The response was very encouraging and the participants could generate a lot of trade enquiries and firm business orders for coir Mat, Mattings and other Coir Products.



**2. IPM Essen 2023, Essen, Germany**

Coir Board organized participation of Indian coir sector in the IPM Essen 2023 held at Essen, Germany during 24<sup>th</sup> to 27<sup>th</sup> January, 2023. The IPM ESSEN (International Trade Fair for Plants) is the world's leading trade fair for horticulture in Germany. Board set up an 'Indian Coir Pavilion' 28 individual booths in 271.85 Sq.mtr space have been provided in Coir Board pavilion for participation of 32 enterprises from Indian coir pith sector. The participation in this fair was a grand success and the participants received a good number of Trade enquiries from potential buyers.



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

### 3.5<sup>th</sup> International Industry and Technology Expo-2022

Coir Board has participated the 5<sup>th</sup> International Industry & Technology Expo and Rising Madya Pradesh. Board's participation in the event was organized through Showroom & Sales Depot, Indore. Board's stall was well decorated with the full range of Mats, Matting, Geo-Textiles, Garden Articles, handicrafts items prepared by Tribal artisans of Gujarat and the same is also appreciated by one and all, **Coir Board bagged 1<sup>st</sup> prize for the Best Design Stall in the exhibition.**



### 4. Onnattukkara Agri Fest-2022

Onnattukkara Agri Fest-2022 organized by the Association of Onnattukkara Farmers Club at St. Mary's LP School Ground, Charummoodu, Kayamkulam, during the period from 27<sup>th</sup> to 31st December, 2022. Board's participation in the event was organized through CCRI, Kalavoor. Brochures of various technologies were distributed to the interested parties who visited the stall. Thousands of people visited board's stall during the exhibition period. The stall was displayed with different Coir Products, Garden Articles, Coir Mats, Handicrafts, Coir Ornaments, Coir Molded composite etc.





## 5.108<sup>th</sup> Science Congress

Coir Board has participated in the 108<sup>th</sup> Science Congress held at Nagpur University during 3<sup>rd</sup> to 7<sup>th</sup>, January 2023. Board's participation in the event was organized through Showroom & Sales Depot, Andheri, Mumbai. The event was virtually inaugurated by the Hon'ble Prime Minister, Shri. Narendra Modi. Board displayed various types of products such as Coir door mats, rubber backed door mats, garden articles, coir geo textiles and coco peat etc.



## 6. Dinamalar Smart Shoppers Expo-2023

Coir Board has participated in the Dinamalar Exhibition at Pondicherry held during the period from 5<sup>th</sup> to 9<sup>th</sup> January, 2023. Board's participation in the event was organized through Showroom & Sales Depot, Chennai. The exhibition was inaugurated by Hon'ble Chief Minister of Pondicherry Shri.N.Rangaswamy. Various Coir products like Coir Mats/ Matting and Rubberized Coir items, etc were displayed in the Board's stall.



## 7. 26<sup>th</sup> Banga Sanskrithi Utsav-2023

Coir Board participated in the 26<sup>th</sup> Banga Sanskrithi Utsav-2023 at Kalyani, Dist- Nadia (West Bengal) from 6<sup>th</sup> to 15<sup>th</sup> January 2023. Board's participation in the event was organized through Showroom & Sales Depot, Kolkata. Coir Board displayed various types of products such as coir door mats, rubber backed door mats, garden articles, coir geo textiles and coco peat etc.



## 8. Regional Workshop on Sustainable Development of MSME in NER

Coir Board has participated in the Regional workshop on " Sustainable Development of MSME in NER "held on 9th and 10th January 2023 at Agarthala, Tripura. Board's participation in the event was organized through Showroom & Sales Depot, Agarthala.



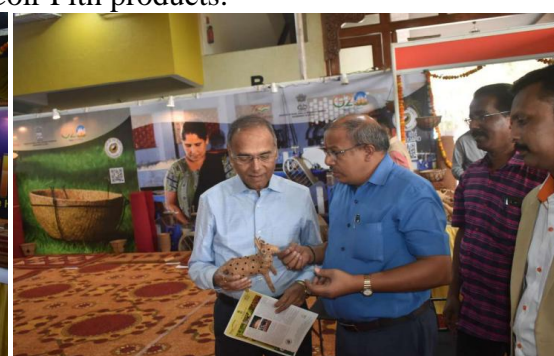
## 9. 39<sup>th</sup> Cochin Flower Show-2023

Coir Board have participated in Cochin Flower Show-2023 organised by the Ernakulam District Agri- Horticulture Society from 13<sup>th</sup> to 22<sup>nd</sup> January, 2023 at Ernakulathappan Ground, Kochi. Board's participation in the event was organized through Showroom & Sales Depot, Ernakulam. Boards stall was displayed with attractive Coir door mats, Mattings, Garden articles, handicrafts and Coir Pith products. The Garden Articles were appreciated very much in the exhibition.



## 10. Ayush Natural World Expo-2023

Coir Board have participated in Ayush Natural World Expo-2023 at Pune from 18<sup>th</sup> to 20<sup>th</sup> January, 2023. Board's participation in the fair was organized through Showroom & Sales Depot, Andheri, Mumbai. Boards stall was displayed with attractive Coir door mats, Matting, Garden articles, handicrafts and Coir Pith products.



## 11. Shining Madhya Pradesh-2023

Coir Board have participated in Shining Madhya Pradesh at Ujjain Madhya Pradesh during 18<sup>th</sup> to 20<sup>th</sup> January, 2023. Board's participation in the fair was organized through Showroom & Sales Depot, Indore. Boards stall was displayed with attractive Coir door mats, Matting, Garden articles, handicrafts and Coir Pith products. Board's stall was well decorated with full range of Mats, Matting, Geo- Textiles, Garden Articles, handicraft items prepared by Tribes of Gujarat and the same was also appreciated by one and all. All the dignitaries and other delegates visited the stall. **Coir Board bagged Appreciation Award for Best Display in the event.**





A team consists of faculties from Engineering & Biotechnology department of Amrita ViswaVidyapeetham, Coimbatore and Karunagappally, Kollam headed by Dr.Krishnasree Achuthan, Director, Amrita Centre for Cyber Security systems & Networks CEO, Amrita Technology Business Incubator have visited at CCRI on 7<sup>th</sup> January, 2023. Hon'ble Chairman Coir Board, and Secretary, Coir Board were present on that occasion. The innovative R& D technologies/ Achievements developed by the Board showcased by the respective Senior Scientific Officers through power point presentations. The team have visited International Coir Museum, Model Demonstration Centre for R& D Technologies and various departments at CCRI.



## SCIENCE & TECHNOLOGY

### RESEARCH STUDIES.

- a. **Analysis of Coconut husk / Coir pith leachates** – The Coconut husk / Coir pith effluent generated from the industry were collected and analyzed the process parameters in the Microbiology department. The work is being continued in the department.
- b. **Determination of particle size distribution in coir pith** -A particle size analyzer is an analytical instrument that measures, visualizes, and reports a particle size distribution for a given particle or droplet population. Particle size analyzers play an important role during process development and quality control of particle systems in order to develop efficient processes and achieve high final product quality. A study has been initiated in the department for categorization of coir pith in terms of its particle size distribution.
- c. **Enrichment of bio-organic manure-** A study has also been taken up in the department for enriching the manorial value of Coir Pith Organic Manure (CPOM) using natural supplements so as to consolidate the formulation of a crop wise manner for agriculture applications.
- d. **Development of an Insect repellent from Coir pith**-The study on the development of an effective repellent from coir pith using Coffee powder and Clove for controlling insects including mosquito is underway with encouraging results.

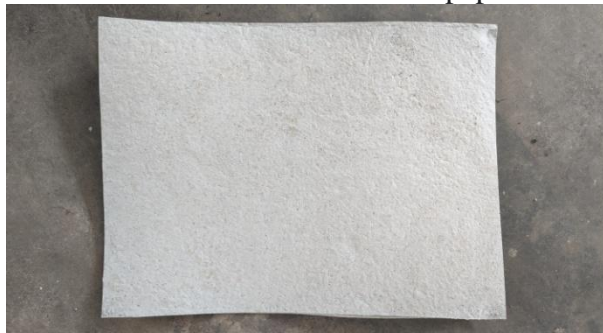
**Pilot Scale Laboratory as the service Extension centre of PITHPLUS/ Biochem/C-POM & facility for testing at CCRI, CICT, RO's(Pollachi, Rajahmundry and Bhubaneswar)**

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
<b>TOTAL</b>				<b>1,31,627</b>

**PRODUCT DEVELOPMENT & DIVERSIFICATION**

Trail studies have been made for developing handmade paper with utilization of chemically modified tender coconut fiber and paper wastes by existing paper making technology.



**DEMONSTRATION**

Conducted the demonstration of coir geotextiles at the “Eco Pond” of M/s Queen Mary’s College, Mylapore, Chennai in association with Exnora International Foundation during the period from 21.12.2022 to 07.01.2023. **The Laying work of coir geotextiles in one pond is completed and utilized 2000 Sq.M of H2M5 quality coir geotextiles by Coir Board.**



Experts from CCRI, Kalavoor has provided Technical Assistance for the application of coir geotextiles for soil stabilization at the site of Kannur International Airport during the period from 16.01.2023 to 20.01.2023.





# **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	3
2	New Registration / Issuing of RCMC	100 Nos.	20 Nos.	122
3	Assistance under IC Scheme	100 Nos.	Nil	42
		Rs.170 Lakhs	Nil	76,89,397/-

HRD Training	January,2023	Total
Workers	Nil	450
Officials	72	95

**Coir Unit Registration upto 31st December, 2022 -172Nos.**  
**During the month of December 2022 – 6 Nos.**

# **INDUSTRIAL DEVELOPMENT**

## **Sub Regional Office, Kolkata**

The Sub Regional Office Kolkata has conducted 4 Field Trainings Programme under the Action Plan 2022-2023(3 MCY and 1 VAP) for 20 Trainees each at 4 Filed Training Centres.



## **Regional Office, Bangalore**

Coir Board, Regional Office, Bangalore organized a Workshop “Unleashing the potential of Coir Industry” at Daman on 10<sup>th</sup> January 2023



Also organized Entrepreneurship Development Programme at Mount Abu, Rajasthan during the period from 12.01.2023 to 14.01.2023



## Regional Office, Kalavoor

Regional Office, Kalavoor has conducted one day Awareness Programme on Coir Industry at St. Sebastians Church Parish Hall, Chellanam, Kochi on 13/01/2023 to disseminate the Schemes and Services of the Coir Board especially the PMEGP Scheme which is being implemented by the Coir Board.



## Regional Office, Pollachi

Shri. D. Kuppuramu, Hon'ble Chairman, Coir Board and ESO, Regional Office, Pollachi received "Valued Business Support Partner Award" from the Chairman, VOC Port Authority, Thoothukudi during the Republic day celebration held at VOC School Ground on 26th Jan' 2023.



## Regional Office, Bhubaneswar

Coir Board, Regional Office, Bhubaneswar has conducted the Entrepreneurship Development Programme at Jharapokharia, Saraskana, Dist- Mayurbhanjon, Bhubaneswar during the period from 11.01.2023 to 13.01.2023





## Administration

Coir Board has organized a Webinar on Sensitization & Awareness for officials, on the provisions of the Sexual Harassment of Women at Work Place (Prevention, Prohibition and Redressal) Act, 2013 (POSH Act) and creating awareness on elimination of all forms of violence and discrimination against women so as to ensure safety, security and holistic empowerment of women while ensuring that the basic human rights of women and girls are respected by all. This programme was organized on 8<sup>th</sup> December, 2022 in the e-platform as a part of the world wide observance of 25<sup>th</sup> November as the International Day for the elimination of violence against Women.

## Hindi

During the inspection visit of third Sub-Committee of the Parliamentary Committee on Official Language, the in-house magazine named "Coir Swarnim Resha" was released at Grand Hyatt, Kochi by the Chairman of the third sub-committee of the Parliamentary Committee on Official Language on 04.01.2023. Hon'ble MP, Mr. Dinesh Chandra Yadav and Hon'ble MP, Mrs. Kanta Kardam, Hon'ble MP Mrs. Yami Yagnik alongwith Hon'ble Chairman Coir Board were present in the function.



Fourth quarter Hindi Workshop on "Spoken Hindi" has been conducted on 12.01.2023 from 02:30 to 03:30 PM for all the Officers & Staff members of Coir Board, HQ, Sub Offices and SR & SDs all over India through E-platform.

Coir Board has participated with a stall in the Regional Implementation Official Language Conference at Tagore Theatre, Vazhuthakad, Thiruvananthapuram on 27<sup>th</sup> January 2023 . Hon'ble Union Minister of State for Home Affairs Shri. Ajay Kumar Mishra was presided over the function in the presence of Hon'ble Governor of Kerala.

