



COIR VIKAS YOJANA- EVALUATION STUDY

Final Report



August 2017

Coir Board-Government of India



Entrepreneurship
Development
Institute of India

**EVALUATION STUDY ON PLAN SCHEME COIR VIKAS YOJANA
OF COIR BOARD**

EVALUATION STUDY REPORT

Sponsored by
COIR BOARD
KOCHI

Prepared by:



ENTREPRENEURSHIP DEVELOPEMNT INSTITUTE OF INDIA
AHMEDABAD
www.ediindia.org

August 2017

ACKNOWLEDGEMENT

Entrepreneurship Development Institute of India (EDI) expresses its sincere gratitude to the Coir Board, Kochi for entrusting with the assignment of conducting evaluation study on plan scheme Coir Vikas Yojana (CVY) of Coir Board, Ministry of MSME. This is a small step towards a giant leap for the development of weaker sections of our society and the nation itself, ultimately. This intervention in coir sector will definitely make the task of developing the nation through such measures easier. We also express our acknowledgments and gratitude to the Coir Board officials namely; Shri C. P Radhakrishnan (Ex. M. P) Chairman, Coir Board, Shri D.P.S Negi-Secretary, Shri Ajithkumar-Director (Mkg) Shri Anand Babu –Joint Director Planning, Shri V Babu –Deputy Director (TC) and Smt. Anita Jacob, Dy. Director, (SFURTI). We further express our acknowledgments and gratitude to all other personnel of Coir Board for their support in smooth conducting of the evaluation study.

The participants (coir entrepreneurs) who are all milestones in various segment of the development sector has co-operated with us in smooth conduct of the evaluation study. We express our sincere acknowledgments to them as without their co-operation this would not have been possible.

The contribution made by our colleagues is very significant in accomplishing the task. We would also like to acknowledge the guidance and supports provided by Dr. Sunil Shukla-Director-EDII, Shri Raman Gujral-Regional Head Shri V.S. Sukumaran-Sr.Visiting Faculty and Shri Sivan Ambattu while conducting the evaluation, but for their supports, it would not have been possible. We would like to convey our profuse thanks to Regional Heads in diferent project offices spread across the nation for the support extended to us in collecting the data from the most difficult terrain places.

Mathew C D
Sr.Lecturer
and
Shibin Mohammed
Assistant Faculty.

15th August 2017

This page is intentionally left blank

Executive Summary



Executive Summary - Skill Upgradation and Mahila Coir Yojana (MCY)

Prologue

The decentralized operation in the coir industry without adequate training has been posing problems for ensuring the desired level of quality to the ultimate product. In most cases, a coir worker experienced in the manufacture of one item may not be conversant with the technology involved in the manufacture of other items. Inferior quality may ultimately turnout to be detrimental to the survival of the industry, particularly it being a traditional product. Skill development is the most essential pre-requisite for the overall development of the industry and to accelerate the proliferation of the industry into non-traditional areas. For newly developing brown coir sector in coconut producing regions, the demand for training facilities for imparting skills of artisans is substantial, particularly in the context of developing post fiber activities. In this area a large number of trainers are required to conduct the training for artisans at the field level to develop the production base. Taking note of the need for training managerial/supervisory, trainers/instructors and skilled artisans in adequate numbers, a three tier training system has been envisaged.

- 1) Training for managerial/ supervisory personnel
- 2) Trainers Training Programme
- 3) Training for artisans and orientation programmes for skill upgradation.

The Coir Board is running training institutions to impart training in coir processing and manufacture of value added products. Training is being imparted mainly through the National Coir Training and Design Centre, Kalavoor, Regional extension centers at



Thanjavur and through the Board's Regional Offices located at Bengaluru, Pollachi, Rajahmundry, Bhubaneswar, Kalavoor (CMS) and also through Sub Regional Offices located in Attingal, Kannur in Kerala, Singampunari in Tamil Nadu, Kolkata in West Bengal, Sindhudurg in Maharashtra, Kavarathi in Lakshadweep, Port Blair in Andaman & Nicobar Islands, Hyderabad in Telangana and Guwahati in North Eastern Region. These centers were entrusted with the task of the development of coir industry, identifying the growth centers for organization of coir extraction and processing units, entrepreneur motivation, technical consultancy in project formulation and implementation in setting up coir units, development of skills for artisans, coordination of the activities at different levels with appropriate linkages.

Objectives of the Study

1. To study and assess the impact of Mahila Coir Yojana towards the empowerment of women coir workers through enhancements in the level/ extent of income/ earnings of beneficiary under the MCY since their availing of the scheme benefit.
2. To study and assess the extent by which the production of coir has increased in areas where MCY is in operation.
3. To study and assess the extent to which the Board has been successful in the development of coir industry in non-traditional areas through development of skill of coir workers. To study and report as to what extent the programme has contributed towards the generation of additional employment in rural areas producing coir fibre.
4. To study and assess the availability of trained workers to the industry in the traditional and non-traditional sectors/ areas and to what extent the Board has been successful in training the personnel for the cadres of supervisors/instructors/artisans to meet the requirement of skilled manpower for the development of coir industry. To study and report the rate of absorption of trainees of the Board by the industry?



5. To study and assess whether the expertise of the candidates trained by Coir Board is adequate to meet the requirements by the industry. Is there a need to revise the syllabus/ contents of the training programme?
6. To ascertain whether youngsters are coming forward in sufficient number to attend the training programs offered by the Board and to assess and report the need or otherwise to revise the stipend/honorarium offered?
7. To study and assess the extent by which Entrepreneurship Development Programmes organized in various traditional and non-traditional areas could bring and encourage new entrepreneurs to enter into the coir industry. The modifications suggested if any.
8. To study and assess whether the quantifiable targets/objectives of the scheme such as Distribution of Ratts/other machineries and Training under Mahila Coir Yojana, Skill development training programs etc. proposed during the 12th plan period have been achieved. If not, the reasons therefore.
9. To study and assess the impact of other programmes like seminars, workshops, awareness programmes, exposure visit etc. on development/ extension of coir industry in the country.
10. To study and report any or all the programmes under this component of the scheme are worth continuation beyond the 12th plan. If they are to be continued with changes, the extent to which those changes are to be made it.

Research Method

Both primary and secondary sources of data are collected for this study.



Primary Data

Primary data is collected through interview methods from respondents with the help of a structured interview schedule using questionnaire. Respondents belong to MCY Trainees, MCY Trainers and NGOs.

Secondary Data

At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Mahila Coir Yojana (MCY). For this purpose govt. policy, departmental documents, internal records, Coir Board plan etc, were surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of MCY Trainers, MCY Trainees and NGOs in the previous month and to test the feasibility of the questionnaire.

Research Instrument-Questionnaire in Printed Form

Sampling Size-MCY Trainees- 1675 , MCY Trainers-105 , NGOs-195

Sampling Technique- Simple Random Sampling (Probability Sampling)

Tools for Analysis- Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data. After the data has been collected, it has been interpreted and presented to come at the conclusion.

Limitations of the Study

The investigators would like to point out some unavoidable limitations, which have been entered into the study. They are the following.

It was difficult to locate the people who are trained by Coir Board

Data were widely disbursed.



Research Data Collection and Analysis

More than 70 percent of the beneficiaries selected for the training are traditional coir workers. Nearly 27 percent of the beneficiaries were newcomers to this area. Before becoming the beneficiary of Mahila Coir Yojana, the respondents were using traditional ratts which requires three people for producing an average of 48 mudies of yarn per day in the case of Vaikom Coir and 25 mudies in the case of Arattupuzha Coir. By the introduction of motorized ratts only one person is required to produce the same quantity of yarn per day. Thus, the per-head output per day has increased. Prior to the implementation of the scheme, the wage received per day was shared by three persons. Now, the same output is produced by one person, and the wage thus earned is also saved by one person.. This has increased the per head income of the beneficiaries. Thus the MCY scheme has contributed to an increase in both the production and income of the beneficiaries. Most of the beneficiaries have opined that by using traditional ratts they were getting only Rs. 127 per day per person and now this has been increased to Rs.381/- per day per person. For one mudi yarn the worker gets Rs 6.90 from the society and Rs 4 from the government. Earlier it was found that traditional rats were producing 12 Kgs of Yarn/day. Now it has gone upto 15Kgs of Yarn/day. So the increase in productivity is 20%. Nearly 20% get absorbed in the industry, the reason is that majority of the trainees opt for self employment. 42% opt self employment and 12% get placed in govt. sector. Some trainees do not opt for any other employment or entrepreneurship after undergoing training.

Only 4% of the NGOs trained more than 500 people. 85% of the training was concentrated on spinning. Nearly 20% get absorbed in the industry, the reason is that majority of the trainees opt for self-employment. Some trainees do not opt for any other employment or entrepreneurship after undergoing training. Majority of the MCY trainees requested detailed training with more duration on value added diversified products and majority of them requested a change in Syllabus in order to incorporate training on value added products with extended duration in training. More than one third of the beneficiaries (35%) are 30 years or under in age. Around 26 percent of the beneficiaries (26%) are aged between 31 and 40 years. Only 16 percent of the beneficiaries are found to be over 50 years. Table 9 indicates that the beneficiaries involved in coir spinning activity are mostly people below 40 years of



age (61.%).

90 % of the respondents are having the opinion that EDP Programs are either good or very good. Nearly 90% of the respondents rate the programmes on seminars, workshops, awareness programmes and exposure visits either extremely helpful or very helpful.

Key Findings and Results

It could be understood that MCY is attaining its objectives in connection with training, but the distribution of ratts is much below the targets set. The reason is that people opt other jobs more lucrative and not seasonal. Before becoming the beneficiary of Mahila Coir Yojana, the respondents were using traditional ratts which requires three people for producing an average of 36 mudies of yarn per day. By the introduction of motorized ratts only one person is required to produce the same quantity of yarn per day. Thus, the per-head output per day has increased. The study also covered a sample of women artisans who had completed training, but have not received ratts. There are many reasons cited for such a situation, by these women. These include financial problems, lack of space, perceived marketing difficulties, etc.

More than 70 percent of the beneficiaries selected for the training are traditional coir workers. Nearly 27 percent of the beneficiaries were newcomers to this area. It could be understood that the nearly 42% got self employment. Only 4% of the NGOs trained more than 500 people. 85% of the training was concentrated on spinning. The scheme helps in providing skilled manpower for the industry. Nearly 20% get absorbed in the industry, the reason is that majority of the trainees opt for self employment. Majority of the MCY trainees requested detailed training with more duration on value added diversified products and majority of them requested a change in Syllabus in order to incorporate training on value added products with extended duration in training. More than one third of the beneficiaries (35%) are 30 years or under in age. Around 26 percent of the beneficiaries (26%) are aged between 31 and 40 years. More than 50% of the MCY trainees demanded increase in stipend. This is an area where the Coir Board need to work on. Increase in stipend will



attract more trainees to attend the MCY training in future. Almost all the trainers requested for an increase in stipend also. The present honorarium is not sufficient to attract quality trainers to the MCY Training domain. 90 % of the respondents are having the opinion that EDP Programs are either good or very good. Nearly 90% of the respondents rate the programmes on seminars, workshops, awareness programmes and exposure visits either extremely helpful or very helpful.

Two ply yarn dominate, the market. But there is demand for yarn in which fibre gets fed through hands. Automated spinning machine get the thread into the coir fibre and get it spun.

Recommendations & Directions for Future Study

5.1 Justification for Continuation of the Scheme with Modification

Mahila Coir Yojana is found to be an effective intervention for empowerment of rural women through Coir industry. The scheme has helped the empowerment of women but considering the increased drudgery involved in the work, the scheme need to be reworked with more financial benefits.

Low level of in-take of the existing schemes benefits under MCY is seen in general. The reason attributable is the far too low amount of assistance and the limited items of spinning equipments coming under the scheme for reckoning eligibility for assistance.

Mahila coir Yojana has to continue with enhanced assistance and by including machineries/equipments other than ratt under its ambit. There is a felt need to provide support for procurement of automatic spinning machines and other equipments under this scheme especially in the non-traditional areas.

5.2 Key Recommendations

- Two ply yarn dominate, the market. But there is demand for yarn in which fibre gets fed through hands. Automated spinning machine get the thread into the coir fibre and



get it spun. While upscaling the MCY Scheme, a sophisticated machinery need to be installed whereby spinning of fibre is having the same quality as that of feeding fibre through hands.

- It is strongly proposed to increase the honorarium of the trainer to Rs 15,000 and the trainee to Rs 3000. For training material an amount of Rs 400 per trainee per month is provided, it is suggested to continue it with due enhancements. There is a felt need to provide support for procurement of automatic spinning machines and other equipments under this scheme especially in the non-traditional areas.
- Marketing supports and more benefits to the beneficiaries could be brought about by enhancing productivity without compromising quality. This may prompt the trainees to take ratts and start production. Such a measure would attract people from non-traditional areas also to the Coir Industry.
- Training on sophisticated machinery could also be introduced in order to upskill the Coir Workers.
- Skill Development activities have proven to be effective in development of coir industry. This activity has to continue with special emphasis for imparting training to manufacturer of value added products and modern methods of production.
- Programmes like EDP, Seminar, Workshop, Awareness programme, Exposure tour etc. have to be pursued with greater emphasis covering a wider area.
- Assistance in Machinery procurement, raw material sourcing, bank linkages, etc. could be provided to EDP participants as a follow up mechanism. This will accelerate the pace of enterprise establishment.
- Frequency of programmes on seminars, workshops, awareness programmes and exposure visits need to be increased.
- In states like Kerala younger generation are showing reluctance to take up vocations in coir. Training on most modern equipments and the manufacture of new generation products would attract the young generation to coir industry. The Coir Board can introduce NCTVT certified courses with focus on application of IT and Computer in Coir Carpet Manufacturing, Coir Carpet and Textile using CAD, Coir Carpet Yarn Dyeing, Spinning of Yarn and Washing and Finishing of Coir Carpet.
- It is also proposed to integrate MCY training along with Livelihood Business Incubation (LBI) in order to make the MCY trainees more entrepreneurial. Such Livelihood



Business Incubation could be started in selected 100 NGO's across the country and national level agencies can impart training on entrepreneurship.

- It is suggested a study on how to make the MCY trainees as entrepreneurs and also the reasons that hinder from being entrepreneurial in MCY scheme.



Executive Summary - Development of Production Infrastructure (DPI)

Prologue

Coir Board has brought up and is implementing the plan scheme „Development of Production Infrastructure“ with the objective of providing modern infrastructure facilities to coir production units, resulting in improvement of productivity and quality and also in the creation of employment opportunities especially for women in the rural areas. It also aims the establishment of new “State of the Art” Coir Processing Units, Spread of the industry to potential areas, Enhanced utilization of available raw material attracting new generation entrepreneurs to the industry , Modernization of existing unit, Production of high value customer oriented products, Make the Coir Industry competitive, Adoption of eco-friendly production techniques .

Under the DPI scheme, the Coir Board provides financial assistance to the concerned beneficiaries for setting up of coir units with a subsidy amount of 25% of the project cost. The subsidy will be provided at 25% of the project cost subject to a maximum of Rs. 6 lakh for setting up of Defibering Unit, Rs.4 lakh for Automatic Spinning Unit and Rs.5 lakh for others, including Coir Pith Unit. For a Composite or a Multiple Unit, the maximum fiscal ceiling of assistance would be Rs. 9 lakh. The cost of building will be restricted to a maximum of Rs. 8 lakh for Defibering and coir pith units and Rs. 6 lakhs for others including Automatic spinning Unit for the exact calculation of the subsidy amount which is as decided by the board.

Infrastructures have been constantly ignored since long now and it’s time for the government to pay attention to it to implement modern facilities to make the work easy and also save valuable time. New industries are also being set up under this scheme with innovative and attractive ideas to increase employment. Proper funds are being provided to the industries for the same. The pollution coming out of these industries is dangerous and



unbearable at the same time. So the new infrastructures will greatly prevent this and provide a healthy and eco-friendly environment. Also, a new and vibrant working environment will surely act as an invitation to the youth which will increase employment in these sectors of the industry.

All new coir processing units registered with Coir Board under Coir Industry (Registration) Rules, 2008 and registered with the DIC of the respective region of the entire coir sector of the country with project cost exceeding Rs.10/- lakh each or more than the ceiling fixed in Coir Udyami Yojana Scheme are eligible for assistance under the scheme. Under the DPI scheme, the Coir Board provides financial assistance to the coir production units at 25% of the cost of equipment subject to a maximum of Rs.6 lakh for setting up of a defibering unit, Rs.4 lakh for the automatic spinning unit, and Rs.5 lakh for others including coir pith. For a compound or multiple units the maximum the ceiling of financial assistance is Rs.9 lakh.

The scheme also provides additional funds to extend financial assistance up to Rs.2 lakh for modernisation/renovation of the existing units which is a perk. Two positions were taken on creating industrialization;

- state ownership of industry and
- state protection of privately owned domestic industry from international competition.

Most countries do not go by the conventional method and choose to have a specialization in trade to compete within the international economy. These countries then began to concentrate on and export primary commodities and supposedly use their comparative advantage to gain economic stability which was initially a very good and productive idea. The comparative advantages were supposed to be directed towards the capital and then stimulate the economy.

These strategies did not work towards the countries advantage. They do use their comparative advantage to try and boost their economy but many third world countries choose the same product, creating a weak market for the products which is a big problem. It also made the country reliant upon their single product (ex. Guatemala-banana, UNFCO). This main essential step would ultimately bring the countries towards



prosperity with in industrialization. A comparative advantage in primary goods can be well utilized also through a comparative advantage in manufacturing. Production in third world countries is struggling mainly because of their dependency on first world markets and on first world imports. If third worlds could start producing more products that they are dependent on, they would not be so reliant on the first world and could balance out the flow of imports and exports.

The scheme is believed to covers maximum regions especially the backward areas which need major attention. If the scheme is implemented according to the plan it will be a big step towards modernization and urbanization.

Objectives of the Study

1. To assess the impact of the scheme in spreading the industry to potential areas and to what extent the modern infrastructure facilities provided to the beneficiary units resulted in improvement of productivity, quality and profitability, To evaluate impact of the scheme in the creation of more employment opportunities, especially for women in rural areas.
2. To study and evaluate impact of the scheme in the progress of modernization of existing units converting them into state of the Art coir processing units.
3. To study and assess the impact made by the scheme in attracting new generation entrepreneurs to the industry. To assess the number of coir workers employed in the units assisted under the scheme.
4. To study and evaluate impact of the scheme on adoption of eco friendly production techniques in the Coir Industry. To study and evaluate impact of the scheme on achieving the target of a pollution free coir industry.
5. To study and evaluate impact of the scheme on the development of Coir Industry on the traditional/non-traditional sectors and evaluate impact of the scheme in the



production of high value customer oriented products.

6. To study and assess the increase in the raw material consumption, if any due to the implementation of the scheme? To assess the increase in output possible in coir sectors particularly on improving quality of coir fibre and products manufactured by the units after implementation of the scheme?
7. To study and report on the sources of Supplementary financial support if any for setting up the units assisted under the scheme.
8. To assess the increase in wage level in the units assisted as compared to the coir units which have not obtained any type of assistance from the Government and to what extent the additional income generation possible through the schematic intervention especially in the case of women artisans, SC, ST and other backward classes.
9. To assess whether the quantum of assistance extended under the scheme needs revision/enhancement? If so, reasons thereof and the extent to which revision is required.
10. To recommend for modification of the existing scheme for generating employment, improving productivity, increasing the returns to the beneficiaries etc. and to make the scheme more attractive for the entrepreneurs.
11. To assess and report whether the quantifiable targets/objectives of the scheme such as assistance provided for setting up of new coir units etc., have been achieved. If not, the reasons therefore.
12. To study and report on the continuation or otherwise of the scheme along with justifications, beyond 12th Plan period.



Research data Collection and its Analysis

Both primary and secondary sources of data will be collected for this study. Primary data is collected through interview methods from beneficiaries with the help of a structured interview schedule using questionnaire. Respondents belong to DPI Beneficiaries. Totally 25 DPI units and 81 labors/ beneficiaries were interviewed. At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Development of Production Infrastructure (DPI). For this purpose govt. policy, departmental documents, internal records, Coir Board plan etc, were surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of DPI Beneficiaries, in the previous month and to test the feasibility of the questionnaire. Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data. After the data has been collected, it has been interpreted and presented to come at the conclusion.

Key Findings and Results

- Achievement is near targets in recent years in DPI in connection with assistance.
- Among the 25 beneficiaries, 23 beneficiaries belong to OBC category and one belong to General category and there is one women entrepreneur. It can be perceived that this scheme helps in uplifting the backward community.
- All the respondents agree the fact that the productivity has been increased. This has been verified by the units visited and also the increase in sales of coir items which was provided from the Regional Offices.



- By the implementation of the scheme, productivity has increased between 28% and 39%.
- All the respondents unanimously agree the fact that the scheme helps in improving quality and profitability. Advance technology has reduced time consumption, wastage of raw material and human resources.
- Laborers in Odisha and Karnataka mentioned that their income increased by Rs 1000 per month because of enhanced productivity and quality.
- 89% of the respondents say that the scheme helps in improving employment opportunities for women. In DPI majority of the workers are male still it provided employment for women also.
- Standard norms of production like work flow chart, working clothes and other statutory norms and procedures are yet to be adhered.
- 78% say that the scheme is attractive for youngsters while the 22% say that it is not attractive. Labour shortage and new GST norms hinder the new generation entrepreneurs to keep away from the scheme.
- Implementation of the scheme was helpful in creating additional income generation, but only below 25% of the respondents say that their income has been increased by half fold. It can be stated unequivocally that the scheme is supporting the manufacturer, not the laborers.
- 94 % of the respondents say that the assistance extended under the scheme needs enhancement.



Recommendations & Directions for Future Study

5.1 Justification of Continuation of the Scheme with Enhanced Assistance

The scheme is of immense help in increasing the production, creating employment and for generating additional income for the marginalized and the weaker sections of the society. There is a felt need to increase the level of assistance under the scheme. The assistance now given is far too low to cater to the setting up of units for production of value added customer focused products. To address the prevailing competition in the market, the production techniques have to be up scaled with latest equipment's and machineries. Large scale investments are required for equipping the industry with modern/latest equipment's/machineries. The Board needs to evolve new programme for promoting large scale investment in the sector doing away the Development of Production Infrastructure scheme. In order to uphold the Prime Minister's Make in India Campaign, more value added items need to be created in India with the support of Coir Board. The exports of coir fibre to China could be arrested if value addition is supported through enhanced Government assistance.

5.2 Key Recommendations

- Every effort needs to be taken in order to make the Coir Industry free from water pollution and air pollution. Developments cannot be worked out without considering the ecology and environment.
- Coir Board did start inviting applications, through its website and it is administered by NIC. It is proposed to continue the online application system and reduce the lead time from application to disbursement of financial benefits.
- The assistance extended under the scheme need enhancement. DPI did not contribute much in creating value added customer focused products. For instance, in order to set up a state of the art mat unit, the cost is around 5 crores. To promote larger investments by entrepreneurs, Coir Board can introduce the newer version of DPI scheme with greater financial support.



- It is proposed to make provisions for buildings and commercialization of technology in DPI scheme. There can be provisions for construction of new building as well as renovating existing building.
- Exports of coir and coir products from the country set an all-time high record of Rs 2,282 crore by value and 9,57,044 Metric tonnes in terms of quantity in 2016-17. It records an increase by 55 per cent over exports in 2013-14. China is the biggest importer of Indian Coir and they create value added products using Indian Coir.
- In order to uphold the Prime Ministers Make in India Campaign, more value added items need to be created in India with the support of Coir Board, otherwise China may turn out the real beneficiary of Indian Coir production. While we become the biggest raw material supplier China tends to continue as the manufacturing hub for value added coir items. So it is proposed a modified scheme with more financial benefits in order to be competitive in the Global Coir Market.



Executive Summary - DOMESTIC MARKET PROMOTION

Prologue

The Coir industry over the years, especially due to the developmental initiatives of the Central Government from the 7th plan period onwards, has proliferated to other parts of the country. As of now there are 14 states / Union Territories in the country engaged in coir production activities. There is tremendous untapped potential for extension of the coir industry throughout the coconut producing regions and for enhanced utilization of raw material. The industry has very good prospects for employment / enterprises creation in the rural India which can contribute to the income generation of the economically weaker sections especially the women workforce.

Development of a strong and stable domestic market for coir and coir goods would certainly go a long way towards increased returns to the manufactures, employment / entrepreneurship development, increased raw material utilization etc. A strong Domestic market would also help to tide over any possible adversities in the export market due to competitions, economic slowdowns, trade / tariff barriers etc.

Even though the coir industry has proliferated to different parts of the country it remains as a highly unorganized and scattered sector. The industry continues to be one with low production and low technology in many parts. The manufactures predominantly being house hold/tiny and small scale units, cannot afford to take up publicity and propaganda to capture the market and to establish regular marketing channels. The Coir Board, as the national agency for the development of coir industry has to take the lead In this regard with necessary support and promotional measures. In addition to providing supporting measures in the marketing of products, necessary steps for the creation of awareness of the product, technology, prospects, employment opportunities through appropriate publicity and propaganda efforts too are required. These efforts assumes greater importance for the achievement of the overall objectives envisaged during the 12th five year plan like enhanced raw material utilization, value addition of raw material, employment creation, increased GDP on coir etc.



The following activities are undertaken by the Board for the purpose.

- Establishment and Maintenance of Showrooms & Sales Depots.

For Improving the market of coir and products within the country and preventing unfair competition the Board is maintaining 29 showrooms and 2 sub depots in potential towns in the country. The Coir goods being sold through the Board's showrooms & SalesDepts are supplied by various small scale manufactures, co-operative Societies and Govt. Units on consignment basis, thus helping them to market their products

- Participation in Domestic Exhibitions

To popularize Coir and Coir Products and boosting up the sales through the Board's showrooms the Board is participating in important exhibitions all over the country. The MDA is linked with the sales performance of the concerned beneficiary organization and aims at providing incentives of better performance. The objectives of the Scheme are:

- To Promote the sale of coir and coir products manufactured by the co-operatives and Public Sector Enterprises committed to payment of minimum wages and other obligatory benefits to the coir workers and there by encouraging sustained production and better employment opportunities.
- To provide financial support on a continuing basis round the year to the co-operatives and public sector Enterprises who undertake market development programs in coir.

Objectives of the Study

1. To study and evaluate the impact/ results made possible in domestic market promotion for coir products so far through the implementation of the plan program titled "Domestic



Market Promotion”.

2. To study and comment on the functioning of the Showroom and Sales Depots of Coir Board, government and private organizations and trading houses related to Coir Products and its value added products for the past ten years and the impact of these outlets for promoting coir and coir products in domestic market. To examine the performance of the present system of marketing and suggest possibilities other than the present system, whether the Franchisee model network system would be advisable for market development for coir products.
3. To study the present networking and links, if any, between supplier and the buyers in India and suggest methods for improving the networking. To study and recommend the development of possible links between supplier and producers/exporters in each State/ UT for a sustainable supply chain development.
4. To study and recommend on the impact of Market Development Assistance provided to the state governments and other agencies on the domestic market of Coir Products.
5. To study and analyze domestic market potential for value added items and forecast the strategy for development of the market of these items in comparison with the competing items available in the market.
6. To study and comment on the impact of exhibitions organized by the Coir Board or other agencies engaged in the promotion of coir and coir products and suggest methods to improve participation in exhibition for promoting coir materials in domestic market.
7. To examine and report on the effect of publicity through electronic media, print media and activities like erection of hoardings, banners, posters, printing and distribution of pamphlets, brochures etc. in the domestic market. To study and report to what extent the publicity material produced by the Coir Board have been found to be attractive and able to convey the message to the target groups & to study and recommend the scope for improving the publicity activities.



8. To study the effect of publicity activities for projection of coir as the strongest natural fiber and its eco-friendly characteristics and to suggest appropriate measures for fine tuning/ improving the efforts.
9. To study and suggest the innovative methods like IT enabled publicity which could bring in more visibility for the products, technology, application aspects, USP of coir products etc. To study and comment as to whether on-line marketing would be an adaptable model for Indian Coir Sector.
10. To study and report whether publicity efforts like train/ bus branding will help to reach the general public effectively when compared to other media?
11. To study and report whether a proper brand image for coir products would help the marketing efforts to a great extent. If so, suggest an appropriate branding strategy.
12. To study the results of intervention under the scheme and state whether the quantifiable targets/objectives of the scheme have been achieved. If not, the reasons thereof.
13. To study and comment on the need for continuation or otherwise of the scheme beyond 12th Plan along with justifications thereof. To suggest modifications, if any in the scheme required while continuing further.

Research data Collection and its Analysis

Both primary and secondary sources of data were collected for this study. Primary data was collected through interview methods from beneficiaries with the help of a structured interview schedule using questionnaire. Respondents belong to Consigners, Showrooms and MDA Beneficiaries. At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Domestic Market Promotion (DMP). For this purpose govt. policy, departmental documents,



internal records, Coir Board plan etc, were surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of DMP, in the previous month and to test the feasibility of the questionnaire. Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data.

Key Findings and Results

- 60% of the showrooms are having the opinion that Domestic Market Promotion Scheme is quite good whereas 40% rate the domestic market promotion just average.
- C-pom (manure), Coir jewelry, Geo textiles, Coir wood, umbrella, jacket and bags are the new items added in the last 10 years in Coir Board Showrooms. The consignment trading system is not found to be a successful business model.
- Cooperative Societies are having the opinion that MDA gets delayed inordinately with some having the opinion that MDA gets delayed for more than two years. They have already given 10% rebate to exporters and the cooperatives are facing cash crunch because of the delay in payments which can affect even the P.F and ESI contributions also.
- Respondents either rate exhibitions good or excellent. 60% of the respondents say that publicity works of Coir Items are good. But it has been found that domestic exhibitions are not crowd pullers.
- Geo-textiles, Bristle Fibre and Machine Twisted Fibre are more resilient than synthetic substitutes. They are having market potential in the upcoming periods.
- Coir Products need to be environmentally certified through international agencies.



- All the respondents support advertisements through bus/ train branding.
- The 29 Showrooms were able to make a combined sales performance of Rs.19.88 Crore only during 2014-15 which is much below the market potential of the Nation.

Recommendations & Directions for Future Study

Justification for Continuation of the Scheme

Coir Products by virtue of its USPs has got definite edge over the competing products and substitutes. More concerted efforts to popularize the advantage of the coir products over the competing products have to be undertaken. The ongoing programmes like MDA, Participation in exhibitions and publicity are found to be quite effective are to be pursued with added importance.

There is a vast untapped market for coir in the country. The Domestic Market Promotion scheme has to be continued beyond 12th plan with enhanced budgetary support with more thrust on innovative methods of publicity and propaganda.

Key Recommendations

- After analyzing through merit and from the business point of view franchisee system outsmarts showroom model. It is high time to get adapted to the franchisee model in addition to the showroom model.
- Still, Franchisee model is not a substitution for Showrooms. It is also suggested to open up new showrooms and renovate the existing showrooms to improve the ambience.
- In order to promote manufacturing in India through the Make in India Campaign, Coir Board is requested to promote the manufactures who supply in showrooms. In the manufacturer and showroom model quality can be measured. In the



manufacturer, consigner and showroom model manufacturers do not get paid on time also. As there is a gap exists between manufacturers and showrooms/customers in the second model , manufacturers do not get to know the expectations and quality standards of showrooms/customers.

- Prepare approved list of consultants/ agencies for implementing projects on erosion control, mine reclamation, rural road construction using geotextiles and projects on application of coir wood etc. on turnkey basis so that beneficiary organizations can avail their services by sourcing products from nearest showrooms
- Eco labeling needs to be done with a good agency like Blue Angel. Extensive publicity through print & electronic media need to be carried out. Advertisement and promotion through Bus, train, Trams etc. needs to be done.
- It is commended to carry out search engine optimization, content creation, social media networking, digital display advertising. It is recommended to promote Coir Mark. It is also recommended to engage a reputed Brand Ambassador.
- A proper brand image would definitely position Coir Items better placed among the public. Advertisements are not only meant for creating new customers, it is also for building brand equity.
- It is desirable to position Coir Floor Covering Products as Home Decor Products.
- Position Coir Pith & Garden articles as the perfect growing medium and accessories for agriculture and horticulture.
- Position Coir Geotextiles as effective tool for erosion control and to save soil. Position Coir Wood as an excellent substitute for natural wood in all its application and prevent deforestation Position Rubberized Coir Products as effective facilitator for perfect sleep & healthy wake up.
- Branding needs to be done on geographical endues application and manufacturer basis. Promote Coir based on specialty such as Alappey Coir, Vaikom Coir, Coir Mat etc
- Bus / Train Branding are highly commendable as it gives a wider reach. It is also recommended to have a noted celebrity as the brand ambassador. Coir could be branded among health conscious customers as it possesses acupuncture effect and zero carbon print.



- It is also proposed to make appropriate promotional campaigns for Coir Products through Ministry of Tourism as an eco-friendly product.
- Coir items need to be accessible by e-commerce, it is suggested to attract youth to buy coir products online. The Coir Board can develop e-portal and make priority display of coir products through a banner on its Home page leading to an exclusive section that is having all the services including photography, cataloguing, payment gateway charges, collection & courier charges and insurance charges.
- R&D may be fortified for new products design, innovative training for new product design, modernization of machinery, etc. on priority basis need to be carried out.
- It is proposed for opening outlets through other Govt. agencies and co-operative sector.
- Geo-textiles, Coir Pith and Garden Articles are more resilient than synthetic substitutes. It is high time to develop such products and use it as a substitute for the prevailing synthetic products which are available in the market.
- Participation in more and more exhibitions would lead to increased awareness of products and its applications. As is being followed in overseas fairs; Coir Board should support the entrepreneurs and producers in making their participation in domestic fairs.
- It is also suggested to make appropriate promotional campaigns for Coir Products through Ministry of Tourism as an eco-friendly product.
- Coir Board may embark intensive advertisement campaigns to improve brand image of Coir Products and hence to generate more customers.
- It is proposed to continue the MDA system and get it extended to franchisee too. Opening of Market Development Centres (MDCs) in metropolitan cities and other Zones to refine, modify and update marketing tools and practices and also for holding interactive meeting and press meets.
- It is proposed for designing a state of the art website that helps customers to design and order the product.
- It is proposed on setting up outlets in Airports and Duty Free Shops in order to attract the premium customers.



- It is also proposed to avail the services of an interior designer in Coir Board Showrooms so that it would help the customers to design the interiors and decorate the drawing room.
- It is also proposed to find out the feasibility of decorating the Board Rooms and Conference halls of the business class and hence to establish rapport with the business class customers.
- Organize DESIGN FAIR to promote Coir Wood
- Live demonstrations/field level applications, aiming the end users preferably at their premises have to be undertaken around the length and breadth of the country. The new generation products from coir pith, garden articles etc. would be largely benefitted through such efforts.
- While continuing all the ongoing publicity methods; IT enabled publicity efforts have also to be undertaken.
- It is proposed to conduct a study on making the product more acceptable among business class. It is also proposed to conduct a study on the feasibility of making available the services of an interior designer in Coir Board showrooms.



Executive Summary - EXPORT MARKET PROMOTION

Prologue

India is the largest producer and exporter of coir in the world with a share of 70% of coir yarn and 85% of finished coir products in the global trade. There is considerable scope for furthering the exports through product diversification and exploration of new markets. Creation of additional employment opportunities to the rural poor through promotion of exports and consequent increased utilization of existing raw material potential also calls for continued governmental support for this sector.

Coir Board is implementing the Central Sector Scheme of Export Market Promotion with a view to improve the export performance of Indian Coir Sector through various export market promotion activities such as sponsoring delegations, participation in seminars and conferences, organizing participation in international fairs, undertaking generic publicity abroad, extending financial assistance to Micro, Small and Medium Enterprises and Exporters, presenting Coir Industry Awards on an annual basis to recognize the outstanding performance in the areas of export, domestic trade, R&D, functioning of units & societies etc. The programmes are implemented in accordance with the approved Export Market Promotion Guidelines.

Adoption of strategic and aggressive product specific and market specific promotional programmes for popularizing coir and coir products in markets abroad, supporting the export oriented industry on modernization programme and to attain overall and sustainable development of Indian Coir Industry are the broad objectives of this Scheme.

The activities under the Export Market Promotion Scheme comprises of six sub-schemes as below:



1. Delegation, Consultancy & Information Sourcing
2. Participation in seminars and conferences
3. Participation in international fairs/buyer seller meets
4. Publicity abroad
5. External Market Development Assistance (EMDA) Scheme
6. Coir Industry Awards

Objectives of the Study

1. To suggest a strategy for expanding the scope of the scheme to areas other than those included in the scheme and also recommend suitable avenues for providing assistance to the exporters for improving their performance in the export of coir and coir materials.
2. To assess whether the participation in international seminars and conferences have helped to grab better visibility for coir products and whether the scheme has been instrumental in promoting the export of coir and coir products from the country?
3. To study the present strategy of organizing participation in Fairs and suggesting modifications, if any, needed.
4. To assess whether the external publicity efforts under the scheme have helped in propagating the message of Indian coir abroad & Whether the external publicity strategy requires any modifications.
5. To assess whether the exporters and manufacturers are satisfied with the implementation of the MDA Scheme.
6. To study whether the eligibility conditions/level of assistance/programs identified for grant of assistance require any modifications from the beneficiary perspective.



7. To analyze whether the implementation of the EMDA Scheme has made its impact in promotion of exports.
8. To study whether the Coir industry award Scheme has helped to acknowledge the outstanding contribution of exporters/manufacturers and other stake holders of the industry in an effective manner? How far the awards have helped the exporters to be competitive in the realm of export performance.
9. To explore whether the Scheme requires any modifications in terms of category, scope of awards and mode of recognitions.
10. To study whether it would be advisable to implement a subcomponent for setting up warehouses with a view to cater to the needs of products in smaller quantity.
11. To assess whether any new program has to be formulated and implemented under this component of the scheme Coir Vikas Yojana.
12. To analyze whether the quantifiable targets/objectives of the scheme such as export of coir and coir products etc. have been achieved. If not, the reasons therefore and the measures suggested for its achievement.
13. To assess the need for continuation or otherwise of the Scheme along with justifications. Modifications if any, in the scheme required while continuing beyond the XII Plan.

Research data Collection and its Analysis

Both primary and secondary sources of data are collected for this study. Primary data is collected through interview methods from beneficiaries with the help of a structured interview schedule using questionnaire. Respondents belong to Exporters and Awardees. At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Export Market Promotion (EMP). For this



purpose govt. policy, departmental documents, internal records, Coir Board plan etc, were surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of EMP Beneficiaries, in the previous month and to test the feasibility of the questionnaire. Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and to analysis the Data.

Key Findings and Results

- 88% of the respondents rate the Coir Board EMD Scheme either good or excellent.
- 67% of the respondents support warehouses abroad and they ensure that warehouses eliminate wastage of resources.
- More Space is to be allocated for Stalls in Exhibitions.
- Coir Board should concentrate more on international exhibitions. Through international exhibitions, they are getting sufficient orders. Exhibitions are happening chiefly in Countries like Holland and Germany, it may be extended to other parts of the world.
- Respondents have got high regards about the awards bestowed by Coir Board. EMDA beneficiaries have got the opinion that Coir Board follows fair and transparent system for deciding the eligible list for beneficiaries in EMDA and Awards. But the categories of national awards have been largely reduced from previous years. This has led to a decline in motivation levels as many proud award winners no longer find eligibility in the awards now shortlisted.



- Exporters demand more on the quantum of assistance and widening the scope on more number of beneficiaries.
- 43% of the respondents are having the opinion that set targets of the exporters through EMDA have been achieved whereas 28.5% say that EMDA did help them to boost up exports. The rest 28.5% say that the benefits of EMDA are not measurable.
- All the exporters unanimously support the fact that trade fairs and exhibitions boost up sales. Exhibitions and trade fairs are useful when they are conducted overseas as a tool of increasing awareness about coir.

Recommendations & Directions for Future Study

Justification for Continuation of the Scheme

The plan programme under Export Market Promotion has helped the Indian Coir Industry in a greater deal to popularize the products abroad, establish vital trade links, and to wrest tremendous business opportunities. Total exports of Coir Products in 2016-17 are 957045 Metric Tonnes in terms of Quantity and Rs 228164.82 lakhs in terms of Value. While we assess the figures over the previous years the export growth rate is averaged between 15% to 20%. The study revealed that EMDA scheme has helped exporters to achieve their individual export targets. Considering these aspects, the Coir Board could critically analyse and device ways to increase the quantum of assistance in EMDA. Such increase in assistance can be related to the achievement of specific objectives by the export units, both in terms of quality and quantity. It is recommended to continue the schemes with greater assistance in terms of quantity and frequency.



Key Recommendations

- It is proposed that Coir Board may participate in more international fairs and exhibitions and increase the quantum of Export Market Development Assistance.
- EMDA Scheme could be enlarged and special provisions are recommended to include new budding Coir Export Entrepreneurs so that it would be a short in the arm for the new entrants.
- In addition to the calendar prepared for Board participation along with exporters a list of selected exhibitions/fairs abroad has to be prepared by the Board for dissemination to the trade. The exporters/entrepreneurs should be allowed to participate in these fairs/exhibitions according to their choice and claim EMDA as per the norms prescribed from time to time.
- From the figures it can be deciphered that Coir Board is meeting its target as regards with exhibitions and fairs. The programmes under EMP are found to be effective and well accepted by the industry.
- It is proposed to conduct more MDPs and International Seminars and Conferences to create awareness and empower people.
- It is proposed to conduct more publicity abroad programmes to improve the brand awareness on Coir Products. Awards are a morale booster for exportees. It is recommended to continue the award system and extend it to more areas.
- “Largest Exporter of Coir Geo Textiles” got eliminated from the list of awards, as it represents everything the honorable Prime Minister has deemed important with regards to Boost to the coir sector, Make in India and encouragement to exports. It is proposed to include this award in the list of awards.
- It is proposed to promote blended products as they have got competitive advantage in upcoming economies seeing to the fact that Indian Coir and Coir Products get exported to 116 countries.
- The Board has conducted 15 catalogue shows & Publicity Programmes in 2016-17. It is recommended to continue the same to boost up brand equity.
- It is proposed warehouses abroad as it reduces expenses considerably for the exporters and enhances exports. Warehouse is recommended in places like Rotterdam. Rotterdam is



one of the biggest ports in Europe which has competitive port rates and their labour costs are very cheap.

- Continentally the following places are recommended for opening up offices for exports and demonstrations.
 - Sydney in Australia (Capital of New South Wales and one of Australia's largest cities).
 - Atlanta in US. It is the capital of US State Georgia
 - Amsterdam is the Netherland's capital.
 - Johannesburg, South Africa's biggest city and capital of Gauteng province
- According to the Coir Council International (CCI), the global market for coir products gets increased by 6 percent per year on average.
 - Adding to traditional uses of coir fibre (for example as upholstery in car seats), the increasing awareness of consumers regarding environmental-friendly products, has translated into growing demand for natural fibre products. This translates into the development of new products, such as geo-textiles for road construction and soil erosion control.
 - A detailed evaluation is required on R& D and new product development for export markets to cater to their special needs in foreign countries, especially in the wake of China's role as the biggest importer of Indian Coir Items for manufacturing value added Coir Items. It is suggested that such a study can be carried out in China.



Executive Summary - Trade and Industry Related Functional Support Services

Prologue

Coir Industry in India is of centuries old traditional industry where the impact of modern technology particularly the Information Technology related modernization has been rather insignificant. With the rapid growth in coconut production in non-traditional areas and proliferation of the industry into various coconut producing states, the yester years witnessed significant growth in the production, product diversification and other areas of development including technology, marketing and skill development. The absence of a systematic feedback of information assisted by modern information technology is now seriously felt in the industry and trade. There is no two opinion on the importance of e-governance and IT related activities in any industry for its sustainable growth. The Human Resource Development also gains added importance in the present context of a highly competitive global environment. It is time that we give serious thought to those aspects to equip the coir industry to address major problems confronting it in the areas of Information Technology, E-governance and Human Resource Development.

The Primary focus of the scheme is to Collect statistical data pertaining to various aspects like production, productivity , labor infrastructure, raw material, marketing ,etc which is required for providing feedback to the trade and industry and for formulating appropriate policy for the overall organized and systematic development of Coir Board. It also includes Introducing e-governance system in order to assess the schemes and services of coir Board by the public easily and to make all the activities in transparent way. In



addition to that it calls for Organizing HRD programs for Coir workers for uploading their knowledge in all spheres.

The scheme Trade and Industry Related Functional Support Service have the following sub-components viz;

- Knowledge Management
- Information Management
- Infrastructure Creation
- Human Resource Development.

Objectives of the Study

1. To assess the present method and approach of conducting surveys and studies and suggesting improvements/modification. To evaluate the steps taken for conducting survey on marketability of coir products in India and abroad and making suggestions/recommendations for improving its scope/strategy.
2. To assess the possibility of getting world trade statistics of coir and coir products and suggesting ways and means for its updation/analysis etc.
3. To evaluate the present data collection mechanism and suggestions for improving the same.
4. To assess the Economic Research activities in coir sector and suggesting changes if any required based on current trade/economic situation world over.
5. To assess the impact/results of HRD activities and making suggestions for modifications if any.



6. To assess the need for Policy impact studies (GST, Export/Import regulations) and making suggestions thereof;
7. To analyze the competitions faced- for products like jute, sisal, grass and from other producing countries of Coir Products.
8. To suggest new areas/subjects for surveys/studies for the development of the coir industry.
9. To review the existing organizational structure of IT department in Coir Board HQ and sub offices and recommend appropriate measures to strengthen it. To review the existing mechanism and recommend measures for generating income through Board's existing IT infrastructure and trade facilitation services.
10. To review the existing workflow of the organization including the use of information and communication technology and recommend measures best suited in the Digital India context. To review the revamped mechanism of receiving applications from beneficiaries and recommend measures best suited to the Digital India context.
11. To review the existing mechanism and recommend measures for strengthening of Database and inter-agency information sharing, not only between Coir Board and its sub offices but also with the banks, Ministries, Economics & Statistics departments, Customs, etc and use of tools for utilization of such information to optimize the benefits.
12. To review the existing mechanism and recommend measures for collecting data like monthly returns of export data from exporters, export data from ports, information of all stake holders in coir etc. online.
13. To assess the scope of introduction of Online Trade Directory & Trade Enquiry (Domestic and international). To assess the prospects of online marketing of coir products through Coir Board and setting up/evolving channels for e-marketing and to recommend suitable measures to achieve the same.



14. To assess the existing facilities towards of Internal/External Video Conferencing System and suggest appropriate steps for improving the system.
15. To assess the feasibility of procurement of equipment's/services through Government e-Market portal (GeM)
16. To review the existing mechanism of e-office and suggest the cost effective methods to implement e-office in the sub offices of Coir Board.
17. To review the existing mechanism of calling tenders and to asses and recommend whether e-tender will suit to the Boards requirements.
18. To recommend in-house software development team of ideal size with either Board's own personnel or on outsourcing basis to meet the requirements of our organization's software development.
19. To evaluate the current functioning of Coir Board library and suggest measures for improvement.
20. To assess the current infrastructural facilities at Board's Head Office and sub offices and suggestions for scaling up and improvement. To assess all the other infrastructural facilities like residential quarters, staff amenities available at Boards HQ and sub offices and suggestions for improvement.
21. To evaluate the possibility and making a cost benefit analysis of installing a centralized UPS system. To evaluate the possibility and economic viability of installation of UPS based on solar power.
22. To evaluate and recommend the need or otherwise for continuation of the Scheme beyond 12th plan along with justifications.



23. To suggest modification if any needed in the scheme in terms of content, size and budget outlay.

Research data Collection and its Analysis

Both primary and secondary sources of data are collected for this study. Primary data is collected through interview methods from exporters with the help of a structured interview schedule using questionnaire. Respondents belong to participants in HRD Training category.

At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Trade and Industry Related Functional Support Services (TIRFSS). For this purpose govt. policy, departmental documents, internal records, Coir Board plan etc, was surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of TIRFSS. Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data. After the data has been collected, it has been interpreted and presented to come at the conclusion.

Key Findings and Results

- The present method of conducting surveys is through collecting primary information and secondary information and tabulating the results and interpreting the results and suggesting recommendations thereof. As the stakeholders of Coir are people at the grass root level, using Google Forms and online Data Collection may not hold good and hence it is requested to carry on with the existing system. As part of Detailed Project Report on Cluster Development, marketability of coir products are analyzed. Studies were conducted on Market Development Assistance and Export Market Assistance. It is high



time to conduct a study on marketability of value added products.

- Currently, the global annual production of coir fiber is about 5,00,000 metric tons (MT). Yet, even in the world's top two producers, India and Sri Lanka, which account for about 90% of global coir fiber production, combined, this renewable resource is underutilized; local coir mills process only a fraction of the available husks, which acquire more or less year round as a waste during coconut processing. Coir products are eco-friendly products falling under the category of CG's (Environmental Goods) as per W.T.O. It is recommended to have the World Trade Statistics information through Ministry of External Affairs and Micro Small and Medium Enterprises.
- The present system of Economic Research is well and good as the data is widely scattered and the respondents are at the grass root level, it is recommended to continue with existing system
- Coir Board is investing a lot on Training and Development, especially in HRD training, the first two days are allotted for training and the final Day is allotted for allotted for medical camp. Coir Board conducts training for its employees also.
- It is highly recommended to conduct a policy impact study on GST and Export/Import regulations. Such studies will help to understand the changing macro-economic environment and it would help coir board to make changes in the existing policies and framework. Smaller Coir manufacturers are having apprehensions on GST, according to them Coir is a traditional industry and GST is an extra burden on them.
- Substitute products are available at cheaper rate, so in order to be competitive in the domestic market, blended products with rubber and plastics are suggested
- A detailed study is required on the production and marketing of Coir Products, especially to develop the rural employment and the economic development of the



marginalized sector.

- UPS systems installed at Coir Board act a tremendous role in the implementation of IT infrastructure. The IT division at Coir Board ensures it remains in peak operating condition, protects critical systems, and keeps them reliably operating.
- Coir Board had implemented e-office, with this system, the movement of receipts and files becomes seamless and there is more transparency in the system since each and every action taken on a file is recorded electronically.
- The Board has implemented video conferencing for communicating with Ministry, Departments, etc.
- Export Data is getting collected and compiled on regular basis. Export Data is collected through major ports of India. It is really appreciable that Coir Board makes such a strenuous effort to maintain the Export Data.
- The Board can get tied up with the major e-marketers of the country and display the catalogue, price and procurement system, insurance charges etc in the Home page as it is happening in the case of Handloom products. It would generate income because the young generation is tech savvy and they are amenable to e-commerce.
- Facilities at residential quarters and other amenities need to be improved. Canteen facility need to be improved in terms of infrastructure and services
- E-tendering may pose security issues like confidentiality, integrity and authentication. It may also pose problems in connection with legal and business model. In order to execute the e-tender, digital signature is required, in certain cases digital signature does not configure with JAVA platform or vice versa. As bidders are not familiar with technical aspects, they depend on e-tendering consultants, hence confidentiality cannot be assured.



- Based on recommendations of Group of Secretaries made to Hon“ble Prime Minister, the Government decided that DGS&D will create a one stop Government eMarketplace (GeM) to facilitate online procurement of common use Goods & Services required by various Government Departments / Organizations / PSUs. GeM aims to enhance transparency, efficiency and speed in public procurement.
- One means of online marketing is to use an online business directory which gives the opportunity to a business to get maximum exposure for their business. Persons desirous of buying coir products and coir from India and abroad can approach Coir Board or any exporter who offer the product in question through online trade directory. Spices Board has implemented it effectively.
- A large number of companies invest a lot on setting up e-offices. Companies shell out too much money on setting up LAN and WAN. VPN (Virtual Private Networks) are an option. Instead of setting up local server companies depend on cloud computing. Companies like CISCO and Google provide effective cloud computing.
- Coir Board through the National Informatics Centre has developed software for online submission of applications for availing of assistance under all schemes of the Board. Beneficiary can apply online for the schemes and can track the status of their application. Mobile and e-mail alert is given to the beneficiaries at each stage of processing the application. Online monitoring of the status of the applicant can also be made from the Head Office.
- Over the last five years, 872 persons have undergone HRD training and 3 surveys were taken up by the Coir Board.



Recommendations & Directions for Future Study

Justification for Continuation of the Scheme

Since the scheme was sanctioned only in the end of 11th five year plan hence many of the goals envisaged in the plan document could not be fulfilled. However this is a very aspiring plan and is very significant for the sustained development of the Coir Industry. In fact, TIRFSS scheme provides backbone to all other schemes and it facilitates strategic planning and development of Coir Industry. Hence we recommend TIRFSS scheme to be continued with certain modifications.

Key Recommendations

- As the stakeholders of Coir are people at the grass root level, using Google Forms and online Data Collection may not hold good and hence it is requested to carry on with the existing system.
- This plan programme viz. Trade and Industry Related Functional support Services is found to be quite effective and has to be continued beyond 12th plan in the larger interests of the Coir Board as well as the Coir Industry.
- Data collection efforts should be augmented through appropriate means like outsourcing
- Infrastructure creation at the Board's Headquarters, Research Institute and field offices has to continue so as to meet the requirements of the trade and industry.
- As part of Detailed Project Report on Cluster Development, marketability of coir products are analyzed. It is high time to conduct a study on marketability of value added products.
- Coir products are eco-friendly products falling under the category of CG's



(Environmental Goods) as per W.T.O. It is recommended to have the World Trade Statistics information through Ministry of External Affairs and Micro Small and Medium Enterprises.

- Participants are having good opinion on topics like Coir Board Schemes, State Govt. coir Schemes, DIC Industrial Support Scheme and Bank industrial Support Scheme. But the frequency of HRD training needs to be improved.
- It is highly recommended to conduct a policy impact study on GST and Export/Import regulations. Such studies will help to understand the changing macro-economic environment and it would help coir board to make changes in the existing policies and framework.
- Substitute products are available at cheaper rate, so in order to be competitive in the domestic market, blended products with rubber and plastics are suggested. A detailed study is required on the production and marketing of Coir Products, especially to develop the rural employment and the economic development of the marginalized sector.
- It is suggested to have a separate IT Department for the smooth functioning and effective implementation of Digital India. Though all efforts have been made to ensure accuracy and correctness of content on GeM website/portal, the same should not be construed as a statement of law or used for any legal purposes. As complete accuracy cannot be ensured and there is chance for loss of data. So e-procurement system is not suggested for Coir Board.
- Online Trade Directory and Enquiry approach is particularly applicable to the online world where every business is vying for the consumer's attention. Persons desirous of buying coir products and coir from India and abroad can approach Coir Board or any exporter who offer the product in question through online trade directory. Hence it is highly suggested an online trade and enquiry system. The Board can get tied up with the major e-marketers of the country and display the catalogue, price and procurement system, Insurance charges etc in the Home page as it is happening in the case of



Handloom products. It would generate income because the young generation is tech savvy and they are amenable to e-commerce.

- E-tendering may pose security issues like confidentiality, integrity and authentication. It may also pose problems in connection with legal and business model. In order to execute the e-tender, digital signature is required, in certain cases digital signature does not configure with JAVA platform or vice versa. As bidders are not familiar with technical aspects, they depend on e-tendering consultants, hence confidentiality cannot be assured. Hence e-tendering is not suggested.
- Companies shell out too much money on setting up LAN and WAN. VPN (Virtual Private Networks) are an option. Instead of setting up local server companies depend on cloud computing. Companies like CISCO and Google provide effective cloud computing. It is recommended to have VPN and cloud computing for setting up e-offices in regional offices of Coir Board. Video conferencing traffic tends to be definitely recognized at the LAN edge, typically by some sort of differentiated services packet marking. Prioritize outbound real-time traffic on the wide area network (WAN) using edge routers and firewalls.
- Within a building, employ quality of service (QoS) engineering to separate and prioritize voice and video traffic.
- It is recommended to have an Android App in addition to “My Coir” that can incorporate all the services of Coir Board, as it is being done in the case of Hind Rail for Indian Railway. Android is a comprehensive software stack of mobile devices that includes an operating system, middleware and key application. This rich source of software bunch is used in Mobile Technology through its innovation module of the Android Software Development Kit (SDK).
- Coir Board Data are scattered through different Regional Centers, so a centralized database management system is highly recommended. Enterprise resource planning (ERP) is a process by which a company (often a manufacturer) manages and integrates



the important parts of its business. An ERP management information system integrates areas such as planning, purchasing, inventory, sales, marketing, finance and human resources. It is recommended to have an ERP System for effective integration and execution of the work.

- Coir Board is effectively managing and integrating data through ports and the data gets updated on regular basis. Major exports are happening through Chennai and Cochin ports. China is turning out to be a major importer of Indian Coir Products. Export Records need to be collected from Indian Customs, and from all Ports based on Shipping Bills and Invoices. The data need to be collected, cleaned and converted in RDBMS Format (Relationship Data Base Management System) and stored in MS-access and MY SQL Server Database. Of the total receipts from exports, 24.42 per cent were from China. In terms of quantity, 36 per cent went to China alone.
- India had exported products to 116 countries during 2016-17. It is suggested to continue the existing system of compiling data of exports. For instance in the case of DPI, earlier the application was submitted to the DIC, now through the online system application can be submitted directly to the Coir Board website directly. It is suggested to continue this system for avoiding inordinate delays for beneficiaries. Tamil Nadu produces 60 per cent of the total coir yarn, but only a little is being used for making value-added products. This curtails India's opportunities in the global markets, where demand is increasing for natural fibre-based products. India misses the opportunity of exporting value-added products in the world market, which is mainly dominated by countries like Sri Lanka and China.
- A detailed study is recommended on production and marketing of value added Coir Items. Though the ERS department conducts HRD training for employees and coir workers, the participants suggested more duration and scaling up of activities in terms of duration and contents. Now the ERS department takes care of library, it is recommended to appoint a librarian on contract basis.
- As certain data are sensitive, it is suggested a separate IT team and in-house software development. The central solar UPS system needs to be installed after making the cost



benefit analysis through experts in technical division.

- A well run canteen is suggested at HO and Regional Offices. It is also suggested to improve facilities at staff quarters and provide facilities like Wi-Fi. In order to implement all these measures budgetary provisions may be scaled up by at least by twenty percent in the next plan period.



Executive Summary – Welfare Schemes

Prologue

In India, A large part of the population lives in rural areas and most of them are not covered under any kind of social security scheme. A large section of this population has not even gained the benefits of the banking system and most are still unaware of various governmental schemes that are launched from time to time.

To correct this serious anomaly in the lives of ordinary and poor people, the Pradhan Mantri of India launched the PMSBY scheme in Kolkata on 9 May, 2015 along with two other insurance- and pension-related schemes. The other two being Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) and the Atal Pension Yojana (APY).

There are two aspects of PMSBY that make it different in its offering and approach. Firstly, it is the sheer size and depth of inclusion to bring and get covered the maximum number of people under this scheme, which kind of makes it very ambitious and challenging. By joining the PMSBY scheme and by paying a nominal premium of **Rs. 12/- per person per year**, he or she will get an insurance cover for a sum of **Rs. 2,00,000/- (two lakh)** in case of accidental death or permanent full disability or a sum of **Rs. 1,00,000/- (one lakh)** in case of partial but permanent disability. The scheme will be valid for a year and it can be renewed every year. A lot of government social security schemes have not received a very positive response from people due to lack of financial system infrastructure at a nearby location and moreover, the paperwork involved in opening accounts or making claims was too much for them to handle. Even the leakages in the system resulted in large sections remaining excluded from the benefits of these schemes. This has now been largely addressed by the present government that has made extensive use of technology to augment its social scheme delivery and monitor



mechanisms. All the payments will be directly credited to the beneficiary's account with no scope for leakages. Any person between the age of 18 and 70 with a savings bank account and Aadhaar Card can join the scheme. All government-sponsored general insurance companies will offer the scheme, while other insurance companies will have the option to join the program delivery by signing-up with banks.

The Coir Board Coir Workers Group Personal Accident Scheme has been converged to Pradhan Mantri Suraksha Bima Yojana (PMSBY) w.e.f 1.6.2016. The salient features of the scheme are:

- This is an accidental insurance scheme. The scheme will be a one year cover, renewable from year to year, Accident Insurance Scheme offering accidental death and disability cover for death or disability on account of an accident.
- All Aadhar linked savings Bank Account Holders within the age group of 18-70 are eligible to enroll under the scheme.
- The premium per annum per member is Rs.12/-.
- The premium will be deducted from the account holder's savings bank account through "auto debit" facility in one installment on or before 1st June of each annual coverage period under the scheme.
- The premium amount will be reimbursed by the Coir Board on receipt of the details from the coir worker after enrolment.

Objectives of the Study

1. To study and evaluate the impact of the coir workers Group Personal Accident Insurance scheme on the welfare of coir workers.



2. To study and recommend in the context of convergence of the scheme with PMSBY the suggested modalities for getting quicker coverage to the coir workers in the country.
3. To study and recommend on the need for providing Health Insurance Coverage for coir workers.
4. To study and recommend on appropriate health Insurance Package/Scheme to coir workers and their family.
5. To study the housing requirements of coir workers in each coir producing areas and to suggest the possible methods to provide housing facilities to coir workers family.
6. To study and recommend the scheme of Central and various state Govt. that can be dovetailed/utilized for providing housing facilities to coir workers.
7. To study and suggest any other welfare measures needed by the coir workers in the country.

Research data Collection and its Analysis

Both primary and secondary sources of data were collected for this study. Data Collection was primarily focused on Tamil Nadu, Kerala and Gujarat. Primary data was collected through interview methods from beneficiaries and persons enrolled with PMSBY scheme with the help of a structured interview schedule using questionnaire. At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Group Insurance Scheme. For this purpose govt. policy, departmental documents, internal records, Coir Board plan etc, was surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot *study was conducted with help of a* draft schedule for evaluating the status quo of PMSBY. Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data.



Key Findings and Results

- There is fourfold increase in the benefits received through the PMSBY Scheme in comparison with Group Personal Accident Insurance Scheme.
- It can be deciphered that 78% of the respondents are fully satisfied with PMSBY while 19% are partially satisfied with PMSBY and none of the respondents are dissatisfied with PMSBY.
- Although 80% of the respondents are of the opinion that Banks give accessibility to PMSBY customers, many are of the opinion that banks have not yet taken for granted the PMSBY Insurance Scheme at its Policy level to the full extent.
- All the respondents either agree or strongly agree the fact that premium paid is low and benefits are higher and none of them are having any negative opinion on the insurance scheme (PMSBY).
- From the analysis, it has been found that beneficiaries are struggling to distinguish the benefits of Rural Post Office Life Insurance and Prathan Manthri Suraksha Bhima Yojana.
- It is also suggested a Health Insurance Scheme for the Coir Workers. In Kerala, it appears that the coir worker households have multi-storied buildings though it is found to be only 4% and another 17% have concrete buildings. On a detailed examination it was observed that people with better housing have their income shared from other sources also. The analysis from Andhra Pradesh shows that the coir worker households have multi-storied buildings though it is found to be only 8% and another 22% have concrete buildings . On a detailed examination it was observed that people with better housing have their income shared from other sources also.
- Workers living in sheeted and thatched houses constitute 35% and these houses,



according to the workers, were constructed with the assistance of local bodies and not from the income earned from coir work.

Recommendations & Directions for Future Study

Justification for Continuation of the Scheme

Group Insurance Scheme has been scrapped and it has been augmented with new scheme PMSBY. It is a great support for the poor and needy Coir Workers. As it got started two years back, it has created only a limited number of beneficiaries. But the study revealed that it is well accepted among Coir Workers. Hence it is suggested to continue the scheme.

Key Recommendations

- The policymakers could use the results in designing a proper marketing communication strategy for bringing the scheme to the uninsured customers for growing their customer base.
- Since PMSBY can only be taken by savings bank account holders, the schemes would work as a substitution for financial inclusion and inspire the unbanked population to join the formal banking system.
- It is proposed an effective Health Insurance Scheme for Coir Workers in tune with Public Sector Insurance Companies which will enable the coir workers to avail treatment at designated hospitals without initial payment.
- Coir workers construct houses through other sources of income and hence it is suggested to formulate a housing finance scheme after considering the other variables



concerned with the problem. It is highly recommended to have an evaluation study on the housing requirements of Coir Workers in different regions.

- It is proposed a pension scheme for Coir workers in States where it is not in place.
- A comprehensive comparative study between PMSBY and Rural Postal Life Insurance (RPLI) can be undertaken to study the effectiveness of both.

Skill Upgradation & Mahila Coir Yojana (MCY)

INDEX - Skill Upgradation & MCY

Sr.No	Particulars	Page No
	Executive Summary	
1	Introduction <ul style="list-style-type: none">• <i>Back Ground</i>• <i>Scope</i>• <i>Scope of MCY Training</i>• <i>Coverage by EDII Team</i>	1
2	Evaluation Methodology <ul style="list-style-type: none">• <i>Objectives of the Study</i>• <i>Research Method</i>• <i>Primary Data</i>• <i>Secondary Data</i>• <i>Research Instrument-Questionnaire in Printed Form</i>• <i>Limitations of the Study</i>	5
3	Data Analysis and Interpretation <ul style="list-style-type: none">• <i>Impact of the Scheme</i>• <i>Production of Yarn</i>• <i>Income Generation</i>• <i>Income Generation</i>• <i>Increase in Production and Productivity</i>• <i>Reason for Not Taking Ratts</i>• <i>Acceptance among youngsters</i>	8
4	Findings in Relation Standard Review Criteria	21
5	Summary of Recommendations	23
6	Directions for Future Evaluations	25
	Annexure : List of Major MCY Training Centres	i-v



CHAPTER 1

CVY- SKILL UPGRADATION AND MAHILA COIR YOJANA (MCY)

INTRODUCTION

1. 1 Background

The decentralized operation in the coir industry without adequate training has been posing problems for ensuring the desired level of quality to the ultimate product. In most cases, a coir worker experienced in the manufacture of one item may not be conversant with the technology involved in the manufacture of other items. Inferior quality may ultimately turnout to be detrimental to the survival of the industry, particularly it being a traditional product.

Skill development is the most essential pre-requisite for the overall development of the industry and to accelerate the proliferation of the industry into non-traditional areas. For newly developing brown coir sector in coconut producing regions, the demand for training facilities for imparting skills of artisans is substantial, particularly in the context of developing post fiber activities. In this area a large number of trainers are required to conduct the training for artisans at the field level to develop the production base. Taking note of the need for training managerial/supervisory, trainers/instructors and skilled artisans in adequate numbers, a three tier training system has been envisaged:

- 1) Training for managerial/ supervisory personnel
- 2) Trainers Training Programme
- 3) Training for artisans and orientation programmes for skill upgradation.

The Coir Board is running training institutions to impart training in coir processing and manufacture of value added products. Training is being imparted mainly through the National Coir Training and Design Centre, Kalavoor, Regional extension centers at Thanjavur and through the Board's Regional Offices located at Bengaluru, Pollachi, Rajahmundry, Bhubaneswar, Kalavoor(CMS) and also through Sub Regional Offices located in Attingal, Kannur in Kerala, Singampunari in TamilNadu, Kolkata in West



Skill Upgradation & Mahila coir Yojana

Bengal, Sindhudurg in Maharashtra, Kavarathi in Lakshadweep, Port Blair in Andaman & Nicobar Islands, Hyderabad in Telangana and Guwahati in North Eastern Region.

These centers were entrusted with the task of the development of coir industry, identifying the growth centers for organization of coir extraction and processing units, entrepreneur motivation, technical consultancy in project formulation and implementation in setting up coir units, development of skills for artisans, coordination of the activities at different levels with appropriate linkages.

1.2 Scope

1.2.1 Training

Coconut producing States like Tamil Nadu, Karnataka, Andhra Pradesh, Orissa, West Bengal, Assam, Maharashtra, A&N and Lakshadweep Islands etc. would get adequate opportunities to start manufacturing of value added products utilizing the coir fibre produced by them. Through this process the unemployed youth in rural areas can avail employment opportunities by setting up of new processing units.

The coir manufacturing units and coir cooperative societies will get the service of technically qualified personnel to produce better quality products and timely repair and maintenance of equipments to improve the production. The women in rural areas could improve their technical skill for increasing the productivity and income earning capacity. The entrepreneurs can be self employed by starting own coir units. Production of coir and employment opportunities in coir sector will increase.

1.2.2 Mahila Coir Yojana

With more than 80% workforce engaged in coir industry being women, the industry is a women oriented traditional industry. It is rural based and the workers engaged in the industry are mostly below the poverty level. Spinning sector is one of the vulnerable sectors of the industry employing predominantly women who derive their primary income from spinning coir yarn. The traditional method of spinning using ratt involves drudgery, strain and low returns because of low productivity.

Mahila Coir Yojana is the first women oriented self employment scheme being implemented by the Coir Board for the empowerment of women artisans in the coir sector. The scheme facilitates proliferation of the industry into new regions where raw material potential exists. The scheme was first introduced in 1994 during the VIIIth Five Year Plan. For the successful implementation of the scheme and to encourage more



Skill Upgradation & Mahila coir Yojana

women artisans to coir spinning activity, Coir Board under its training is given in spinning of coir yarn/various coir processing activities to rural women in regions producing coir fibre in the country.

The scheme envisages distribution of motorized ratts/motorized traditional ratts and other coir processing equipments which can be operated by women at 75% subsidy after completion of the 2 months training programme. The training under MCY are conducted through all training centres of the Board. During the training period, the women artisans are given stipend amounting Rs. 1000 per month. The trained women are given motorised ratt / motorised traditional ratt and other coir processing equipments which can be operated by women at 75 % subsidy subject to a maximum of Rs. 7500/-.

1.2.3 Quality Improvement Programmes

Quality Improvement Programmes aim at inculcating quality consciousness among the workers at grass root level and educate them on proper methods of producing standard quality fibre, yarn and products. The Entrepreneurship Development Programmes, Seminars, Workshops, Awareness programmes and Exposure tours are organized by the Board with the intention of creating awareness among the coconut growers, entrepreneurs etc. for betterment of income through setting up modern coir units.

1.3 Scope of MCY Program

In order to develop coir industry in coconut producing States, particularly in the non-traditional coir producing States like Tamil Nadu, Karnataka, Andhra Pradesh, Orissa, West Bengal and Assam where there is substantial potential for development of coir industry and generation of rural employment on account of raw material availability, the training program for the development of skills of artisans have to be continued with greater participation of Co-operative societies, SUFRTI clusters and other recognized institutions. There is no agency other than Coir Board having the expertise to conduct skill development training in coir sector.

Organizing exposure tour to successful units in coir producing regions will not only provide exposure to the production and processing techniques, but also provide motivation. Women coir workers are under privileged and exploited lot. Therefore, the development of coir industry has a pronounced aspect of empowering rural women and enlisting their participation in the development of the nation. The women artisans engaged in coir industry are low paid. The proposal to include modern looms by giving



Skill Upgradation & Mahila coir Yojana

a forward linkage to Mahila Coir Yojana Scheme would result in more and more rural women seeking self employment in post yarn stage in coir industry and earning more through their engagement in on the quality of products.

1.4 Coverage by EDII Team

EDII team has done the evaluation study and the evaluation has been done in different States where the scheme has been implemented. Data in connection with MCY Trainers and NGOs are collected and the data is having inputs from all the attributes which are mentioned in the Questionnaire prepared by EDII Team. The collected data has been tabulated and analysed to come to inference and the data has been interpreted through various mechanisms like percentage analysis, graphical solutions etc.

The evaluation study is exhaustive and it covers the sample of the population and gives a comprehensive picture of the Coir Board project which has been implemented under Coir Vikas Yojana. As the study covers the sample of the population it helps the coir board to have a picture of the status quo and the necessary steps which are required to improve the scheme in future. The evaluation study is regarded as a reliable tool for monitoring and evaluating the project for better execution of the scheme.



CHAPTER 2

EVALUATION METHODOLOGY

2.1 Objectives of the Study

- To study and assess the impact of Mahila Coir Yojana towards the empowerment of women coir workers through enhancements in the level/ extent of income/ earnings of beneficiary under the MCY since their availing of the scheme benefit.
- To study and assess the extent by which the production of coir has increased in areas where MCY is in operation.
- To study and assess the extent to which the Board has been successful in the development of coir industry in non-traditional areas through development of skill of coir workers. To study and report as to what extent the programme has contributed towards the generation of additional employment in rural areas producing coir fibre.
- To study and assess the availability of trained workers to the industry in the traditional and non-traditional sectors/ areas and to what extent the Board has been successful in training the personnel for the cadres of supervisors/instructors/artisans to meet the requirement of skilled manpower for the development of coir industry. To study and report the rate of absorption of trainees of the Board by the industry?
- To study and assess whether the expertise of the candidates trained by Coir Board is adequate to meet the requirements by the industry. Is there a need to revise the syllabus/ contents of the training programme?
- To ascertain whether youngsters are coming forward in sufficient number to attend the training programs offered by the Board and to assess and report the need or otherwise to revise the stipend/honorarium offered?
- To study and assess the extent by which Entrepreneurship Development Programmes organized in various traditional and non-traditional areas could bring and encourage new



Skill Upgradation & Mahila coir Yojana

entrepreneurs to enter into the coir industry. The modifications suggested if any.

- To study and assess whether the quantifiable targets/objectives of the scheme such as Distribution of Ratts/other machineries and Training under Mahila Coir Yojana, Skill development training programs etc. proposed during the 12th plan period have been achieved. If not, the reasons therefore.
- To study and assess the impact of other programmes like seminars, workshops, awareness programmes, exposure visit etc. on development/ extension of coir industry in the country.
- To study and report any or all the programmes under this component of the scheme are worth continuation beyond the 12th plan. If they are to be continued with changes, the extent to which those changes are to be made it.

2.2 Research Method

- Both primary and secondary sources of data are collected for this study.

2.3 Primary Data

- Primary data is collected through interview methods from respondents with the help of a structured interview schedule using questionnaire. Respondents belong to MCY Trainees, MCY Trainers and NGOs.

2.4 Secondary Data

- At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Mahila Coir Yojana (MCY). For this purpose govt. policy, departmental documents, internal records, Coir Board plan etc, was surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of MCY Trainers, MCY Trainees and NGOs in the previous month and to test the feasibility of the questionnaire.



Skill Upgradation & Mahila coir Yojana

2.5 Research Instrument-Questionnaire in Printed Form

- Sampling Size-MCY Trainees- 1675 , MCY Trainers-105 , NGOs-195
- Sampling Technique- Simple Random Sampling (Probability Sampling)
- Tools for Analysis- Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data. After the data has been collected, it has been interpreted and presented to come at the conclusion.

2.6 Limitations of the Study

The Investigators would like to point out some unavoidable limitations, which have been entered into the study. They are the following.

1. It was difficult to locate the people who are trained by Coir Board
2. Problems which are inherent with attitude measurement were encountered in this study also.
3. Coir Board stopped training through NGO's and started training through cooperative societies for the last two years; data were widely scattered and there encountered practical difficulty in data collection.



CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

3.1 Skill Upgradation

Development of skilled manpower in coir industry through appropriate training programmes is one of the major activities of the Coir Board. Continuous improvement in the quality of certain products is essential to sustain the demand for coir products and also for improvement in prospects of coir products in a world, which is becoming more and more quality conscious. In order to achieve the above objectives, the Board has been organizing, quality improvement camps and entrepreneurship development programmes.

SWOT ANALYSIS ON COIR BOARD TRAINING PROGRAMMES

Strengths of Coir Board Training Programmes

- Two regular courses of 6 months and 12 months duration
- Coir Board conducts twenty eight incubation training courses
- Coir Board conducts trainer's training course in Coir Handicrafts,
- The Board conducts eight different types training in mat manufacturing, loom weaving, maintenance of equipments, jewellery making,
- manufacturing Janatha Mattress, Coir Pith Composite Manufacturing, Bio softening of Coir etc
- Coir Board also conducts 15 days orientation course and validation training course.

Weaknesses of Coir Board Training Programmes

- The participants demand more practical exposure
- Coir Board is not conducting any Diploma or B.Tech Programmes like Indian Institute of Carpet Technology, Badoni by Ministry of Textiles, Govt of India

Opportunities of Coir Board Training Programmes

- The course needs to be designed, developed and delivered based on the changing needs of society and industry.
- Continuous up gradation of the syllabus and exposure on cutting edge and cost effective technology is also required.
- Board can introduce NCTVT certified courses

Threats of Coir Board Training Programmes

- Faculty need to be appointed on regular basis for the new courses like application of IT and Computer in Coir Carpet Manufacturing



Table 1 Additional forms of trainings the Participants would like to have in the future

Additional form of trainings the Participants would like to have in the future	
Response	Percentage of Participants
Value Added Products	40.05
Detailed Training	37.35
More Infrastructure	8.29
Nil	14.31

Source:EDII Survey

Chart 1 Additional form of Trainings

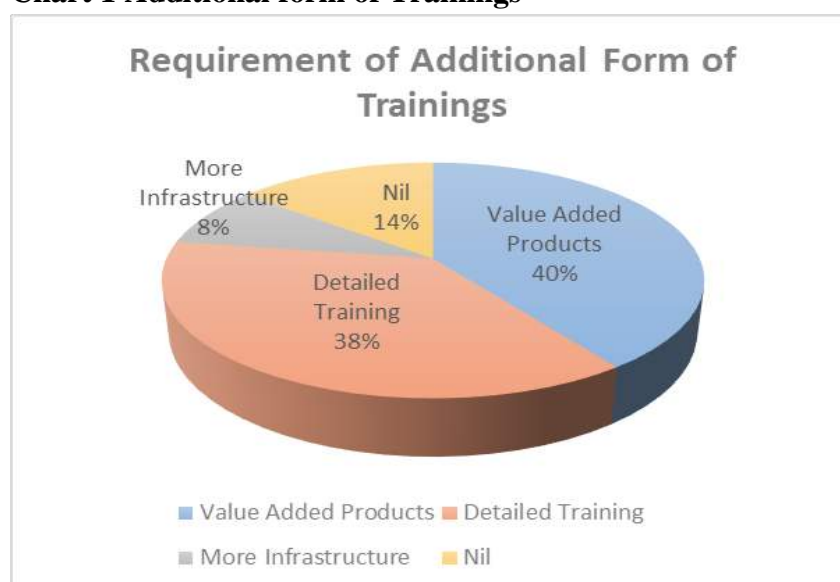


Table 2 Need to revise the syllabus

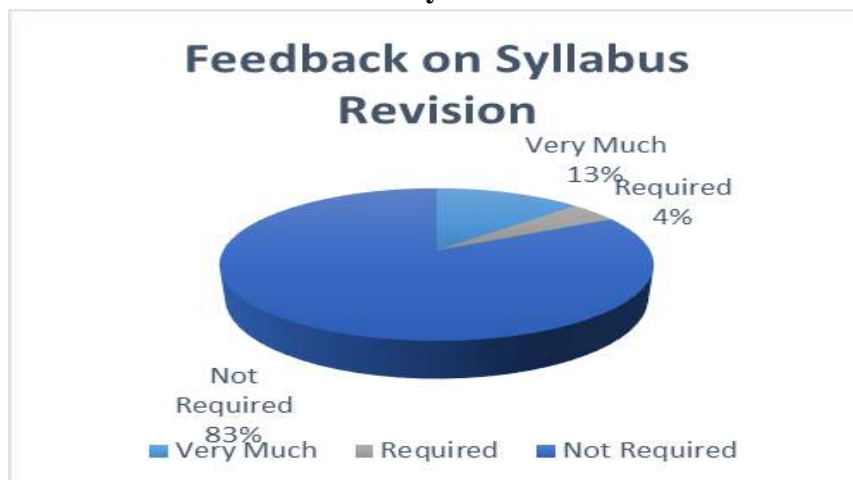
There is a need to revise the syllabus of the Program	
RESPONSE	PERCENTAGE (%)
Very Much	13.04%
Required	4.35%
Not Required	82.61%

Source:EDII Survey



Skill Upgradation & Mahila coir Yojana

Chart 3 Need for Revision of Syllabus



Majority of the MCY trainees requested detailed training with more duration on value added diversified products and majority of them did not request a change in Syllabus in order to incorporate training on value added products with extended duration in training.

Table 3 Acceptance of EDP Programs

Acceptance of EDP Programs	
RESPONSE	PERCENTAGE (%)
Very Good	30%
Good	66%
Average	5%

Source: EDII Survey

90 % of the respondents are having the opinion that EDP Programs are either good or very good. But the respondents are having the opinion that EDP programs need to have more duration and practical components on diversified products like spinning, weaving, coir ornaments, mats, yarn etc.

Table 4 Programs as seminars, workshops, awareness Programs and exposure visits

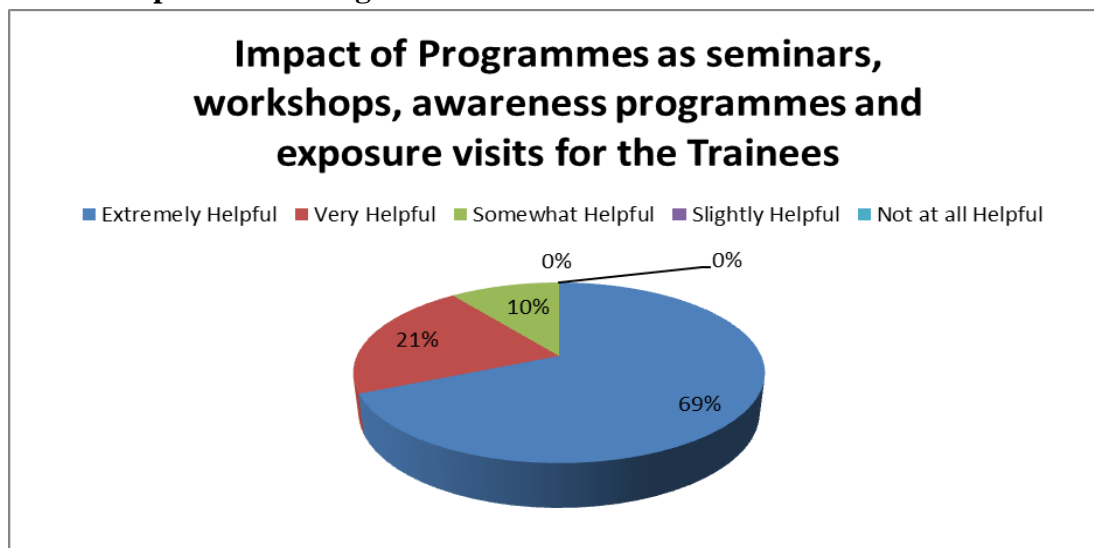
Impact of Programs as seminars, workshops, awareness Programs and exposure visits for the Trainees	
Response	Percentage Of Participants
Extremely Helpful	68.45%
Very Helpful	21.23%
Somewhat Helpful	10.32%

Source: EDII Survey



Skill Upgradation & Mahila coir Yojana

Chart4 Impact of the Programs



Nearly 90% of the respondents rate the programmes on seminars, workshops, awareness programmes and exposure visits either extremely helpful or very helpful. But the general impression is that frequency of such programmes need to be increased.

Two ply coirs are widely popular, automated big spinning machines get thread in the Coir and get the coir curled. There is more demand for fibre extraction through hand and get the coir curled through ratts.

3.2 Data Analysis and Interpretation of Mahila Coir Yojana

This chapter is allocated for analysis and interpretation of data regarding the responses of MCY-Trainers, MCY-Trainees and MCY NGOs.. Preparing percentage analysis does the analysis of key factors that determine the variation in terms of reference which is directly extracted from the questionnaire. The variations from the stipulated terms of reference can be measured with different variables.

Table 5 Mahila Coir Yojana-MCY

Sl No.	Name of the Scheme /Programme	2012-13		2013-14		2014-15		2015-16		2016-17 (31.03.2017) (Provisional)	
		Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach
	Mahila Coir Yojana										
	a) Distribution of spinning equipments	2100 Nos	274 Nos	3000 Nos	206 Nos	3000 Nos	354 Nos	2500 Nos	596 Nos	1000 Nos	137 Nos
	b) Training in Mechanized spinning and traditional loom weaving	8000 persons	8386 persons	8500 persons	8086 persons	8000 persons	8868 persons	5000 persons	3581 persons	2000 persons	1658 persons

Source: Coir Board



Skill Upgradation & Mahila coir Yojana

From Table 1, it could be understood that MCY is attaining its objectives in connection with training, but the distribution of ratts is much below the targets set. The reason is that people opt other jobs which are more lucrative and not seasonal.

3.3 Impact of the Scheme

The study reveals that the introduction of motorised traditional ratts has enabled the women spinners mostly belonging to the weaker section of the society to earn higher income and improve their economic condition.

3.4 Production of Yarn

Before becoming the beneficiary of Mahila Coir Yojana, the respondents were using traditional ratts which requires three people for producing an average of 48 mudies of yarn per day in the case of Vaikom Coir and 25 mudies in the case of Arattupuzha Coir. By the introduction of motorized ratts only one person is required to produce the same quantity of yarn per day. Thus, the per-head output per day has increased. Prior to the implementation of the scheme, the wage received per day was shared by three persons. Now, the same output is produced by one person, and the wage thus earned is also saved by one person.. This has increased the per head income of the beneficiaries. Thus the MCY scheme has contributed to an increase in both the production and income of the beneficiaries. The two persons who were working in a unit prior to MCY scheme has now obtained two other ratts and started production separately. This has led to generation of employment two more persons leading to additional employment.

Table 6 Production of Yarn Arattupuzha Coir

Average no. of Mudies Produced/day in Units	Production/person before using the Ratt/day (mudies*)	Production/person after using the Ratt/day (mudies*)
25	8	25
30	10	30
35	11	35
40	13	40

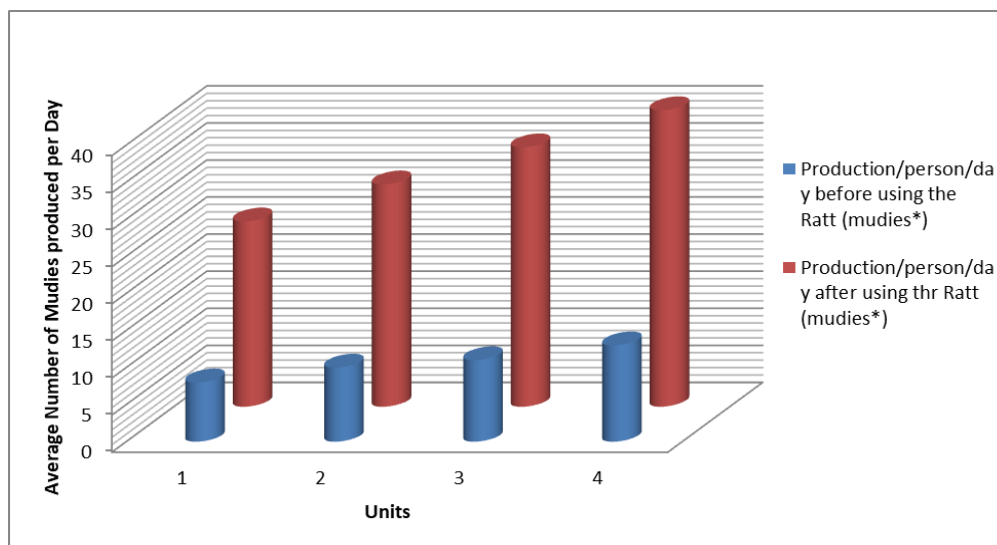
Source:EDII Survey, mudie-1 roll (11 meter) and six such roles make one mudi

Table 6 shows the per day increase in production per person before and after using the motorized ratts. It is seen that the unit which was producing 25 mudies per day, the per head production has increased from 8 mudies per day to 25 mudies per day. Similar increase in per head out put can be seen in the units which were producing 30, 35 and 40 mudies per day.



Skill Upgradation & Mahila coir Yojana

Chart 1 Production/Person before and after using Ratts



3.5 Income Generation

Analysing the income generation of the beneficiaries, it is seen that the income of the individual beneficiaries per day has increased. Earlier, the total income generated per day was divided among three individuals, whereas after the introduction of MCY, the total income goes to one person. Most of the beneficiaries have opined that by using traditional ratts they were getting only Rs. 127 per day per person and now this has been increased to Rs. 381/- per day per person. For one mudi yarn the worker gets Rs 6.90 from the society and Rs 4 from the government. Similar increase is noticed in other units also depending on their production. Pictorial presentation of the same is provided in Table 2.

Table 7 Impact of MCY –Arattupuzha Coir

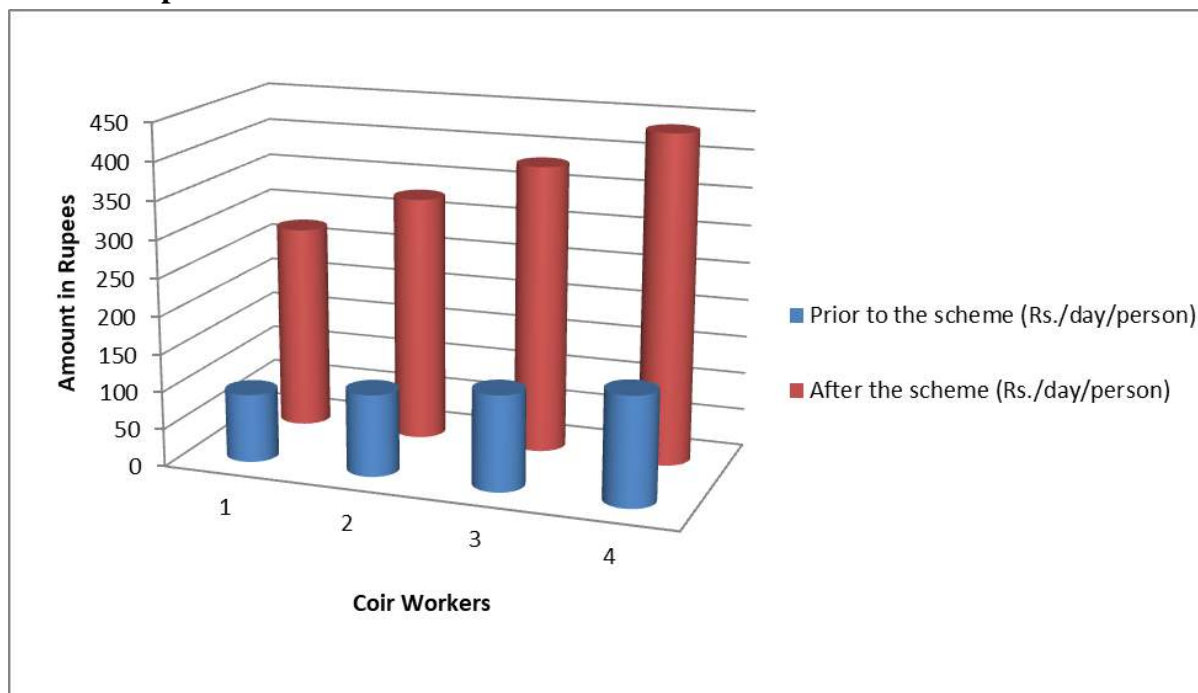
Units	Prior to the scheme (Rs.)/unit	Prior to the scheme (Rs.)/person	After the scheme (Rs.)/person
1	273	91	273
2	327	109	327
3	382	127	382
4	436	145	436

Source:EDII Survey



Skill Upgradation & Mahila coir Yojana

Chart 2 Impact of MCY Scheme in Income levels



From the Table and figures it could be understood that implementation of MCY scheme has increased the income levels of women workers.

Table 8 Production of Yarn Vaikom Coir

Average no. of Bundles Produced/day	Production/person before using the Ratt/day (Bundles*)	Production/person after using the Ratt/day (Bundles*)
4	1.3	4
5	1.5	5
6	2	6
7	2.3	7

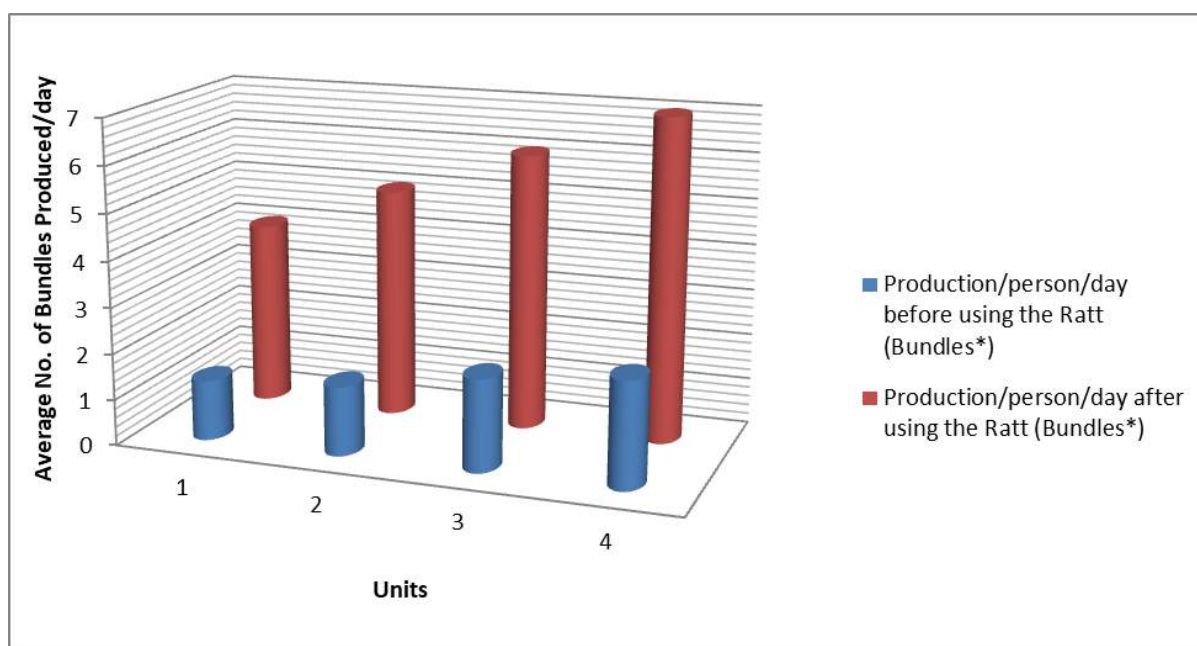
Source:EDII Survey, 8 mudi-1 bundle

In the case of Vaikom Coir 8 mudies constitute one bundle and its value is Rs 80.

Chart 3 Production/Person before and after using Ratts



Skill Upgradation & Mahila coir Yojana



3.6 Income Generation

1 bundle provides income of Rs 80. Before the introduction of motorised Ratts, it was, the earnings/day /person was 107. After the introduction of Ratts, it has come up to 320. Because the total amount does not need to be divided among the three workers.

Table 9 Impact of MCY-Vaikom Coir

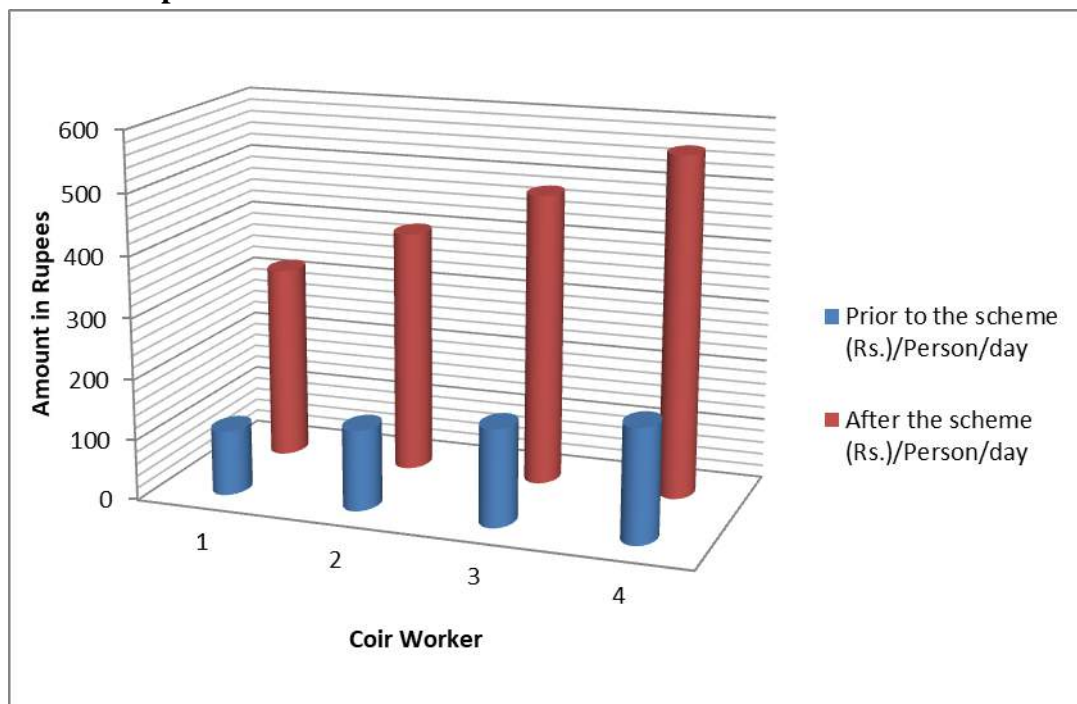
Units	Prior to the scheme (Rs.)/unit	Prior to the scheme (Rs.)/person	After the scheme (Rs.)/person
1	320	107	320
2	400	133	400
3	480	160	480
4	560	187	560

Source:EDII Survey



Skill Upgradation & Mahila coir Yojana

Chart 4 Impact of MCY Scheme in Income levels



3.7 Increase in Production and Productivity

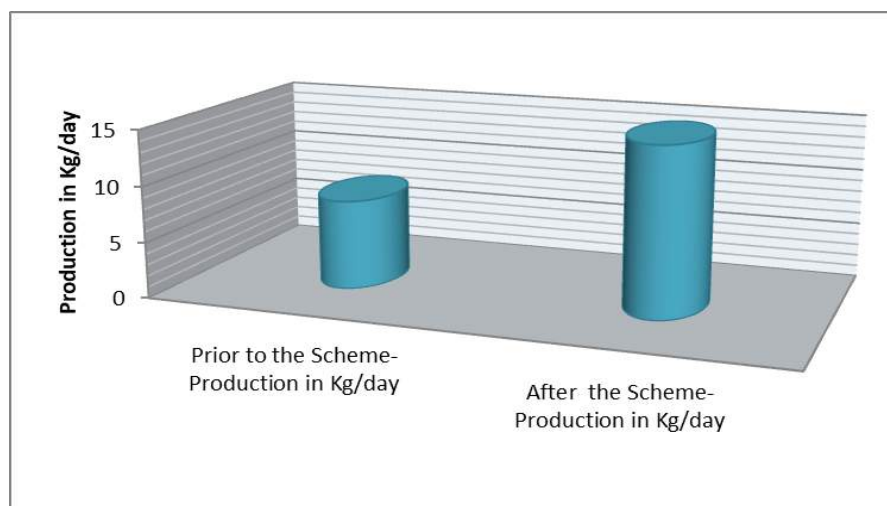
Earlier it was found that traditional rats were producing 8 Kgs of Yarn/day. Now it has gone upto 15Kgs of Yarn/day. So the increase in productivity is 47%.

Table 10 Impact of MCY-Production in Kg/day

Prior to the Scheme-Production in Kg/day/Coir Worker	After the Scheme-Production in Kg/day/Coir Worker
8	15

Source:EDII Survey

Chart 5 Production of Coir Yarn/ Worker/Day





3.8 Reason for Not Taking Ratts

The study also covered a sample of women artisans who had completed training, but have not received ratts. There are many reasons cited for such a situation, by these women. These include financial problems, lack of space, perceived marketing difficulties and pending applications for ratts.

Where as about 36 percent cited difficulties in raising beneficiary contribution, 34 percent indicated lack of space in their houses to place ratt.

Another reason cited by Coir Board was that some of the respondents have not paid the beneficiary contribution of 25 percent of the cost of ratts. About 15 percent of the women could not avail the facility due to inadequate benefits.

Marketing problem of the yarn produced is also perceived by about 15 percent of the respondents, which had hindered them from starting the activity.

3.9 Employment Generation and extending the scheme to non traditional areas

Table 11 Success Rate Based on Employment (Percentage)

Success Rate Based on Employment (Percentage)
On an Average the NGO's produced about 76% of employment.

Source:EDII Survey

More than 70 percent of the beneficiaries selected for the training are traditional coir workers. Nearly 27 percent of the beneficiaries were newcomers to this area.



Skill Upgradation & Mahila coir Yojana

Table 12 Details of Training through NGO/Co-Operative Society

Trainees have been trained in different sectors	
No: of Trainees Trained	Percentage of NGO's imparted Training (%)
Greater than 500	4%
Between 500 and 200	10%
Between 200 and 100	18%
Between 100 and 50	19%
Less than 50	49%

Source:EDII Survey

Table 13 Percentage of Training Programme Imparted by the NGO/Co-Operative Society

Percentage of Training Program Imparted by the NGO	
Type of training Program	Percentage (%)
Spinning	87.64%
Coir Ornaments	10.82%
Mats	1.55%

Source:EDII Survey

From Table 11, Table 12 and Table 13, it could be understood that the nearly 85% got self employment. Only 4% of the NGOs trained more than 500 people. 85% of the training was concentrated on spinning. The scheme helps in providing skilled manpower for the industry.

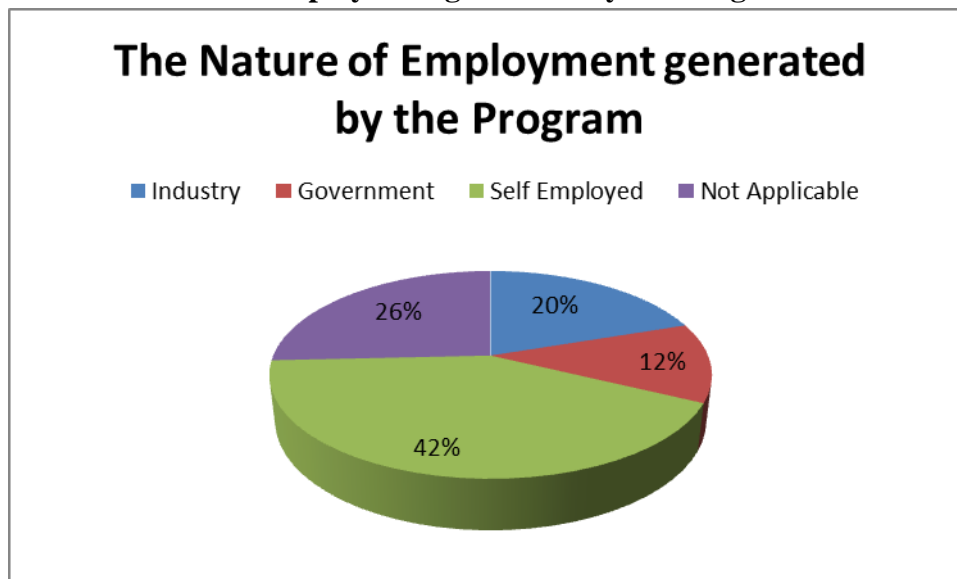
Table 14 Nature of Employment generated by the Program

The Nature of Employment generated by the Program	
Response	Percentage of Participants
Industry	19.84
Government/Cooperative Sector	12.35
Self Employed	42.08
Not Applicable	25.74

Source:EDII Survey



Chart 6 Nature of Employment generated by the Programme



Nearly 20% get absorbed in the industry, the reason is that majority of the trainees opt for self employment. Some trainees do not opt for any other employment or entrepreneurship after undergoing training.

3.10 Acceptance among youngsters

More than one third of the beneficiaries (35%) are 30 years or under in age. Around 26 percent of the beneficiaries (26%) are aged between 31 and 40 years. Only 16 percent of the beneficiaries are found to be over 50 years. Table 9 indicates that the beneficiaries involved in coir spinning activity are mostly people below 40 years of age (61%).

Table 15 Age Group of the Beneficiaries

Sl. No.	Age Group	Percentage
1	Up to 30 years	35
2	31 to 40 years	26
3	41 to 50 years	23
4	Above 50 years	16
	Total	100.00

Source:EDII Survey

35.% of the beneficiaries are 30 years or under in age. Around 26 percent of the beneficiaries are aged between 31 and 40 years. Only 16 percent of the beneficiaries are found to be over 50 years. Table 9 indicates that the majority of the beneficiaries involved in coir spinning activity are mostly people below 40 years of age (61%).



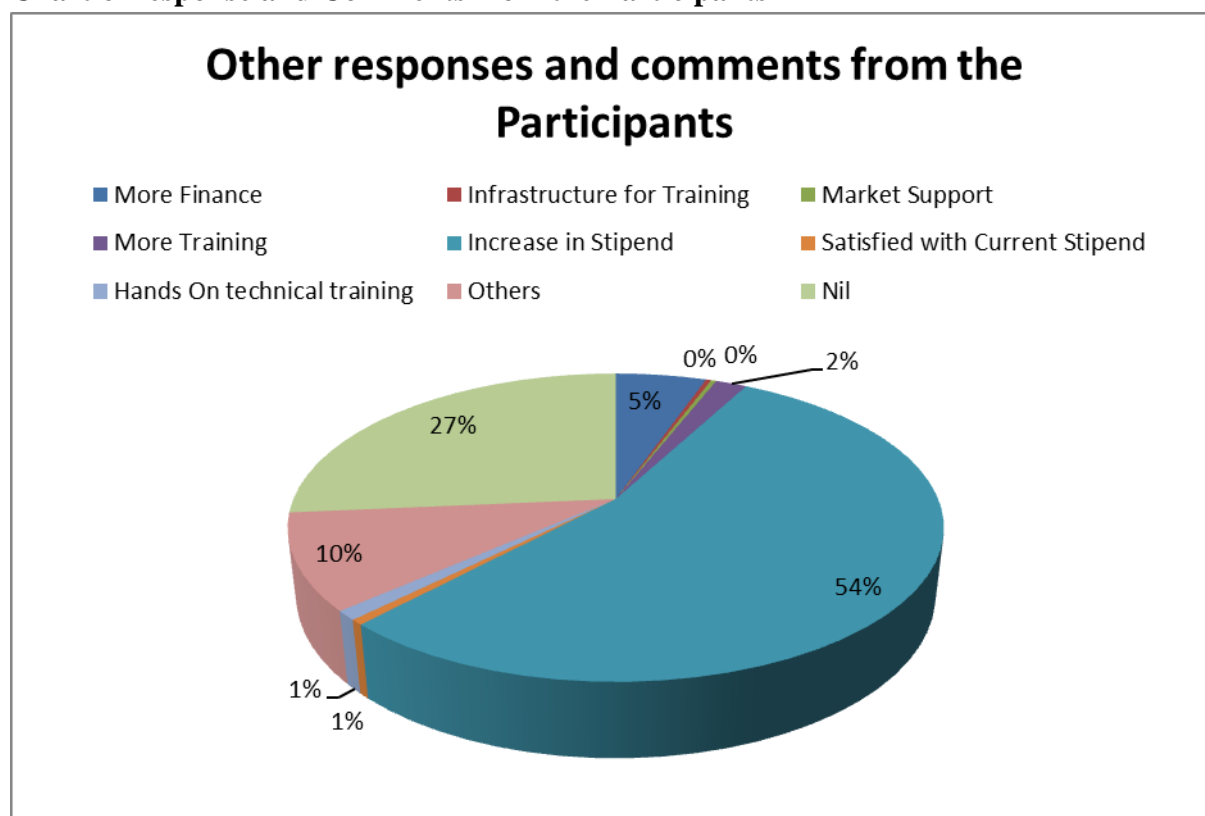
Skill Upgradation & Mahila coir Yojana

Table 16 Feedback from Participants

Other responses and comments from the Participants	
Response	Percentage of Participants
More Finance	5.34
Infrastructure for Training	0.31
Market Support	0.31
More Training	1.84
Increase in Stipend	54.18
Satisfied with Current Stipend	0.55
Hands On technical training	0.98
Others	10.07
Nil	26.41

Source:EDII Survey

Chart 6 Response and Comments from the Participants



More than 50% of the MCY trainees demanded increase in stipend. This is an area where the Coir Board need to work on. Increase in stipend will attract more trainees to attend the MCY training in future. Almost all the trainers requested for an increase in stipend also. The present honorarium is not sufficient to attract quality trainers to the MCY Training domain.



CHAPTER 4

FINDINGS IN RELATION TO STANDARD REVIEW CRITERIA

It could be understood that MCY is attaining its objectives in connection with training, but the distribution of ratts is much below the targets set. The reason is that people opt other jobs which are more lucrative and not seasonal.

Before becoming the beneficiary of Mahila Coir Yojana, the respondents were using traditional ratts which requires three people for producing an average of 6 bundles of yarn per day. By the introduction of motorized ratts only one person is required to produce the same quantity of yarn per day. Thus, the per-head output per day has increased.

The study also covered a sample of women artisans who had completed training, but have not received ratts. There are many reasons cited for such a situation, by these women. These include financial problems, lack of space, perceived marketing difficulties, and pending applications for ratts.

More than 70 percent of the beneficiaries selected for the training are traditional coir workers. Nearly 27 percent of the beneficiaries were newcomers to this area. It could be understood that the nearly 43% got self employment. Only 4% of the NGOs trained more than 500 people. 85% of the training was concentrated on spinning. The scheme helps in providing skilled manpower for the industry. Nearly 20% get absorbed in the industry, the reason is that majority of the trainees opt for self employment. Majority of the MCY trainees requested detailed training with more duration on value added diversified products and majority of them did not requested a change in Syllabus but the only thing is that they demanded more training on value added products with extended duration in training.

More than one third of the beneficiaries (35%) are 30 years or under in age. Around 26 percent of the beneficiaries (26%) are aged between 31 and 40 years. Only 16 percent of the beneficiaries are found to be over 50 years. Table 9 indicates that the beneficiaries involved in coir spinning activity are mostly people below 40 years of age (61.%). More than 50% of the MCY trainees demanded increase in stipend. This is an area where the Coir Board needs to work on. Increase in stipend will attract more trainees to attend the MCY training in future. Almost all the trainers requested for an increase in stipend



Skill Upgradation & Mahila Coir Yojana

also. The present honorarium is not sufficient to attract quality trainers to the MCY Training domain.

90 % of the respondents are having the opinion that EDP Programs are either good or very good. Nearly 90% of the respondents rate the programmes on seminars, workshops, awareness programmes and exposure visits either extremely helpful or very helpful.

Two ply yarn dominate, the market. But there is demand for yarn in which fibre gets extracted through hands. Automated spinning machine get the thread into the coir fibre and get it spinned.



CHAPTER 5

SUMMARY OF RECOMMENDATIONS

5.1 Justification for Continuation of the Scheme with Modification

Mahila Coir Yojana is found to be an effective intervention for empowerment of rural women through Coir industry. The scheme has helped the empowerment of women but considering the increased drudgery involved in the work, the scheme need to be reworked with more financial benefits. Low level of in-take of the existing schemes benefits under MCY is seen in general. The reason attributable is the far too low amount of assistance and the limited items of spinning equipments coming under the scheme for reckoning eligibility for assistance.

Mahila coir Yojana has to continue with enhanced assistance and by including machineries/equipments other than ratt under its ambit. There is a felt need to provide support for procurement of automatic spinning machines and other equipments under this scheme especially in the non-traditional areas.

5.2 Key Recommendations

- Two ply yarn dominate, the market. But there is demand for yarn in which fibre gets fed through hands. Automated spinning machine get the thread into the coir fibre and get it spinned. While upscaling the MCY Scheme, a sophisticated machinery need to be installed whereby spinning of fibre is having the same quality as that of extracting fibre through hands.
- It is strongly recommended to increase the honorarium of the trainer to Rs 15,000 and the trainee to Rs 3000. For training material an amount of Rs 400 per trainee per month is provided, it is suggested to continue it with due enhancements. There is a felt need to provide support for procurement of automatic spinning machines and other equipments under this scheme especially in the non-traditional areas.



Skill Upgradation & Mahila Coir Yojana

- Marketing supports and more benefits to the beneficiaries could be brought about by enhancing productivity without compromising quality. This may prompt the trainees to take ratts and start production. Such a measure would attract people from non-traditional areas also to the Coir Industry.
- Majority of the MCY trainees requested detailed training with more duration on value added diversified products and majority of them did not request a change in Syllabus but demanded more training on value added products with extended duration in training. Training on sophisticated machinery could also be introduced in order to upskill the Mahia Coir Workers.
- Skill Development activities have proven to be effective in development of coir industry. This activity has to continue with special emphasis for imparting training to manufacturer of value added products and modern methods of production.
- Programmes like EDP, Seminar, Workshop, Awareness programme, Exposure tour etc. have to be pursued with greater emphasis covering a wooden area.
- Assistance in Machinery procurement, raw material sourcing, bank linkages, etc. could be provided to EDP participants as a follow up mechanism. This will accelerate the pace of enterprise establishment.
- Respondents rate the programmes on seminars, workshops, awareness programmes and exposure visits either extremely helpful or very helpful. But the general impression is that frequency of such programmes need to be increased.
- In states like Kerala younger generation are showing reluctance to take up avocations in coir. Training on most modern equipments and the manufacture of new generation products would attract the young generation to coir industry. The Coir Board can introduce NCTVT certified courses with focus on application of IT and Computer in Coir Carpet Manufacturing, Coir Carpet and Textile using CAD, Coir Carpet Yarn Dyeing, Spinning of Yarn and Washing and Finishing of Coir Carpet.
- It is also suggested to integrate MCY training along with Livelihood Business Incubation (LBI) in order to make the MCY trainees more entrepreneurial. Such Livelihood Business Incubation could be started in selected 100 NGO's across the country and national level agencies can impart training on entrepreneurship.



CHAPTER 6

DIRECTIONS FOR FUTURE EVALUATIONS

At present the MCY training programmes being implemented by Coir Board do not entail any commitments on the part of trained hands to continue in the coir sector. Therefore, a new Entrepreneurship Development Programme may be introduced under which training should be provided to the women workers/ prospective entrepreneurs who have already made some commitments to start coir units under specially designed training programmes. It is noted that the achievement under the Mahila Coir Yojana during the past four years ranges from 10% - 48% (planningcommission.nic.in).

It is suggested a study on how to make the MCY trainees as entrepreneurs and also the reasons that hinder from being entrepreneurial in MCY scheme. Otherwise the scheme may get limited only on providing stipendiary training and do not meet the objectives on Entrepreneurship Development.



Annexure 1

Major MCY Training Centres

Sl. No.	Name of the Sponsoring Agency	Contact Person with Phone No.
1	Akshaya Kudumbasree Ayalkoottam,	Moongodu P.O., Varkala, Thiruvananthapuram Smt.Jaya Ph:9567601310
2	Challenger's Youth Club,	Kattor, Alleppey District Shri.Anilkumar Ph:9446725355
3	M/s.Vikasana, Reg.No.T 196/94	Mavilakadavu, Vankadambu P.O., Thiruvananthapuram- 695506Shri.Dineshkumar Ph:8129839335
4	M/s.Grama Seva Bhavan,	Kanchampazhinji P.O., Thirupuram, Neyyattinkara, Thiruvananthapuram.Shri.Thirupura m Gopan Ph:9447427637
5	Vimochitha(Rural Development Organization)	Reg.No.571/95, Alamukku, Poovachal.P.O., Thiruvananthapuram, FTC at Muthiyavila Ms.Leela Ph:9539817108
6	Akshaya Rural Development Organisation,	Reg.No.522/95, Sasthamkonam, Poovachal, Thiruvananthapuram, FTC at Kattaikkode Smt.Girija Ph:9539687994
7	Vanitha Nikethan Mahila Samajam, Reg.No.1995/98,	Kottukalkonam, Kattachalkuzhi P.O., Thiruvananthapuram – 695509 FTC at RC Street, Pallinada Smt.Saralakumari Ph:9746121722
8	Sunrise Ladies Society, Reg.No.T.261,	Kovillor, Kudappanamoodu Post, Neyyattinkara, Thiruvananthapuram Smt.Nalinakumari Ph.9745554022
9	M/s.Kerala Labour Movement,	Kochi Shri.Dikson Ph:9961854005



Skill Upgradation & Mahila coir Yojana

10	Priyadersini Vanitha Samajam,	Kumarapuram, Alappuzha Smt.Eswariamamma Ph.9349097703
11	CARD Centre,	Reg. No.785/86, Mukkampalamoodu, Naruvamoodu, Thiruvananthapuram, Shri.S.Suresh Kumar Ph:9745400629
12	Samuhya Vikasana Samithi,	Balaramapuram P.O., Thiruvananthapuram Shri.S.R.Premachandran Ph:9446195620
13	WARM,	Balaramapuram. Thiruvananthapuram Smt.Lathakumari Ph:9496545650
14	Ragi Vanitha Samajam, Reg.No.T.4190/2000,	Opp. Telephone Exchange, Neyyattinkara, Thiruvananthapuram Smt.S..Girijadevi Ph:9746187123
15	Janasree Sustainable Development Mission,	Thirupuram Mandalam Shri.Sunildath Ph:9447254878
16	Vayalar Memorial Youth Club,	Nedumangad, Thiruvananthapuram Shri.Murali Ph:9447587901
17	Bharathi Mahila Samajam,	Chevidamkode, Kuruthamkode P.O. Thiruvananthapuram Smt.Resiletbai Ph:9847472627
18	Akshaya Vanitha Samajam,	Aralummoodu, Thiruvananthapuram Smt.Sunitha.L. 9496155835
19	The Penthecostal Children's Education Fund, Reg.No.642/86,	FTC at Vattavila, Thiruvananthapuram Shri.Varghese Ph:94479655393
20	Alumkuzhi Rural Development Society, Reg. No.T.271/96,	Panammoodu, Uriyacodu P.O., Thiruvananthapuram-695543 Smt.Nabeesath.R. Ph:9947850264
21	Day Care Centre, Veeranakavu,	Home No.20712, Reg.No.25/1971, Veeranakavu, Thiruvananthapuram- 695572Smt.Sugandhy Ph:9809117694 (O) 2272206



Skill Upgradation & Mahila coir Yojana

22	Desabandhu Mahila Samajam, Reg.No.352/80,	Kuruthamkode P.O., Kattakada, Thiruvananthapuram- 695572 Smt.Mohana iiumara Ph:9447130334
23	Charisma Child Focused Community Development Project	, Kuttichal, TVM Smt.Sheela 9446178011
24	Social Welfare Centre(Upasana), Reg.No.207/96,	Manjaramoola, Russelpuram P.O., Trivandrum – 695501 Smt.Indira.J. 9495309221
25	Institution for Rural Development,	Amboori. P.O.Shri.Balachandran 9447033784
26	All India Women's Conference, Reg. No.367/1979, “	Sahana”, Opposite A.I.R., Vazhuthacaud, Thiruvananthapuram – 695014 Smt.Jalajakumari.G.M. Ph.9446379440
27	Kairali Vanitha Sahakarana Sangam Ltd.	No.T.922, Olathanni, Neyyattinkara Shri.Dineshkumar Ph:8129839335
28	CSI Day Care Centre,	Pannimala Smt.Valsala 0471-2242586
29	KARD – Kerala Association for Rural Development & Peace, Reg.No.562/85,	Manchamcode P.O., Thiruvananthapuram Shri.Victor Ph.9496589657
30	C.N.Memorial Vanitha Samajam,	Reg.No.524/79, Pathamkallu, Aralumoodu P.O. Thiruvananthapuram – 695123 Smt.G.Vijayamma Ph.9895882914
31	Janasree Sangham, Reg.No.401 A 54/08,	Mavilakadavu, Kulathoor, Uchakkada P.O. Smt.Jaya Ph.9544828775
32	Gramodharana Vanitha Samajam, Reg. No.695/78,	Elamanoorkonam, Naruvamoodu P.O., Thiruvananthapuram-695020, FTC at Kalliyoor Smt.Radhika Ph.0471-2405793
33	Thenari Yanthravalkrutha Chakiri Vyavasaya Co-operative Society Ltd.	No.M-900, Thenari, Palakkad Shri.Chenthamarakshan Ph.9446054980
34	GRIDC – Gandhian Research Institute & Development Centre,	Reg.No.3383/2000, Manchamcode P.O., Thiruvananthapuram Shri.Victor Ph.9496589657



Skill Upgradation & Mahila coir Yojana

35	Gurukripa Women Empowerment Centre,	Reg.No.T 1633/10, Cherukonam, Chempary, Kovalassery P.O., Thiruvananthapuram Smt.Sailajakumari.S.Soman Ph.9349745036
36	Mathruka Cultural Charitable Society,	Reg.No.T.691/07, Vazhuthoor, Neyyattinkara, Thiruvananthapuram Shri.Rajan.D.S. Ph.9020535667
37	Parassala Block Coir Sahakarana Sangham,	Ltd.No.T.1084, Mavilakkadavu, Thiruvananthapuram Shri.Dineshkumar Ph:8129839335
38	Dakshina Kerala Gramodharana Seva Samithy,	Reg. No.6/73, Kottukal P.O., (Via) Balaramapuram, Thiruvananthapuram Shri.Asoka Kumaran Nair Ph.9495121592
39	Bhagavathi Charitable Society,	Reg.No.T 2134, Peringammala, Kalliyoor Smt.Vasantha Kumari.M. 9961250749
40	Mahila Jyothi Kudumbasree,	Reg.No.MS/04/546, Valavanadu
41	Shree Lalithambika Charitable Trust,	Reg.15/IV/2010, Ambalaparambu, Vadavannur, Palakkad.
42	Gurudharma Pracharana Samajam,	Reg. No.1461/10 Sreenivasapuram, Varkala
43	Dhanalakshmi Kudumbasree Anathalavattom, Kadakkavur.	Kadakkavur. Thiruvananthapuram District
44	Mythri Kudumbasree,	Reg.No.363/MS/06, Kalavoor P.O., Alleppey-688522
45	SEED – Society for Economic and Environmental Development,	Reg.No.A.533/94 S.L.Puram P.O., Alappuzha
46	Peringottukavu YanthraValkrutha Chakiri Vyavasaya Co-operative Society Ltd	No.M.907, Peringottukavu, Kizhakkummuri P.O., Palakkad
47	Navabharath Trust Guruvayur,	Reg.No.525/97, P.O.Elavally North, Trichur 680 511
48	M/s.Sevana Vikas Kendra ,	Reg. No. 40/4/2009, Veeralam, Attingal – 695101, Thiruvananthapuram Shri.Shyam 9142912249



Skill Upgradation & Mahila coir Yojana

49	Gramodharana Vanitha Samajam,	Reg. No.695/78, Elamanoorkonam, Naruvamoodu P.O., Thiruvananthapuram-695020 Smt.Radhika 97454006290
50	Dr.Ambedkar Memorial	SC/ST, CVCS LTD No.K.894, Chalaparambu, Vaikom P.O.1&2
51	KK Sreenivasan Ex.MLA Memmorial ICVS Ltd	.No. KM 1091, Chingoli P O Unit -5 No.s Ph:9847845761
52	Priyadarsini Vanitha Samajam	Erikkavu P O Ph:9747260068
53	Vayalar West Samyojitha	CVCS No.1188, Cherthala Ph:9287975020
54	Alappuzha Dist. Coir Yarn Consortium.	Pattanakkad P O. Ph:9287975020
55	SNDP Vanitha Sangham	No.5302, Ayyapparambu Ph:9497246539
56	Chingoli North	CVCS no.207, Chingoli P O Haripad Ph:8156983020
57	Ayaparambu Vanitha Samajam	Haripad Ph:9497246539
58	Gurukripa CVCS	Cherukol P O Chennithala Ph:9656414841
59	Kottampally Navodaya CVS Ltd	No.1305, Madathilkara Ph:9496912641
60	Earayil Samyojitha Coir Vyavasaya Sahakarana Sangham	Muthulkulam Kallummoodu No.KM1236 Ph:9747585180

* MCY Training Centre which are at dormant stages have not been included in this list

Development of Production Infrastructure (DPI)

INDEX - DPI

Sr.No	Particulars	Page NO
	Executive Summary	
1	Introduction <ul style="list-style-type: none">• <i>Back Ground</i>• <i>Objective</i>• <i>Scope</i>	1
2	Evaluation Methodology <ul style="list-style-type: none">• <i>Objectives of the Study</i>• <i>Research Method</i>• <i>Primary Data</i>• <i>Secondary Data</i>• <i>Research Instrument-Questionnaire in Printed Form</i>• <i>Limitations of the Study</i>	3
3	Data Analysis and Interpretation <ul style="list-style-type: none">• <i>Units Coverage for the Assignment</i>• <i>Extent of Increase in Productivity</i>• <i>Impact of the scheme on adoption of eco-friendly production techniques</i>• <i>Impact of the scheme in achieving a pollution free coir industry.</i>• <i>Impact of the scheme on development of Coir Industry on the traditional/non-traditional sectors and production of high value customer oriented products</i>	6
4	Findings in Relation Standard Review Criteria	18
5	Summary of Recommendations	20
6	Directions for Future Evaluations	22



CHAPTER 1

CVY- Development of Production Infrastructure (DPI)

INTRODUCTION

1.1 Background

The principal thrust of the Development of Production Infrastructure Scheme is on the development of infrastructure for the sustainable development of coir sector. The scheme envisages provision of financial assistance for setting up new coir units and modernization of existing units for the sustainable growth of the coir sector.

Under the scheme the board is extending subsidy to the tune of 25 % of the cost of equipments and other infrastructural facilities subject to a maximum of Rs. 6 lakhs for setting up of defibering unit, Rs. 4 lakh for Automatic Spinning Unit and Rs. 5 lakh for others. For a composite or a multiple unit the maximum ceiling of assistance would be Rs. 9 lakh. In the case of modernisation of existing unit the subsidy will be limited to 25 % of the cost of modernisation equipments and infrastructural facilities subject to a maximum of Rs. 2 lakh.

1.2 Objective

Provision of financial assistance for setting up new coir units and modernization of existing units for the sustainable growth of the coir sector.

1.3 Scope

Individuals, co-operative societies and machinery manufacturers registered with Coir Board are the stakeholders involved in the implementation of the scheme. Increase in productivity and economies of scale can be achieved only through infrastructure development; i.e by installing modern machinery for the production of high value customer oriented products for the sustainability of the industry in the coming years.



Development of Production Infrastructure

With the introduction of Coir Udyami Yojana (CUY), being implemented by the Coir Board, financial assistance is provided for setting up spinning and tiny household units with a project cost less than Rs.10 lakhs, in the country. Assistance to the coir units, involving project cost above Rs.10 lakhs, will only, therefore, be provided under the instant scheme viz., Development of Production Infrastructure Scheme. The maximum amount of assistance may be sanctioned under the DPI Scheme is Rs.9 Lakhs.

Table 1 Development of Production Infrastructure

(Physical in numbers & Financial in lakhs)

State	2012-13				2013-14				2014-15				2015-16				2016-17			
	Physical		Financial		Physical		Financial		Physical		Financial		Physical		Financial		Physical		Financial	
	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach
Andhra Pradesh	5	1	25.00	2.35	5	1	30.00	3.02	5	2	30.00	8.42	2	--	4.00	--	1		3.00	
Odisha	5	--	25.00	--	5	1	30.00	--	5	--	30.00	--	2	1	4.00	2.00	2		6.00	
Kerala	15	1	125.00	1.38	15	2	90.00	4.75	12	2	90.00	6.87	5	2	10.00	6.73	5		15.00	
Lakshadweep	--	--	--	--	--	--	--	--	3	--	--	--	--	--	--	--				
Karnataka	5	1	25.00	4.42	5	4	30.00	13.73	5	6	30.00	22.84	2	--	4.00	--	2		6.00	
Maharashtra	--	--	--	--	--	--	--	--	2	--	--	--	2	--	4.00	--	2		6.00	
Goa	--	--	--	--	--	--	--	--	1	--	--	--	--	--	--	--				
Gujarat	--	--	--	--	--	--	--	--	1	1	--	3.99	--	--	--	--				
Tamil Nadu	40	26	269.00	85.47	40	27	220.00	68.74	25	33	220.00	115.28	9	22	18.00	86.58	10	17	30.00	72.03
Pondicherry	--	--	--	--	--	--	--	--	3	--	--	--	1		2.00	--				
A&N Islands	--	--	--	--	--	--	--	--	2	--	--	--	--	--	--	--				
West Bengal	--	--	--	--	--	--	--	--	2	--	--	--	--	--	--	--				
NE Region	--	--	--	--	--	--	--	--	4	--	--	--	2	--	4.00	--	2		6.00	
Telangana																	1		3.00	
Total	70	29	469.00	93.62	70	35	400.00	90.24	70	44	400.00	157.40	25	25	50.00	95.31	25	17	75.00	72.03



CHAPTER 2

EVALUATION METHODOLOGY

2.1 Objectives of the Study

- To assess the impact of the scheme in spreading the industry to potential areas and to determine the extent to which the modern infrastructure facilities provided to the beneficiary units resulted in improvement of productivity, quality and profitability
- To evaluate impact of the scheme in the creation of more employment opportunities, especially for women in rural areas.
- To study and evaluate impact of the scheme in the progress of modernization of existing units converting them into state of the Art coir processing units.
- To study and assess the impact made by the scheme in attracting new generation entrepreneurs to the industry. To assess the number of coir workers employed in the units assisted under the scheme.
- To study and evaluate impact of the scheme on adoption of eco friendly production techniques in the Coir Industry. To study and evaluate impact of the scheme on achieving the target of a pollution free coir industry.
- To study and evaluate impact of the scheme on the development of Coir Industry on the traditional/non-traditional sectors and evaluate impact of the scheme in the production of high value customer oriented products.
- To study and assess the increase in the raw material consumption, if any due to the implementation of the scheme. To assess the increase in output possible in coir sectors particularly on improving quality of coir fibre and products manufactured by the units after implementation of the scheme.
- To study and report on the sources of Supplementary financial support if any for setting up the units assisted under the scheme.
- To assess the increase in wage level in the units assisted as compared to the coir units which have not obtained any type of assistance from the Government and to



Development of Production Infrastructure

what extent the additional income generation possible through the schematic intervention especially in the case of women artisans, SC, ST and other backward classes.

- To assess whether the quantum of assistance extended under the scheme needs revision/enhancement; If so, reasons thereof and the extent to which revision is required.
- To recommend for modification of the existing scheme for generating employment, improving productivity, increasing the returns to the beneficiaries etc and to make the scheme more attractive for the entrepreneurs.
- To assess and report whether the quantifiable targets/objectives of the scheme such as assistance provided for setting up of new coir units etc., have been achieved. If not, the reasons therefore.
- To study and report on the continuation or otherwise of the scheme along with justifications, beyond 12th Plan period.

2.2 Research Method

- Both primary and secondary sources of data are collected for this study.

2.3 Primary Data

Primary data is collected through interview methods from beneficiaries with the help of a structured interview schedule using questionnaire. Respondents belong to DPI Beneficiaries. Totally 25 DPI units and 81 labours/ beneficiaries were interviewed

2.4 Secondary Data

At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Development of Production Infrastructure (DPI). For this purpose govt. policy, departmental documents, internal records, Coir Board plan etc, was surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of DPI Beneficiaries, in the previous month and to test the feasibility of the questionnaire.

2.5 Research Instrument-Questionnaire in Printed Form

Sampling Size-DPI Units- 25, Beneficiaries/Workers-81

Sampling Technique- Simple Random Sampling (Probability Sampling)



Development of Production Infrastructure

Tools for Analysis- Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data. After the data has been collected, it has been interpreted and presented to come at the conclusion.

2.6 Limitations of the Study

The investigators would like to point out some unavoidable limitations, which have been entered into the study. They are the following:

- It was not easy to collect information on wage levels and supplementary finances because people tend to hide information
- Problems which are inherent with attitude measurement were encountered in this study also.



CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

This chapter is allocated for analysis and interpretation of data regarding the responses of DPI Beneficiaries. Here, the focus is on Preparing percentage analysis for analysing the key factors that determine the variation in terms of reference which is directly extracted from the questionnaire. The variations from the stipulated terms of reference can be measured with different variables.

Table 2 DPI-Target Vs Achievement

Development of Production Infrastructure										
	2012-13		2013-14		2014-15		2015-16		2016-17	
	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach
Assistance in Setting up/modernization of coir units	60 units	23 Units	70 Units	29 Units	70 Units	40 Units	25 Units	25 Units	25 Units	22 Units

Source: Coir Board

From the table it can be found that achievement is near targets in recent years in DPI. The industries are having the opinion that the documentation work is more hooked in most states with Tamil Nadu not so lethargic as that of other states.

3.1 Units Coverage for the Assignment

Totally 81 beneficiaries/ labours were interviewed based on availability and convenience. The findings are tabulated and interpreted accordingly.

Table 3 DPI Beneficiaries

Sl No	Name of the unit	State	Category	New unit/modernization	Type of unit	No of persons employed
1.	V.V.Gem fibre, Pollachi	Tamil Nadu	OBC	New Unit	Coir Fibre Unit	15



Development of Production Infrastructure

2	Sri Priya Coirs, Pollachi	Tamil Nadu	OBC	New Unit	Coir Pith Block Unit	12
3	ARS Curling Industry, Dindigul	Tamil Nadu	OBC	New Unit	Curling Unit	14
4	Bismi CoirSpinning Idustries, Pudukkottai	Tamil Nadu	OBC	New Unit	Coir Spinnin g Unit	16
5	Sri Venkateswara Fibres, Pollachi	Tamil Nadu	OBC	New Unit	Coir Pith Block Unit	12
6	Lotus Eco Soil, Pollachi (3)	Tamil Nadu	OBC	New Unit	Coir Pith Block Unit	12
7	S.N.Fibre unit, Madurai	Tamil Nadu	Women	New Unit	Fibre Coir	11
8	Krishna Coir, Pollachi	Tamil Nadu	OBC	New Unit	Fibre Unit	12
9	Shri Prawin Coir, Dindigul	Tamil Nadu	OBC	New Unit	Fibre Coir & Curled Coir	9
10	Arun Raja Fibres, Dindigul	Tamil Nadu	OBC	New Unit	Coir Fibre	15
11	Bismi Coir	Tamil	OBC	New Unit	Coir	13



Development of Production Infrastructure

	Spinning Industries	Nadu			spinning unit	
12	Sri Kandiamman Fibre, Pollachi	Tamil Nadu	OBC	New Unit	Coir Fibre	12
13	Manivel Coir Products, Tirupur	Tamil Nadu	OBC	New Unit	Fibre Coir Cordage & Ropes Coir	12
14	Bala Coirs (4) Kumarapatty, Nathan TK, Dindigal	Tamil Nadu	OBC	New Unit	Coir Pith Block	10
15	Shri Shanmuga Coirs, Tirupur Peruntholuvu PO, Pongalur, Thirupur – 641665	Tamil Nadu	OBC	New Unit	Two Ply Coir Yarn Unit	7
16	Growwell coir products (5) Palkarar Thottam, Vanjiyapuram, Pollachi -642007	Tamil Nadu	OBC	New Unit	Coir Pith Block	8
17	RPG coir, Paranchervazhi, Kangayam, Thiruppur	Tamil Nadu	OBC	New Unit	Coir pith block	9
18	Kumaran Fibres, Thalakarai PO, Pollachi	Tamil Nadu	OBC	New Unit	Coir Fibre Unit	10
19	Arun Raja Fibre, M Vadipathy Nilakottai Dindigul	Tamil Nadu	OBC		Coir Fibre Unit	10



Development of Production Infrastructure

20	Durga Coir, Puri, Odisha	Odisha	OBC	New Unit	Coir Micro Industry	9
21	Kalpatharu Coir Industries, Nittur, Gubbi, Karnataka	Karnataka	OBC	New Unit	Coir Fibre Unit	9
22	Usha Fibres, Palakkad.	Kerala	GEN	New Unit	Fibre Unit	12
23	Alpha Defibering, Agali	Kerala	OBC	New Unit	De fibreing Unit	9
24	Coir Zone, kuruppankulanga P.O, Cherthala, Alaphey	Kerala	OBC		Fibre Unit	10
25	Fibre Family, Putthanakad, Cherthala, Alaphey	Kerala	OBC		Fibre Unit	12

Source: Coir Board

Among the 25 beneficiaries, 23 beneficiaries belong to OBC category and one belongs to General category and there is one women entrepreneur. It can be perceived that this scheme helps in uplifting the backward community. Units belong to different category like coir fibre unit, de fibering unit, coir micro industry, coir pith block, two ply coir yarn unit, fibre coir cordage and ropes coir, coir spinning unit, curled coir etc.

Table 4 Response on Productivity

The Scheme helps in improving productivity	
Response	Percentage of Responses
Yes	100%

Source: EDII Survey

All the respondents agree the fact that the productivity has been increased. This has been verified by the units visited and also the increase in sales of coir items which was provided from the Regional Offices of Tamil Nadu.



Development of Production Infrastructure

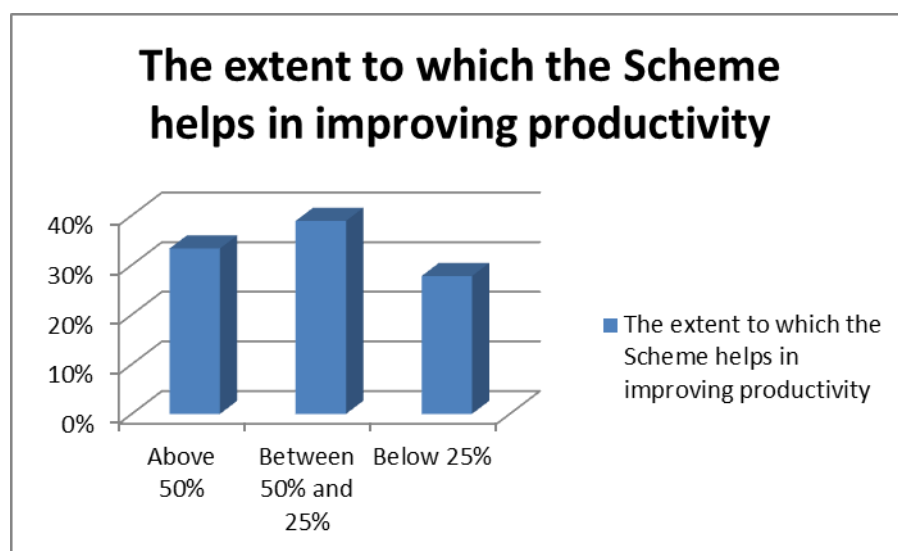
3.2 Extent of Increase in Productivity

Table 5 The extent to which the Scheme helps in improving productivity

The extent to which the Scheme helps in improving productivity	
Percentage of Responses	Improvement in Productivity
Above 50%	33%
Between 50% and 25%	39%
Below 25%	28%

Source: EDII Survey

Chart 2 The extent to which the Scheme helps in improving productivity



From the above table and figure, it can be deciphered that above 50% of the respondents say that productivity is increased by 33%. Between 50% and 25% of the respondents say that productivity is increased by 39%. Below 25% of the respondents say that productivity is increased by 28%. In a nutshell, it can be inferred that the increase in productivity varies between 28% and 39%.

Table 6- Improving quality and profitability

The scheme help in improving quality and profitability	
Response	Percentage of Responses
Yes	100%

Source: EDII Survey



Development of Production Infrastructure

Development of production infrastructure scheme helps in improving quality and profitability. All the respondents unanimously agree the fact that the scheme helps in improving quality and profitability. Advance technology has reduced time consumption, wastage of raw material and human resources. This has resulted in improving quality and profitability. Labours in Odhissa and Karnataka mentioned that their income increased by Rs 1000 per month because of enhanced productivity and quality.

Table 7 Extent of Improvement in Quality and Profitability

The extent the scheme helps in improving quality and profitability	
Percentage of Responses	Improvement in Quality
Above 50%	44%
Between 50% and 25%	22%
Below 25%	33%

Source: EDII Survey

From the above table, it could be comprehended that above 50% of respondents agree the fact that quality and profitability is increased by 44% and between 50% and 25% say that it is increased by 22% and below 25% say that quality and profitability is increased by 33%.

Table 8 Impact of the Scheme in improving employment opportunities for women

The scheme helps in improving employment opportunities for women	
Response	Percentage of Responses
Yes	89%
No	11%

Source: EDII Survey

89% of the respondents say that the scheme helps in improving employment opportunities for women. In DPI majority of the workers are male still it provided employment for women also.



Table 9 Response on modernization of existing units

The scheme helps in modernization of existing units	
Response	Percentage of Responses
Yes	83%
No	17%

Source: EDII Survey

Feeding the husk into the machine, spinning/gathering have all been mechanized with very few labours engaged for this purpose. But the standard norms of production like work flow chart, working clothes and other statutory norms and procedures are yet to be adhered. Units concentrate on enhancement of production. Conveyor belts are used for feeding coconut husks and trucks are used for clearing dried up coir fibres.

Table 10 The scheme is attractive to new generation entrepreneurs

The scheme is attractive to new entrepreneurs	
Response	Percentage of Responses
Yes	78%
No	22%

Source: EDII Survey

78% say that the scheme is attractive for youngsters while the 22% say that it is not attractive. Labour shortage and new GST norms hinder the new generation entrepreneurs to keep away from the scheme. Workers are either school drop outs or illiterates, others opt for other blue collar jobs. The job in Coir industry requires less skill and precision.

3.3 Impact of the scheme on adoption of eco-friendly production techniques

The entire production in the coir units covered is based on using natural resources, namely coconut husks with no inorganic waste involved. There is no chance of damage to the ecology and environment. As the production process processes coconut husk it reduces the waste precipitating from coconut husk.



Development of Production Infrastructure

3.4 Impact of the scheme in achieving a pollution free coir industry.

The coir units are cited to be non-polluting and zero leftover units as all coconut husks are utilized to the fullest amount with no waste produced. For example in pith units, even the leftover made in pressing the husks into bricks are collected and once again compressed into bricks/ blocks and sold at lesser cost. Still there are some reported cases in connection with air pollution and water pollution.

The Tamil Nadu Pollution Control Board served closure or shifting notices to some of the coir industries in Coimbatore district in 2013 because of dust pollution from these units (The Hindu, May 21, 2013). A group of villagers from Pathaiyampalayam near Arachalur in Erode petitioned district collector demanding action against a coir unit. They allege that a coir unit has been contaminating the ground level water by releasing untreated effluents into it. "The coir unit keeps the unprocessed coir in the open and pours water over it. This contaminated water would percolate to the ground level water aquifer," they said (ToI July 21, 2015).

3.5 Impact of the scheme on development of Coir Industry on the traditional/non-traditional sectors and production of high value customer oriented products

The scheme has been operating in the traditional sectors and yet to make its impact on non traditional sectors. Units concentrate on a few items which were mentioned earlier, they are nowhere near meeting the requirements of high value customer oriented products.

Table 11 Increase in raw material consumption and increase in output

The scheme helped in raw material consumption	
Response	Percentage of Responses
Yes	94%
No	6%

Source: EDII Survey

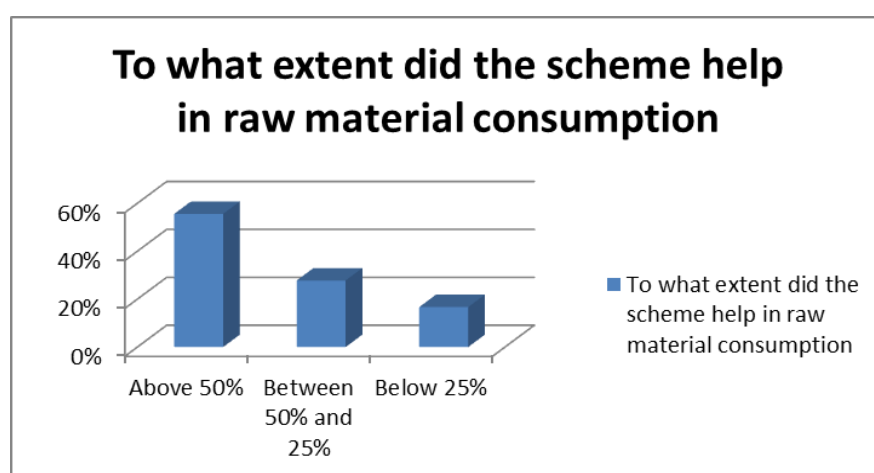


Table 12 The extent the scheme helped in raw material consumption

To what extent did the scheme help in raw material consumption	
Percentage of Responses	Percentage of Increase in Raw Material Consumption
Above 50%	56%
Between 50% and 25%	28%
Below 25%	17%

Source: EDII Survey

Chart 3 Extent in Raw Material Consumption



From the table and graph, it could be understood that majority of the respondents say that raw material consumption was increased by 56% . Increase in raw material consumption varies from 17% to 56%.

In 2016-17 the country achieved exports of Rs 2,282 crore, a record export growth whereas in 2013-14, it was only Rs 1,476 crore by value and 5,37,040 metric tonnes in terms of quantity (Economic Times, May 15,2017). Tamil Nadu records a nearly 50% of the exports, which are from DPI units which were supported under the scheme.

Table 13 Sources of Secondary Financial Assistance for setting up of Units

Supplementary finances for the scheme Development of Production Infrastructure was obtained	
Response	Percentage of Responses
Yes	33%
No	67%

Source: EDII Survey



Development of Production Infrastructure

Unit owners have mobilized money through their own sources and set up units in their own land. In certain cases they have set up units in rented land. As far as supplementary finances are concerned, it is mainly through private borrowers in Tamil Nadu.

Table 14 To what extent the scheme help in increasing the wages of employees

To what extent the scheme help in increasing the wages of employees	
Percentage of Responses	Percentage of Increase in Wages
Above 50%	11%
Between 50% and 25%	28%
Below 25%	61%

Source: EDII Survey

45% percent of the respondents belong to General category whereas 26% each belong to OBC and SC Category. At the same time only 3% belong to ST category. From the respondents, only 24% belong to women category. From the above table it could be understood that for majority of the respondents, percentage of increase in wages is marginal(11%). It shows that the scheme is more beneficial to the employer than the employee.

Table 15 Implementing the scheme was helpful for women artians, SC,ST and OBC for additional income generation

Implementing the scheme was helpful for women for additional income generation	
Response	Percentage of Responses
Yes	72%
No	28%

Source: EDII Survey

Implementation of the scheme was helpful in creating additional income generation, but only below 25% of the respondents say that their income have been increased by half fold. It can be stated unequivocally that the scheme is supporting the manufacturer, not the labours.



Development of Production Infrastructure

Table 16 The assistance extended under the scheme need enhancement

The assistance extended under the scheme need enhancement	
Response	Percentage of Responses
Yes	94%
No	6%

Source: EDII Survey

94 % of the respondents say that the assistance extended under the scheme need enhancement. DPI did not contribute much in creating value added customer focused products. In order to compete in the global market and hence to produce value added products, this scheme needs to be enhanced to greater amount.

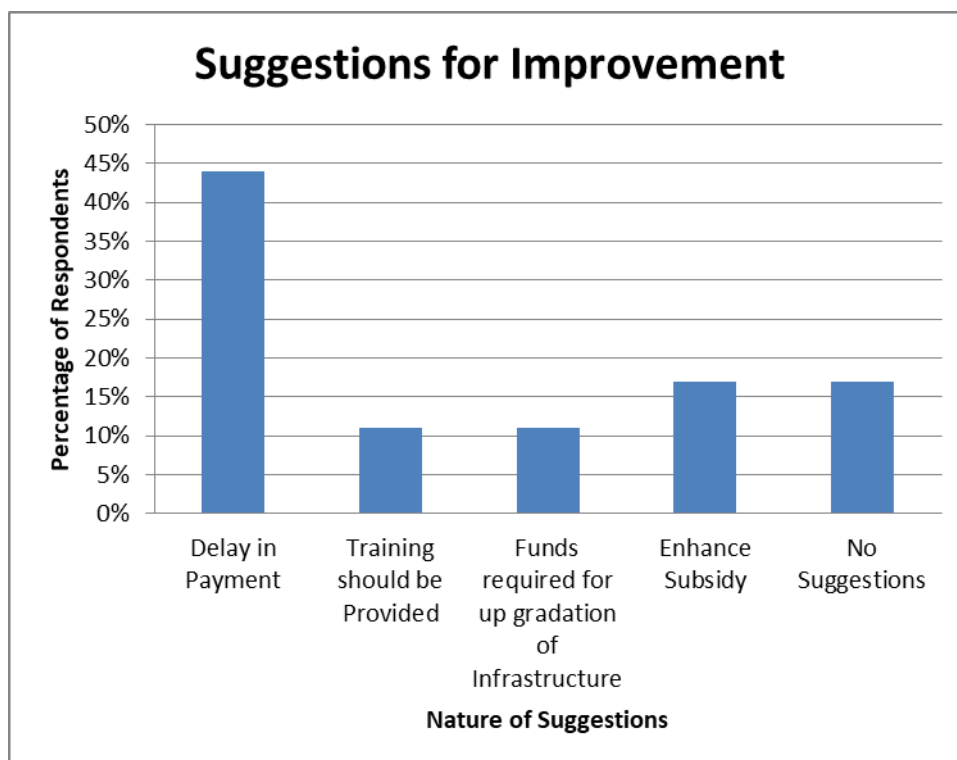
Table 17 Suggestions for Improvement

Suggestions for Improvement	
Nature of Suggestion	Percentage of Responses
Delay in Payment	44%
Training should be Provided	11%
Funds required for up gradation of Building & Infrastructure	11%
Enhance Subsidy	17%
No Suggestions	17%

Source: EDII Survey



Chart 4 Suggestions for Improvement



In order to reduce the delay in payments, Coir Board started inviting applications, through its website and it is administered by NIC. As there are issues in connection with software configuration, the Coir Board could not create even a single beneficiary through this online application.

Presently forwarding application for assistance under DPI is a two stage process; applying to DIC and routing the application from DIC to Coir Board Regional Office. It has turned out to be a cumbersome process.



CHAPTER 4

FINDINGS IN RELATION TO STANDARD REVIEW CRITERIA

Achievement levels did approach estimated targets set in recent years in DPI in connection with assistance. The industries are of the opinion that documentation work is more hooked in most states; with Tamil Nadu being not so lethargic as that of other states.

Among the 25 beneficiaries, 23 beneficiaries belong to OBC category, one belongs to General category and there is one women entrepreneur. It can be perceived that this scheme helps in uplifting the backward community. Units belong to different category like coir fibre unit, de fibering unit, coir micro industry, coir pith block, two ply coir yarn unit, fibre coir cordage and ropes coir, coir spinning unit and curled coir etc.

All the respondents agree the fact that the productivity has been increased. This has been verified by the units visited and also the increase in sales of coir items which was provided from the Regional Offices of Tamil Nadu.

From the table and figures provided, it can be deciphered that above 50% of the respondents say that productivity is increased by 33%. Between 50% and 25% of the respondents say that productivity is increased by 39%. Below 25% of the respondents say that productivity is increased by 28%. In a nutshell, it can be inferred that productivity increase varies between 28% and 39%. Development of production infrastructure scheme helps in improving quality and profitability. All the respondents unanimously agree the fact that the scheme helps in improving quality and profitability.

Advance technology has reduced time consumption, wastage of raw material and human resources. This has resulted in improving quality and profitability. Labours in Odhissa and Karnataka mentioned that their income increased by Rs 1000 per month because of enhanced productivity and quality. It could be comprehended that above 50% of respondents agree the fact that quality and profitability is increased by 44% and between 50% and 25% say that it is increased by 22% and below 25% say that quality and profiability did increase by 33% through the introduction of the scheme DPI.



Development of Production Infrastructure

89% of the respondents say that the scheme helps in improving employment opportunities for women. In DPI majority of the workers are male still it provided employment for women also.

Feeding the husk into the machine, spinning/gathering have all been mechanized with very few labours engaged for this purpose. But the standard norms of production like work flow chart, working clothes and other statutory norms and procedures are yet to be adhered.

Units concentrate on enhancement of production. Conveyor belts are used for feeding coconut husks and trucks are used for clearing dried up coir fibres. 78% say that the scheme is attractive for youngsters while the 22% say that it is not attractive. Labour shortage and new GST norms hinder the new generation entrepreneurs to keep away from the scheme. Workers are either school drop outs or illiterates, others opt for other blue collar jobs. The job in Coir industry requires less skill and precision.

In certain cases, especially the Tamil Nadu Coir Industry; poses lot of pollution related problems in air and water. The scheme has been operating in the traditional sectors and has yet to make an impact on non traditional sectors. Tamil Nadu records nearly 50% of the exports, which are from DPI units and which were supported under the scheme.

As far as supplementary finances are concerned, it is mainly through private borrowers in Tamil Nadu. Implementation of the scheme was helpful in creating additional income generation, but only below 25% of the respondents say that their income has been increased by half fold.

It can be stated unequivocally that the scheme is supporting the manufacturer, not the labours. 94 % of the respondents say that the assistance extended under the scheme need enhancement. In order to reduce the delay in payments, Coir Board started inviting applications, through its website and it is administered by NIC. As there are issues in connection with software configuration, the Coir Board could not create even a single beneficiary through this online application.



CHAPTER 5

SUMMARY OF RECOMMENDATIONS

5.1 Justification of Continuation of the Scheme with Enhanced Assistance

. The scheme is of immense help in increasing the production, creating employment and for generating additional income for the marginalized and the weaker sections of the society. There is a felt need to increase the level of assistance under the scheme. The assistance now given is far too low to cater to the setting up of units for production of value added customer focused products. To address the prevailing competition in the market, the production techniques have to be up scaled with latest equipments and machineries. Large scale investments are required for equipping the industry with modern/latest equipments/machineries. The Board needs to evolve new programme for promoting large scale investment in the sector doing away the Development of Production Infrastructure scheme. In order to uphold the Prime Minister's Make in India Campaign, more value added items need to be created in India with the support of Coir Board. The exports of coir fibre to China could be arrested if value addition is supported through enhanced Government assistance.

5.2 Key Recommendations

- Every effort needs to be taken in order to make the Coir Industry free from water pollution and air pollution. Developments cannot be worked out without considering the ecology and environment.
- Coir Board did start inviting applications, through its website and it is administered by NIC. It is high time to sort out the issues in connection with software configuration and reduce the lead time from application to disbursement of financial benefits.



Development of Production Infrastructure

- The assistance extended under the scheme need enhancement. DPI did not contribute much in creating value added customer focused products. For instance, in order to set up a state of the art mat unit, the cost is around 5 crores. To promote larger investments by entrepreneurs, Coir Board can introduce the newer version of DPI scheme with greater financial support.
- It is proposed to make provisions for buildings and commercialization of technology in DPI scheme. There can be provisions for construction of new building as well as renovating existing building.
- Exports of coir and coir products from the country set an all time high record of Rs 2,282 crore by value and 9,57,044 Metric tonnes in terms of quantity in 2016-17. It records an increase by 55 per cent over exports in 2013-14. China is the biggest importer of Indian Coir and they create value added products using Indian Coir.
- In order to uphold the Prime Ministers Make in India Campaign, more value added items need to be created in India with the support of Coir Board, otherwise China may turn out the real beneficiary of Indian Coir production. While we become the biggest raw material supplier China tends to continue as the manufacturing hub for value added coir items. So it is suggested a modified scheme with more financial benefits in order to be competitive in the Global Coir Market.



CHAPTER 6

DIRECTION FOR FUTURE EVALUATIONS

The coir workers in the decentralized sector are generally getting nominal wages. Besides the workers get hardly work for 120 days an year. There is a tendency of coir workers migrating to urban areas to take up work in construction industry for better wages. There should be concerted efforts from the Union government and State governments concerned to sustain the coir workers in the industry by eliminating drudgery in the manufacturing process, enhancing productivity and wages.

The workers should also be given adequate social security measures and health insurance considering the hardships they encounter in the industry right from fibre extraction to finishing operations of coir products.

It is needed to adopt a two pronged strategy for the development of the coir industry in India. While in the State of Kerala, the strategy would be to sustain the existing workers and give them employment for more number of days, in other States it would be to create additional employment opportunities to the coir workers by setting up of more units in the field of extraction of coir fibre, yarn and products.

It is suggested to have a detailed study on how to make the Coir Industry more attractive for youngsters and hence to retain the existing labour force and to attract more labour force into this industry to enjoy the advantage of becoming a production hub for value added Coir Items. It would also foster the Prime Ministers' 'Make in India Campaign'.

Domestic Market Promotion (DMP)

INDEX - DMP

Sr.No	Particulars	Page No
	Executive Summary	
1	Introduction <ul style="list-style-type: none">• <i>Back Ground</i>• <i>Objective</i>• <i>Scope</i>	1
2	Evaluation Methodology <ul style="list-style-type: none">• <i>Objectives of the Study</i>• <i>Research Method</i>• Primary Data• Secondary Data• Research Instrument-Questionnaire in Printed Form• Limitations of the Study	4
3	Data Analysis and Interpretation <ul style="list-style-type: none">• <i>Responses from Showrooms</i>• Items which are added in the last 10 years in Coir Board Showrooms• Consignment Trading System Vs Franchisee Model• Franchisee Model• Pros of Franchisee System (Intensive Distribution)• Cons of Franchisee System (Intensive Distribution)• Pros of Showroom Model (Selective Distribution Cons of Showroom Model (Selective Distribution):• Cons of Showroom Model (Selective Distribution):• Supply Chain Management in Coir Sector• Market Development Assistance-MDA• Quantum of Assistance• Classification of respondents• Delay in Payments• Market potential for Value Added Coir Items• International Eco Labelling Programmes• Bus /Train Branding• Brand Image of Coir Items	7
4	Findings in Relation Standard Review Criteria	27
5	Summary of Recommendations	29
6	Directions for Future Evaluations	32
	Annexure I : MDA Assisted Agencies	i-xi



CHAPTER 1

CVY-DOMESTIC MARKET PROMOTION

INTRODUCTION

1.1 Background

Coir Industry, originated in the erstwhile Travancore state of pre independent India one and a half centuries ago, was considered to be an export oriented industry. The Industry, in its initial stages, was developed and nurtured in an organized manner by the Europeans.

The Coir industry over the years, especially due to the developmental initiatives of the Central Government from the 7th plan period onwards, has proliferated to other parts of the country. As of now there are 14 states / Union Territories in the country engaged in coir production activities. There is tremendous untapped potential for extension of the coir industry throughout the coconut producing regions and for enhanced utilization of raw material. The industry has very good prospects for employment / enterprises creation in the rural India which can contribute to the income generation of the economically weaker sections especially the women workforce.

Development of a strong and stable domestic market for coir and coir goods would certainly go a long way towards increased returns to the manufactures, employment / entrepreneurship development, increased raw material utilization etc. A strong Domestic market would also help to tide over any possible adversities in the export market due to competitions, economic slowdowns, trade / tariff barriers etc.

Even though the coir industry has proliferated to different parts of the country it remains as a highly unorganized and scattered sector. The industry continues to be one with low production and low technology in many parts. The manufactures predominantly being house hold/tiny and small scale units, cannot afford to take up publicity and propaganda to capture the market and to establish regular marketing channels.

The Coir Board, as the national agency for the development of coir industry



Domestic Market Promotion

has to take the lead In this regard with necessary support and promotional measures. In addition to providing supporting measures in the marketing of products, necessary steps for the creation of awareness of the product, technology, prospects, employment opportunities through appropriate publicity and propaganda efforts too are required. These efforts assumes greater importance for the achievement of the overall objectives envisaged during the 12th five year plan like enhanced raw material utilization, value addition of raw material, employment creation, increased GDP on coir etc.

In pursuance of Section 10(1) of Coir Industry Act 1953, Coir Board has been taking various measures for popularizing coir and coir products and expanding the domestic market. Establishment and maintenance of Showroom and Sales depots, participation in fairs / exhibitions organized by other agencies and organizing exclusive fairs for Coir and coir goods within the country, providing Market Development Assistance to State supported organizations for enlarging marketing network, organizing generic publicity through press, television, website and radio and erection of hoardings, fixing of quality standards, inspection and a certification of quality of coir goods are some of the measures taken by Coir Board towards achieving the objective.

Promotion of the sales of coir products in India and abroad is one of the major functions of the Coir Board. The major components of this plan scheme are Market Development Assistance (MDA), publicity, participation in exhibition, expos etc., and improvement of sales network. Coir Board has been undertaking publicity and propaganda measures through electronic and print media to project coir as an environment friendly, functional and hygienic product.

Printing of brochures, catalogues and other publicity literatures, erection of hoardings etc. are other measures adopted for promoting coir in the domestic market. Coir Board has been participating in the exhibitions for popularization of coir and coir products in the domestic market including North Eastern Region. The Objective of the study is to popularize the use of coir and coir products in the domestic market through establishment of Showrooms & Sales Depots and other publicity measures, & to evaluate the scheme in order to consider continuation of the scheme in the 12th Five Year Plan with the changing needs in the trade for the development of Coir Industry.

This is required for effective implementation of the Plan Schemes during 12th Five year plan. The process will indeed result in a stable and growing domestic market which will always contribute to the healthy growth of the industry particularly on occasions of fluctuations in the export market.



Domestic Market Promotion

Promotion of the sales of coir products in India and abroad is one of the major functions of the Coir Board. The major components of this plan scheme are Market Development Assistance (MDA), publicity, participation in exhibition, expos etc., and improvement of sales network.

Coir Board has been undertaking publicity and propaganda measures through electronic and print media to project coir as an environment friendly, functional and hygienic product. Printing of brochures, catalogues, other publicity literatures & erection of hoardings are other measures adopted for promoting coir in the domestic market. Coir Board has been participating in the exhibitions for popularization of coir and coir products in the domestic market including North Eastern Region.

Central scheme of MDA is implemented to extend Market Development Assistance to the Government owned, public sector and co-operative organization on the basis of 10% of the average annual sales turnover for previous 3 years, equally shared by Central and State Governments. Participation in trade fairs and exhibitions is one of the important tools of market promotion being implemented by Coir Board. The Managers of the Showrooms in various parts of the country also canvass bulk orders for supply of coir products under institutional sales.

1.3 Objective

Popularize the use of coir and coir products in the domestic market through establishment of Showrooms & Sales Depots and other publicity measures.

1.4 Scope

The vast market potential for coir and coir products in India is yet to be fully exploited. The present level of take is not very significant compared to the size of the Indian market. The situation calls for continuing the effort to achieve the objective of development of domestic market. A stable and growing domestic market will always contribute to the healthy growth of the industry particularly on occasions of fluctuations in the export market.

The coir sector has to develop the requisite market orientation and produce marketable products at competitive prices. The biggest challenge before the coir industry in the new era of open market will be to keep the quality of their products and service at high and their cost low. The product or service is new or unique; and thus branding is generally easier. Since there is no pre-existing bias towards product or service, it will be easy to manipulate customer attitudes.



CHAPTER 2

EVALUATION METHODOLOGY

2.1 Objectives of the Study

- To study and evaluate the impact/ results made possible in domestic market promotion for coir products so far through the implementation of the plan programme titled “Domestic Market Promotion”.
- To study and comment on the functioning of the Showroom and Sales Depots of Coir Board, government and private organizations and trading houses related to Coir Products and its value added products for the past ten years and the impact of these outlets for promoting coir and coir products in domestic market. To examine the performance of the present system of marketing and suggest possibilities other than the present system, whether the Franchisee model network system would be advisable for market development for coir products?
- To study the present networking and links, if any, between supplier and the buyers in India and suggest methods for improving the networking. To study and recommend the development of possible links between supplier and producers/exporters in each State/ UT for a sustainable supply chain development.
- To study and recommend on the impact of Market Development Assistance provided to the state governments and other agencies on the domestic market of Coir Products.
- To study and analyze domestic market potential for value added items and forecast the strategy for development of the market of these items in comparison with the competing items available in the market.
- To study and comment on the impact of exhibitions organized by the Coir Board or other agencies engaged in the promotion of coir and coir products and suggest methods to improve participation in exhibition for promoting coir materials in domestic market.



Domestic Market Promotion

- To examine and report on the effect of publicity through electronic media, print media and activities like erection of hoardings, banners, posters, printing and distribution of pamphlets, brochures etc. in the domestic market. To study and report to what extent the publicity material produced by the Coir Board have been found to be attractive and able to convey the message to the target groups? To study and recommend the scope for improving the publicity activities.
- To study the effect of publicity activities for projection of coir as the strongest natural fibre and its eco-friendly characteristics and to suggest appropriate measures for fine tuning/ improving the efforts.
- To study and suggest the innovative methods like IT enabled publicity which could bring in more visibility for the products, technology, applicational aspects, USP of coir products etc. To study and comment as to whether on-line marketing would be an adaptable model for Indian Coir Sector?
- To study and report whether publicity efforts like train/ bus branding will help to reach the general public effectively when compared to other media?
- To study and report whether a proper brand image for coir products would help the marketing efforts to a great extent. If so, suggest an appropriate branding strategy.
- To study the results of intervention under the scheme and state whether the quantifiable targets/objectives of the scheme have been achieved. If not, the reasons thereof.
- To study and comment on the need for continuation or otherwise of the scheme beyond 12th Plan along with justifications thereof. To suggest modifications, if any in the scheme required while continuing further.

2.2 Research Method

- Both primary and secondary sources of data are collected for this study.

2.2.1 Primary Data

- Primary data is collected through interview methods from beneficiaries with the help of a structured interview schedule using questionnaire. Respondents belong to Consigners, Showrooms and MDA Beneficiaries.



Domestic Market Promotion

2.2.2 Secondary Data

- At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Domestic Market Promotion (DMP). For this purpose govt. policy, departmental documents, internal records, Coir Board plan etc, were surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of DMP, in the previous month and to test the feasibility of the questionnaire.

2.3 Research Instrument-Questionnaire in Printed Form

- Sampling Size-Showrooms- 7, Consigners-7, MDA Beneficiaries-106
- Sampling Technique- Simple Random Sampling (Probability Sampling)
- Tools for Analysis- Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data. After the data has been collected, it has been interpreted and presented to come at the conclusion.

2.4 Limitations of the Study

The investigators would like to point out some unavoidable limitations, which have been entered into the study. They are the following:

- It was difficult to finish up a PAN India study within one month.
- Problems which are inherent with attitude measurement is encountered in this study also.



CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

This chapter is allocated for analysis and interpretation of data regarding the responses in connection with Domestic Market Promotion. Preparing percentage analysis does the analysis of key factors that determine the variation in terms of reference which is directly extracted from the questionnaire. The variations from the stipulated terms of reference can be measured with different variables.

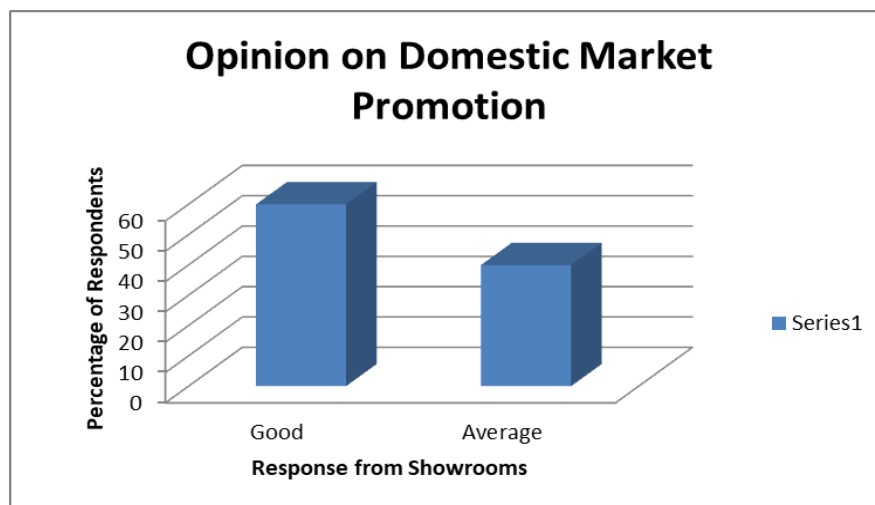
3.1 Responses from Showrooms

Table 1 Opinion on Domestic Markets Promotion

Opinion	Percentage of Response
Good	60
Average	40.00

Source:EDII Survey

Chart 1 Opinion on Domestic Market Promotion





Domestic Market Promotion

The above figure and table show that 60% of the showrooms are having the opinion that domestic market promotion is good whereas 40% rate the domestic market promotion just average.

3.2 Items which are added in the last 10 years in Coir Board Showrooms

C-pom (manure), Coir jewellery, Geo textiles, Coir wood, umbrella, jacket, bag.

3.3 Comparative Sales Performance for the period 2013-14, 2014-15, 2015-16

Comparative Sales Performance for the period 2013-14, 2014-15, 2015-16 and 2016-17 have been given in the tables Table 2 and Table 3

Table 2 COMPARITIVE STATEMENT OF PERFORMANCE OF SRs&SD DURING THE PERIOD 2013-14, 2014-15 & 2015-16

COMPARITIVE STATEMENT OF PERFORMANCE OF SRs&SD DURING THE PERIOD 2013-14, 2014-15 & 2015-16										
Sl.No.	Name of Showroom	(Rs. in lakhs)								
		Target	Sales	% of achievement	Target	Sales	% of Achievement	Target	Sales	% of Achievement
		2013-14			2014-15			2015-16		
1	AGARTALA	70.00	41.83	59.76	70.00	123.43	176.33	70.00	93.66	133.80
2	AHMEDABAD	138.00	41.85	30.33	50.00	27.01	54.02	50.00	111.02	222.04
3	ALLAHABAD	85.00	10.98	12.92	50.00	9.67	19.34	50.00	14.15	28.30
4	BANGALORE	163.00	48.78	29.93	100.00	90.82	90.82	100.00	30.87	30.87
5	BHUBANESWAR	107.00	25.58	23.91	35.00	18.13	51.80	35.00	15.21	43.46
6	CHANDIGARH	127.00	78.92	62.14	80.00	53.96	67.45	80.00	18.07	22.59
7	CHENNAI	170.00	64.11	37.71	80.00	114.42	143.03	80.00	52.89	66.11
8	DEHRADUN	100.00	8.80	8.80	20.00	7.68	38.40	20.00	19.10	95.50
9	ERNAKULAM	108.00	64.00	59.26	75.00	68.90	91.87	75.00	45.09	60.12
10	GANGTOK	100.00	13.07	13.07	25.00	17.51	70.04	25.00	26.40	105.60
11	GUNTUR	115.00	76.66	66.66	100.00	88.26	88.26	100.00	104.49	104.49
12	GUWAHATI	140.00	7.62	5.44	40.00	9.98	24.95	40.00	19.06	47.65
13	HYDERABAD	150.00	159.36	106.24	170.00	136.89	80.52	170.00	193.55	113.85
14	INDORE	126.00	23.39	18.56	40.00	23.37	58.43	40.00	35.90	89.75
15	JAIPUR	115.00	50.00	43.48	60.00	61.26	102.10	60.00	41.01	68.35
16	JAMMU	200.00	200.78	100.39	220.00	230.13	104.60	220.00	137.93	62.70
17	KANPUR	111.00	12.71	11.45	40.00	60.06	150.15	40.00	34.20	85.50
18	KOLKATA	100.00	16.31	16.31	50.00	31.63	63.26	50.00	86.88	173.76
19	LUCKNOW	105.00	42.08	40.08	75.00	35.69	47.59	75.00	15.66	20.88
20	MADURAI	100.00	37.59	37.59	50.00	57.03	114.06	50.00	32.51	65.02



Domestic Market Promotion

21	MANDI	85.00	5.20	6.12	25.00	4.61	18.44	25.00	6.85	27.40
22	MUMBAI	160.00	160.00	100.00	160.00	24.82	15.51	0.00	0.00	0.00
23	NAVIMUMBAI	0.00	0.00	0.00	100.00	80.34	80.34	100.00	131.90	131.90
24	NEW DELHI (AA)/ Connaught Place	100.00	58.20	58.20	75.00	34.83	46.44	75.00	46.67	62.23
25	NEW DELHI (NP)	100.00	46.60	46.60	75.00	34.02	45.36	75.00	24.58	32.77
26	PALAKKAD	90.00	26.63	29.59	30.00	30.22	100.73	30.00	23.29	77.63
27	PATNA	115.00	64.61	56.18	70.00	80.87	115.53	70.00	113.45	162.07
28	TRICHUR	75.00	75.18	100.24	75.00	64.11	85.48	75.00	55.93	74.57
29	TRIVANDRUM	108.00	55.73	51.60	60.00	30.79	51.32	60.00	19.20	32.00
30	VISAKHAPATANAM	100.00	178.98	178.98	100.00	265.24	265.23	100.00	116.20	116.20
31	KANNUR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
32	ATTINGAL	0.00	0.00	0.00	20.00	10.83	54.15	20.00	2.29	11.45
33	HINDUSTAN COIR		60.10	0.00		62.09	0.00	0.00	26.60	0.00
34	DGS & D	0.00	50.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00
35	KOZHIKODE	0.00	0.13		0.00	0.00	0.00	0.00	0.00	0.00
	TOTAL	3363.00	1806.75	53.72	2220.00	1988.60	89.59	2060.00	1694.61	82.27

Table 3 Sales Performance of SR & SDs for the year 2016-17

Sales Performance of SR & SDs for the year 2016-17				
Sl.No.	Name of Showroom	(Rs in lakhs)		
		Target	sales	% of Achievement
1	AGARTALA	70.00	63.10	90.15
2	AHMEDABAD	50.00	36.73	73.46
3	ALLAHABAD	50.00	17.82	35.65
4	BANGALORE	100.00	13.33	13.33
5	BHUBANESWAR	35.00	1.22	3.50
6	CHANDIGARH	80.00	10.95	13.68
7	CHENNAI	80.00	11.25	14.06
8	DEHRADUN	20.00	12.11	60.53
9	ERNAKULAM	75.00	19.30	25.74
10	GANGTOK	25.00	7.94	31.77
11	GUNTUR	100.00	27.50	27.50
12	GUWAHATI	40.00	4.92	12.29
13	HYDERABAD	170.00	291.35	171.38
14	INDORE	40.00	5.79	14.47
15	JAIPUR	60.00	9.98	16.63



Domestic Market Promotion

16	JAMMU	220.00	93.79	42.63
17	KANPUR	40.00	37.13	92.83
18	KOLKATA	50.00	37.78	75.55
19	LUCKNOW	75.00	11.00	14.67
20	MADURAI	50.00	29.52	59.03
21	MANDI	25.00	10.14	40.57
22	NAVI MUMBAI	100.00	49.06	49.06
23	NEW DELHI (AA)/ Connaught Place	75.00	38.09	50.79
24	NEW DELHI (NP)	75.00	13.81	18.41
25	PALAKKAD	30.00	30.98	103.26
26	PATNA	70.00	113.39	161.99
27	TRICHUR	75.00	44.94	59.92
28	TRIVANDRUM	60.00	8.57	14.28
29	VISAKHAPATANAM	100.00	173.13	173.13
30	ATTINGAL	20.00	0.54	2.71
31	HINDUSTAN COIR	0.00	39.66	0.00
	TOTAL	2060.00	1264.82	61.40

3.4 Consignment Trading System Vs Franchisee Model

- The consignment trading system is not found to be a successful business model
- With decade long legacy and reputation, the 29 Showrooms were able to make a combined sales performance of Rs. 19.88 Crore only during 2014-15

3.5 Franchisee Model

Franchisee model facilitates intensive distribution so that Coir Products will be made available in the entire nook and corner, whereas Consignment Trading System and showrooms facilitate only limited area of operation.. In selective distributions, product does not get the desired reach and exposure



(Source: <http://blog.getdistributors.com/May 19,2014>)

3.6 Pros of Franchisee System (Intensive Distribution):

- Greater transparency is ensured
- Win –win situation is ensured
- Competition and demand keeps the price at optimum level
- Increased reach to village and taluk level
- Provides employment opportunity without investment

3.8 Cons of Franchisee System (Intensive Distribution):

- Price & level of profit may vary
- Monitoring will be difficult in physical mode
- Possibility for charge back
- Fraudulent practices may crept in

3.9 Pros of Showroom Model (Selective Distribution):

- Reach to major cities
- Good storage facility
- Wide publicity
- Less risk for Coir Board



Domestic Market Promotion

3.10 Cons of Showroom Model (Selective Distribution):

- Accumulation of dead stock
- Delay in realisation
- Cost escalation
- Lack of competition
- Trendy and attractive products are not available
- Limited beneficiaries
- Reach is limited

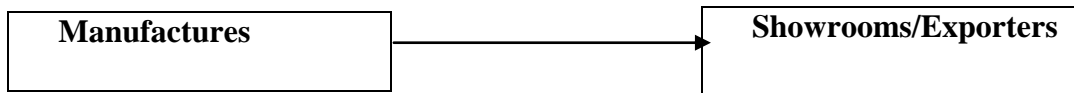
After analyzing through merit and from the business point of view franchisee system outsmarts showroom model. It is high time to get adapted to the franchisee model in addition to the showroom model.

3.11 Supply Chain Management in Coir Sector

Model 1



Model 2



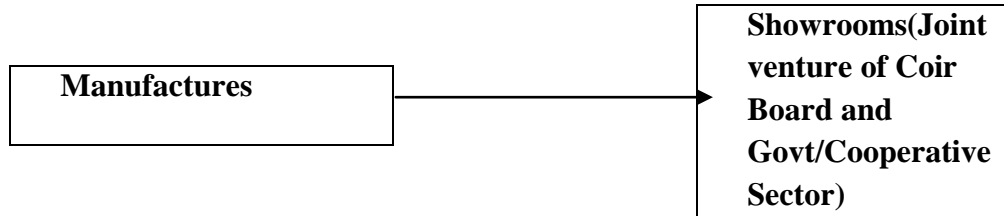
The two models have been discussed in detail, in order to promote manufacturing in India through the Make in India Campaign, Coir Board is requested to promote the second model. In the second model quality can be measured.

In the first model manufacturers do not get paid on time also. As there is a gap exists between manufacturers and exporters in model 1, manufacturers do not get to know the expectations and quality standards of Exporters/customers.



Domestic Market Promotion

Additional (Optional) Supply Chain Management Model in Coir Sector



Additional Supply Chain Management Suggested by the Study. The additional supplychain management model promotes showrooms which are joint ventures of Coir Board and State or Union Territory Govt/Cooperative Sector.

3.12 Market Development Assistance-MDA

Market Development Assistance –MDA has been introduced by Coir Board in 2000-01 in lieu of the Rebate Scheme which was in operation till 1999-2000. The MDA is sanctioned at the rate of 10% of the average annual sales for the last three years and is equally shared by the State Governments concerned and by Coir Board on behalf of Government of India.

3.13 Quantum of Assistance

Table 4 Release of MDA during 2013-14 to 2015-16 were as follows

MDA Beneficiary	Amount Released (in Lakhs) during		
	2013-14	2014-15	2015-16
Govt. of Kerala	500	500	700
Govt. of Tamilnadu	65.12	76.67	89.74
Govt of Karnataka	45.89	55.78	-
Govt. of Odhissa	-	-	1.12
Hindustan Coir & Showrooms	161.02	173	197.17
Total	772.03	805.45	988.03

Source: Coir Board

The scheme proposes to give financial assistance to Apex cooperative Societies, Central Cooperative Societies and Primary Cooperative Societies, Public Sector



Domestic Market Promotion

Enterprises in the Industry and the showroom and Sales Depots/Hindustan Coir of the Coir Board.

3.12 Classification of respondents

The respondents, among primary and Central CCS for conducting evaluation study were drawn at random and representative sampling method covering all concentrated areas of coir industry in four implemented States of MDA scheme implemented by Coir Board.

Table 5: Classification of Sample respondents

State	Total Societies	MDA Aailed Societies	%	Sample Size	%
Kerala	801	482	60.17	90	18.67
Tamilnadu	73	51	69.8	12	23.5
Karnataka	61	13	21.31	3	23
Orissa	115	7	6.0	3	42.85
Total	1050	553	52.66	108	19.63

Source: EDII Survey

In accordance with terms of reference of the evaluation study, the study team visited 106 societies in four States covering around 20% of MDA aailed societies on an average as representative sample respondents. The list of respondents is given in Annexure – IV.

The analysis from the above revealed that 52.66% of the total Co-operative societies on an average aailed DMDA Scheme, other than apex societies.

MDA assisted societies (553) are only 52.66% among total 1050 societies in four States. It consists of 60.17% in Kerala, 69.8% in Tamil Nadu, 21.31% in Karnataka and 6% in Orissa.

3.14 Delay in Payments

Cooperative Societies are having the opinion that MDA gets delayed inordinately. Some of the cooperatives are having the opinion that MDA gets delayed for more than two years. They have already given 10% rebate to exporters and the cooperatives are facing cash crunch because of the delay in payments. Actually it affects even the P.F and ESI contributions also.



Domestic Market Promotion

3.14 Market potential for Value Added Coir Items

The following three coir products have got good market potential

Table 4 Market Potential of Value Added Coir Products

Geo-textiles	Coir Pith & Garden Articles	Coir Wood
<p>Geo-textiles are an excellent medium for soil bio-engineering applications in many parts of the world. They take the form of meshes, netting, needled felts and pads, erosion control blankets, geo-rolls, geo-cushions, geo-beds, anti weed blankets. These products are used against soil erosion and for drainage filters. The applications for soil erosion are for earth slopes, inside water channels or along shore lines. felts and pads, erosion control blankets, geo-rolls, geo-cushions, geo-beds, anti weed blankets. These products are used against soil erosion and for drainage filters.</p>	<p>A spongy material that binds the coconut fibre in the husk, coir pith is finding new applications. It is an excellent soil conditioner and is being extensively used as a soil-less medium for agri-horticultural purposes</p> <p>Garden Articles are made out of Coir fibre. From poles to plant pots to hanging baskets, coir makes just about every accessory that is essential for modern day gardening. Coconut husk chips also are widely used in horticultural applications</p>	<p>Coir composite or coir wood is made using coir fibre bonded with thermosetting adhesive, which is a replacement for wood and plywood. The fibre, considered an agro waste can be effectively used in the making of wood. This wood can be used for making furniture, in structural application and more effectively during disaster times in construction of portable houses and project offices.</p>

Source: Industrial Development Board Sri Lanka, 2007

The above table shows that Geo-textiles, Coir Pith and Garden Articles and Coir Wood are more resilient than synthetic substitutes. It is high time to develop such products and use it as a substitute for the prevailing synthetic products which are available in the market.



Domestic Market Promotion

TABLE 6 DOMESTIC EXHIBITIONS 2016-17

Sl. No	NAME OF EXHIBITION	Place	Sub Office	Date	State	Category
1	Northern India International Trade fair	Dehradun	The Manager, SR&SD, Dehradun, Ph: 0135-2521245	13/04/2016 to 01/05/2016	Uttarakhand	GI
2	Chakka Manga Thenga Fest 2016	Marine Drive, Ernakulam	The Manager, SR&SD, Ernakulam Ph: 0484-235427	22/04/2016 to 01/05/2016	Kerala	GI
3	Nagaland International Industrial trade fair	Kohima, Nagaland	OIC, SRO Guwahati, Ph: 0361- 2556828	05/05/2016 to 18/05/2016	Nagaland	NER
4	Celebrating North East	Guwahati	OIC, SRO Guwahati, Ph: 0361- 2556828	28/05/2016 to 29/05/2016	Assam	NER
5	14th Folk Fair	Puri, Odisha	Regional officer, Bhubaneswar, Ph: 0674- 2350078	04/06/2016 to 08/06/2016	Odisha	TSP
6	National Science Festival along with World Environment Day Celebration	Purba Medinipur, West Bengal	The Manager, SR&SD Kolkata, ph; 033- 24605287	05/06/2016 to 09/05/2016	West Bengal	GL
7	Najharlagun Festival cum 1st International Trade Fair 2016	Naharlagun, Arunachal Pradesh	OIC, SRO Guwahati, Ph: 0361- 2556828	20/06/2016 to 08/07/2016	Arunachal Pradesh	NER
8	Food & Technology Expo – 2016	Pragati Maidan, N. Delhi	The Manager, SR & SD, Connaught Place, Ph: 011- 23341388	22/07/16 to 24/07/16	New Delhi	GI
9	India International MSME Expo and Summit	Pragati Maidan, N. Delhi	The Manager, SR & SD, Connaught Place, Ph: 011- 23341388	11/08/2016 to 13/08/2016	New Delhi	GL
10	MSME Expo 2016	Vijaya wada, Andhra Pradesh	The Manager, Sr&Sd, Guntur, Ph:0863-2234586	15/07/2016 to 16/07/2016	Andhra Pradesh	GI



Domestic Market Promotion

11	World Coconut day celebration cum Exhibition	KIT, Bhubaneswar	Regional officer, Bhubaneswar, Ph: 0674- 2350078	2/9/2016	Odisha	GI
12	India Industrial Fair 2016	JECC, Sitapura, Rajasthan	The Manager, SR&SD Jaipur, Ph: 0141-2365427	16/09/2016 to 19/09/2016	Rajasthan	GI
13	Indian national Exhibition cum Fair 2016	KMD A Ground, Bhaishnabghata Patauli, Kolkata	The Manager, SR&SD Kolkata, ph; 033- 24605287	29/08/2016 to 02/09/2016	West Bengal	GI
14	Agri Expo	VIT Campuses, Vellore, Tamilnadu	Regional Officer, Pollachi, Ph: 04259-227665	03/09/2016 to 04/09/2016	Tamilnadu	GI
15	70th Annual Celebration of Mangad Coir Vyavasaya Co-op Society	Mangad, Kollam	The Director (RDTE), CCRI, Kalavoor, Ph: 047-2258094	08/09/2016 to 10/09/2016	Kerala	GI
16	Pazayannur Grama Panchayath Onam TradeFair 2016	Pazayannur, thrissur	The manager, SR&SD, Thrissur, Ph: 0487-2331463	05/09/2016 to 13/05/2016	Kerala	GI
17	Ind Expo 2016	Ashram Maidanam, Kollam	The manager, SR&SD, Trivandrum, Ph: 0471-2325315	08/09/2016 to 10/09/2016	Kerala	GI
18	Archmat 2016	Kalaingar Arivalayam, Trichy	Regional Officer, Pollachi, Ph: 04259-227665	30/09/2016 to 02/10/2016	Tamilnadu	GI
19	Onolsav Vyaparamela	Mannanchery,	The Director (RDTE), CCRI, Kalavoor, Ph: 047-	08/09/2016 to 18/09/2016	Kerala	GI



Domestic Market Promotion

		Alleppey	2258094			
20	Attingal Utsav 2016	Attingal, Trivandrum	The manager, SR&SD, Trivandrum, Ph: 0471-2325315	08/09/2016 to 21/09/2016	Kerala	GI
21	BJP National Counsel	Kozhikode	The Asst. Director, NCT&DC< Kalavoor, Ph: 0477-2258067	23/09/2016 to 25/09/2016	Kerala	GI
22	Agro Vation 2016	Janathamaidna, Bhubaneswar	Regional officer, Bhubaneswar, Ph: 0674- 2350078	27/09/2016 to 29/07/2016	Odisha	GI
23	Solan Utsav	Solan, Himachal Pradesh	The Manager, SR&SD, Chandigarh, Ph: 0172-2699736	25/09/2016 to 02/10/2016	Himachal Pradesh	GI
24	Uttarakhand 2016 Mega Expo	Dehradun	The Manager, SR&SD, CP, New Delhi	24/10/2016 to 26/10/2016	Uttarakhand	GI
25	Deepawali Bazaar 2016	Motijheel Lawn, Kanpur	The Manager, SR&SD, Kanpur	21/10/2016 to 25/10/2016	Uttar Pradesh	GI
26	5th International Trade Fair	Jorhat, Assam	Officer in charge, SRO, Guwahati	28/10/2016 to 15/11/2016	Assam	NER
27	Rajasthan Diwali Carnival 2016	Jaipur, Rajasthan	The Manager, SR&SD, Jaipur	15/10/2016 to 23/10/2016	Rajasthan	GI
28	BRICS Trade Fair	Pragati Maidan, N. Delhi	The Manager, SR&SD, CP, New Delhi	12/10/2016 to 14/10/2016	New Delhi	GI
29	Deep Utsav 2016	Noida, UP	The Manager, SR&SD, CP, New Delhi	07/10/2016 to 16/10/2016	Uttar Pradesh	GI
30	Northern India International Trade fair	Parade ground, Dehradun	The Manager, SR&SD, Dehradun	18/10/2016 to 23/10/2016	Uttarakhand	GI
31	Vibrant India & Meri Dilli Utsav	Dilli Haat,	The Manager, SR&SD, CP, New	14/10/2016 to	New Delhi	GI



Domestic Market Promotion

		New Delhi	Delhi	16/10/2016		
32	Deep Utsav 2016	Ghaziabad, UP	The Manager, SR&SD, CP, New Delhi	19/10/2016 to 23/10/2016	Uttar Pradesh	GI
33	Saansad Mela 2016	Asansol, West Bengal	The Manager, SR&SD, Kolkata	12/11/2016 to 14/11/2016	West Bengal	GI
34	Sulakutchi Utsav 2016	Hotel Radisson Blu, Guwahati	Officer in charge, SRO, Guwahati	28/8/2016	Assam	NER
35	NVDP Exhibition cum Buyer Seller Meet	BHEL Campus, Jhansi, UP	The Manager, SR&SD, Kanpur	08/11/2016 to 09/11/2016	Uttar Pradesh	GI
36	83rd Nalbari Rash Maholsav	Hari Mandir Campus, Nalbari	Officer in charge, SRO, Guwahati	14/11/2016 to 26/11/2016	Assam	NER
37	Utkal Banga Utsav	Balasoore, Odisha	Officer in charge, RO, Bhubaneswar	21/11/2016 to 25/11/2016	Odisha	GI
38	Krishithon 2016	Nashik, Maharashtra	officer in charge, SRO, Sindhudurg	24/11/2016 to 28/11/2016	Maharashtra	GI
39	Coir Jewellery Expo	Androth Island, Lakshadweep	officer in charge, SRO, Kavaratti	Second week of November	Lakshadweep	TSP
40	IICF -4th Edition	Coddissia, Coimbatore	Head Office	15/07/2016 to 18/07/2016	Tamilnadu	GI
41	IITF 2016	Pragati Maidan, N. Delhi	Manager Gr-1, Connaught Place, New Delhi	14/11/2016 to 27/11/2016	New Delhi	GI
42	MSME Expo Odisha 2016	Killa Maidan, Cuttack	Officer in charge, RO, Bhubaneswar	5/12/2016 to 7/12/2016	Odisha	GI



Domestic Market Promotion

		k				
43	28th Krishi Shilpa 'O' Baniya Mela-2016	Chandipur, Purba Mednipur, West Bengal	The Manager, SR&SD, Kolkata	7/12/2016 to 11/12/2016	West Bengal	GI
44	Lucknow Mahotsav 2016	Regional Park, Ashiana, Lucknow	The Manager, SR & SD, Kanpur & Lucknow	25/11/2016 to 5/12/2016	Uttar Pradesh	GI
45	Century Celebration Expo 2016	Ranni	The Director (RDTE), CCRI, Kalavoor	28/11/16 to 30/11/16	Kerala	GI
46	9th Onattukara Agri Fest 2016	Chara moodu	The Director (RDTE), CCRI, Kalavoor	19/12/16 to 23/12/16	Kerala	GI
47	Vibrant Gurajat Global Trade Show 2017	Gandhinagar	The Manager, SR&SD, Ahmedabad	9/1/17 to 13/1/17	Gurajat	GI
48	Banda Mela 2016	Banda, Uttar Pradesh	The Manager, SR&SD, Kanpur	13/12/16 to 17/12/16	Uttar Pradesh	GI
49	Vibrant VCCI global Trade Show	Navlakhi Palace Ground, Rajmahal Road, Vadodara	The Manager, SR&SD, Ahmedabad	1/12/2016 to 5/12/2016	Gurajat	GI
50	NVDP Exhibition cum Buyer Seller Meet	Coimbatore	The Manager, SR&SD, Madurai	14/12/16 to 16/12/16	Tamilnadu	GI
51	NVDP Exhibition cum Buyer Seller Meet	Marine Drive, Kochi	The Manager, SR&SD, Ernakulam Ph: 0484-235427	6/01/2016 to 07/01/2017	Kerala	GI
52	Art & Design Fair 2016	Nehru Centre, Worli,	The Manager, SR&SD, Navimumbai	19/12/2016 to 22/12/2016	Maharashtra	GI



Domestic Market Promotion

		Mumbai				
53	Kanpur Expo	Brijendra Swarop Park, Kanpur	The Manager, SR&SD, Kanpur	11/12/2016 to 25/12/2016	Uttar Pradesh	GI
54	8th East Himalayan Expo	Gangtok, Sikkim	The Manager, SR&SD, Gangtok	16/12/2016 to 25/12/2016	Sikkim	NER
55	7th Barak Valley International Expo	Town Club ground, Silchar	Officer in charge, SRO, Guwahati	18/1/2017 to 01/02/17	Assam	NER
56	Celebrating North East	Saket, New Delhi	The Manager, SR&SD, CP, New Delhi	17/12/2016 to 18/01/2016	New Delhi	NER
57	IICF Mumbai	Bandra Kurla Complex, Mumbai	The Manager, SR&SD, Navi Mumbai	22/12/2016 to 02/01/2017	Maharashtra	GI
58	MSSIDC Exhibition	Kudal, Maharashtra	Officer in charge, SRO, Sindudurg	20/12/2017 to 22/12/2017	Maharashtra	GI
59	12th International Trade Festival	Betkuchi, Guwahati	Officer in charge, SRO, Guwahati	26/12/2016 to 12/01/2017	Assam	NER
60	20th Banga Sanskrithi	Kalyani, Naida, West Bengal	The Manager, SR&SD, Kolkata	16/12/2016 to 25/12/2016	West Bengal	GI
61	MSME Expo 2016	EMDB Park, NSIC, Hyderabad	The Manager, SR&SD, Hyderabad	16/12/2016 to 17/12/2016	Telangana	GI
62	35th Cochin Flower Show	Ernakulam Ground,	The Manager, SR&SD, Ernakulam Ph: 0484-235427	7/01/2017 to 15/01/2017	Kerala	GI



Domestic Market Promotion

		D.H.R oad, Kochi				
63	104th Indian Science Congress. Pride of India expo 2016,	Chenn ai	The Manager, SR&SD, Chennai	03/01/2017 to 07/01/2017	Tamiln adu	GI
64	Haritha Theeram Exhibition 2016	Marari kkula m, Alappu zha	The Director (RDTE), CCRI, Kalavoor	27/12/2016 to 29/12/2016	Kerala	GI
65	27th Agri Horticultural Industrial Exhibition – 2016	SDV School , Alappu zha	The Director (RDTE), CCRI, Kalavoor	23/12/2016 to 28/12/2016	Kerala	GI
66	National Level Vendor Development Programme	Guwah ati, Assam	Officer in charge, SRO, Guwahati	20/01/2017 to 21/01/2017	Assam	NE R
67	Samridhi Exhibition	Gvt. Engg. Colleg e, Dharm asala, Kannu r	Officer in Charge, SRO, Kannur	14/01/2017 to 25/01/2017	Kerala	GI
68	21st Agriculture - Industry- Tourism - Science Festival	Purba Medini pur, West Bengal	The Manager, SR&SD, Kolkata	06/01/2017 to 12/01/2017	West Bengal	GI
69	Albertain International Educational Expo	St. Alberts Colleg e, Ernaku lam	The Manager, SR&SD, Ernakulam Ph: 0484-235427	25/01/2017 to 28/01/2017	Kerala	GI
70	24th International Trade Fair 2017	Manira m Dewan trade Centre, Guwah ati	Officer in charge, SRO, Guwahati	02/02/2017 to 20/02/2017	Assam	GI



Domestic Market Promotion

71	Buildmat Expo 2017	Coddisia, Coimbatore	Officer in Charge, RO, Pollachi	02/02/2017 to 05/02/2017	Tamilnadu	GI
72	Destination North East 2017	Chandigarh	The Manager, SR&SD Chandigarh	06/03/2017 to 08/03/2017	Chandigarh	GI
73	Flora Expo 2017	Pune	Officer (i/c), SRO, Sindhudurg	24/02/2017 to 26/02/2017	Maharashtra	GI

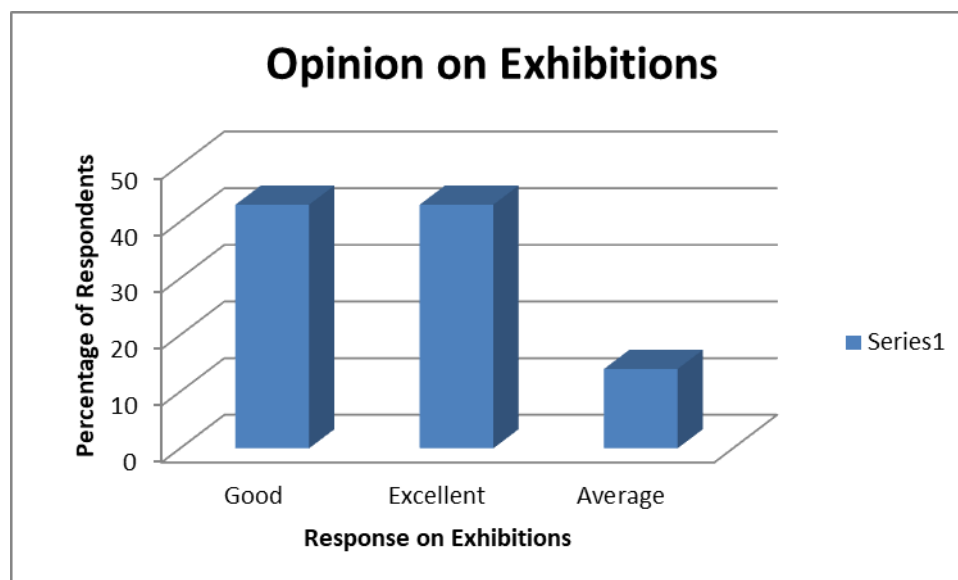
Source: Coir Board

Table 7 Opinion on Domestic Exhibitions

Opinion on Exhibitions	
Excellent	43
Good	43
Average	14

Source: EDII Survey

Chart 2 Opinion on Exhibitions



From the above table and figure it could be comprehended that respondents either rate exhibitions good or excellent. But it has been found that domestic



Domestic Market Promotion

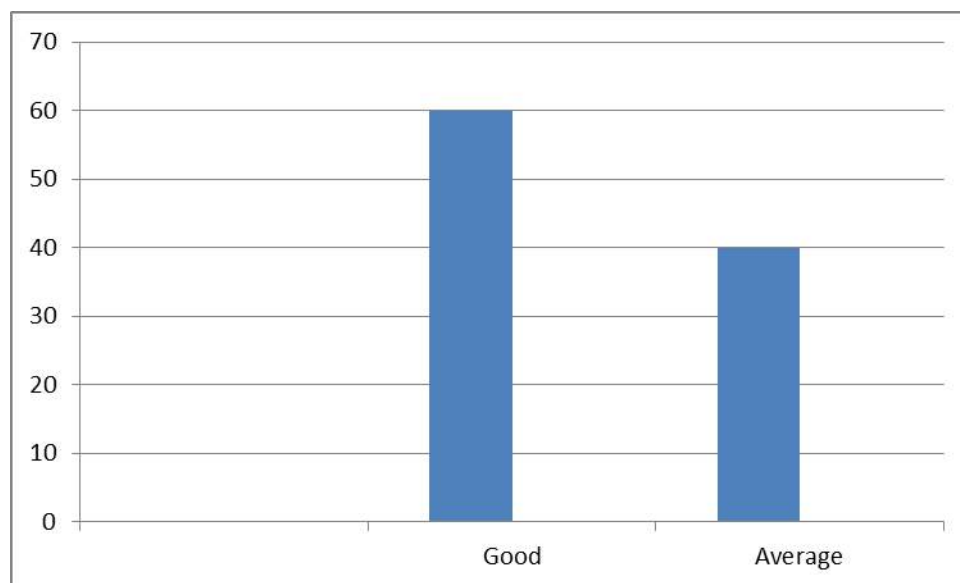
exhibitions are not crowd pullers, so Coir Board may take appropriate measures to make the exhibitions crowd pullers.

Table 8 Percentage of Responses on Publicity Works of Coir items

Opinion	Percentage of Responses
Good	60
Average	40.00

Source : EDII Survey

Chart 3 Responses on Publicity Works of Coir Items



From the above figures and table it could be understood that 60% of the respondents say that publicity works of Coir Items are good. But still there are gaps, which can be overcome by giving more publicity through online media.

Coir items need to be accessible by e-commerce, it is suggested to attract youth to buy coir products online. The Coir Board can get tied up with E-commerce entities willing to work for promotion of online marketing of Coir Items. E-commerce entity will make priority display of coir products through a banner on its Home page leading to an exclusive section that is having all the services including photography,



Domestic Market Promotion

cataloguing, payment gateway charges, collection & courier charges and insurance charges.

3.15 International Eco Labelling Programmes

Blue Angel programme of Germany is the oldest eco-label programme, which was started in 1978 and has more than 3,000 certified products in the market. Eco Mark of Japan is the second oldest eco-labelling programme after Blue Angel, which was started in 1989 and 1,902 companies have been issued licences under which 5,673 products have been certified.

Sweden and Canada also have successful eco-labelling programme and have more than 3,000 certified products. Australia, Brazil, Hong Kong, Hungary, Israel, Korea, New Zealand, Philippines, Republic of Croatia, Taiwan, Thailand and Ukraine are other countries which have adopted Eco Mark scheme (www.theindiapost.com, 2009). Coir Board may take appropriate measures to make Coir Products certified through international agencies. It is also suggested to make appropriate promotional campaigns for Coir Products through Ministry of Tourism as an eco friendly product.

3.16 Bus /Train Branding

All the respondents support advertisements through bus/ train branding. Generally it is having the impression that it would reach the general public.

3.17 Brand Image of Coir Items

A proper brand image would definitely position Coir Items better placed among the public. Advertisements are not only meant for creating new customers, it is also building brand equity. All the respondents support the fact that a proper brand image would support the sales of Coir Items.



Domestic Market Promotion

Table 9 Set Targets of the Scheme

Sl No	Name of the Scheme /Programme	2012-13		2013-14		2014-15		2015-16		2016-17 (31.03.2017) (Provisional)	
		Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach
	Domestic Market Promotion										
	Domestic Expositions (Publicity, Exhibition & MDA)	140 Nos.	154 Nos.	185 Nos	124 Nos	175 Nos	125 Nos	140 Nos	112 Nos	50 Nos	73 Nos

Source: Coir Board

From the table it can be explained that achievement is more than the target set in 2013-14, 2014-15 and in 2015-16. The 29 Showrooms were able to make a combined sales performance of Rs. 19.88 Crore only during 2014-15. While we consider the vast populace of the country, it is much below the market potential of the Nation.



CHAPTER 4

FINDINGS IN RELATION TO STANDARD REVIEW CRITERIA

60% of the showrooms are having the opinion that domestic market promotion is good whereas 40% rate the domestic market promotion just average. C-pom (manure), Coir jewellery, Geo textiles, Coir wood, umbrella, jacket and bags are the new items added in the last 10 years in Coir Board Showrooms.

The consignment trading system is not found to be a successful business model. With decade long legacy and reputation, the 29 Showrooms were able to make a combined sales performance of Rs. 19.88 Crore only during 2014-15.

Cooperative Societies are having the opinion that MDA gets delayed inordinately. Some of the cooperatives are having the opinion that MDA gets delayed for more than two years. They have already given 10% rebate to exporters and the cooperatives are facing cash crunch because of the delay in payments. Actually it affects even the P.F and ESI contributions also.

The above table (Table 4) shows that Geo-textiles, Bristle Fibre and Machine Twisted Fibre are more resilient than synthetic substitutes. It could be comprehended that respondents either rate exhibitions good or excellent. 60% of the respondents say that publicity works of Coir Items are good. But it has been found that domestic exhibitions are not crowd pullers. Geo-textiles, Bristle Fibre and Machine Twisted Fibre are more robust and resistant than synthetic substitutes. They are having market potential in the upcoming periods.

After the introduction of Germany's Blue Angel in 1978 as the first worldwide environmental label, other European and non-European countries followed this example and introduced their own national and supra-regional environmental labels. The common goal of these labels is to inform consumers about environmentally friendly products thereby giving have global support to product-related environmental protection (Wikipedia.com).



Domestic Market Promotion

Coir Products need to be environmentally certified through international agencies. All the respondents support advertisements through bus/ train branding. The 29 Showrooms were able to make a combined sales performance of Rs. 19.88 Crore only during 2014-15. While we consider the vast populace of the country, it is much below the market potential of the Nation. All the respondents support advertisements through bus/ train branding. Generally it is having the impression that it would reach the general public. It is recommended advertisements through bus/ train branding.



CHAPTER 5

SUMMARY OF RECOMMENDATIONS

5.1 Justification for Continuation of the Scheme

Coir Products by virtue of its USPs has got definite edge over the competing products and substitutes. More concerted efforts to popularize the advantage of the coir products over the competing products have to be undertaken. The ongoing programme like MDA, Participation in exhibitions and publicity are found to be quite effective are to be pursued with added importance.

There is a vast untapped market for coir in the country. The Domestic Market Promotion scheme has to be continued beyond 12th plan with enhanced budgetary support with more thrust on innovative methods of publicity and propaganda.

5.2 Key Recommendations

- After analyzing through merit and from the business point of view franchisee system outsmarts showroom model. It is high time to get adapted to the franchisee model in addition to the showroom model.
- Still, Franchisee model is not a substitution for Showrooms. It is also suggested to open up new showrooms and renovate the existing showrooms to improve the ambience.
- In order to promote manufacturing in India through the Make in India Campaign, Coir Board is requested to promote the manufactures who supply in showrooms and export directly. In the manufacturer and exporter model quality can be measured. In the manufacturer, consigner and showroom model manufacturers do not get paid on time also. As there is a gap exists between manufacturers and exporters/customers in the second model , manufacturers do not get to know the expectations and quality standards of Exporters/customers.
- Prepare approved list of consultants/ agencies for implementing projects on erosion control, mine reclamation, rural road construction using geotextiles and projects on application of coir wood etc. on turnkey basis so that beneficiary organizations can avail their services by sourcing products from nearest showrooms



Domestic Market Promotion

- Eco labelling needs to be done with a good agency like Blue Angel. Extensive publicity through print & electronic media need to be carried out. Advertisement and promotion through Bus, train, Trams etc. needs to be done.
- It is commended to carry out search engine optimization, content creation, social media networking, digital display advertising. It is recommended to promote Coir Mark. It is also recommended to engage a reputed Brand Ambassador.
- A proper brand image would definitely position Coir Items better placed among the public. Advertisements are not only meant for creating new customers, it is also for building brand equity.
- It is desirable to position Coir Floor Covering Products as Home Decor Products.
- Position Coir Pith & Garden articles as the perfect growing medium and accessories for agriculture and horticulture.
- Position Coir Geotextiles as effective tool for erosion control and to save soil. Position Coir Wood as an excellent substitute for natural wood in all its application and prevent deforestation Position Rubberized Coir Products as effective facilitator for perfect sleep & healthy wake up.
- Branding needs to be done on geographical, end uses application and manufacturer basis. Promote Coir based on specialty such as Aleppy Coir, Vaikom Coir, Coir Mat etc
- Bus / Train Branding is highly commendable as it gives a wider reach. It is also recommended to have a noted celebrity as the brand ambassador. Coir could be branded among health conscious customers as it possesses acupuncture effect and zero carbon print.
- It is also proposed to make appropriate promotional campaigns for Coir Products through Ministry of Tourism as an eco friendly product.
- Coir items need to be accessible by e-commerce, it is suggested to attract youth to buy coir products online. The Coir Board can develop e-portal and make priority display of coir products through a banner on its Home page leading to an exclusive section that is having all the services including photography, cataloguing, payment gateway charges, collection & courier charges and insurance charges.
- R&D may be fortified for new products design, innovative training for new product design, modernization of machinery, etc. on priority basis need to be carried out.
- It is proposed for opening outlets through other govt agencies and cooperative sector.



Domestic Market Promotion

- Geo-textiles, Coir Pith and Garden Articles are more resilient than synthetic substitutes. It is high time to develop such products and use it as a substitute for the prevailing synthetic products which are available in the market.
- It could be comprehended that respondents either rate exhibitions good or excellent. But it has been found that domestic exhibitions are not crowd pullers, so Coir Board may take appropriate measures to make the exhibitions crowd pullers.
- Participation in more and more exhibitions would lead to increased awareness of products and its applications. As is being followed in overseas fairs; Coir Board should support the entrepreneurs and producers in making their participation in domestic fairs.
- It is also suggested to make appropriate promotional campaigns for Coir Products through Ministry of Tourism as an eco friendly product.
- A proper brand image would definitely position Coir Items better positioned among the public. Advertisements are not only meant for creating new customers, it is also essential for building brand equity.
- Coir Board may embark intensive advertisement campaigns to improve brand image of Coir Products and hence to generate more customers.
- It is proposed to continue the MDA system and get it extended to franchisee too. Opening of Market Development Centres (MDCs) in metropolitan cities and other Zones to refine, modify and update marketing tools and practices and also for holding interactive meeting and press meets.
- It is proposed for designing a state of the art website that helps customers to design and order the product.
- It is proposed on setting up outlets in Airports and Duty Free Shops in order to attract the premium customers.
- It is also proposed to avail the services of an interior designer in Coir Board Showrooms so that it would help the customers to design the interiors and decorate the drawing room.
- It is also proposed to find out the feasibility of decorating the Board Rooms and Conference halls of the business class and hence to establish rapport with the business class customers.
- Organize DESIGN FAIR to promote Coir Wood
- Live demonstrations/field level applications, aiming the end users preferably at their premises have to be undertaken around the length and breadth of the country. The new generation products from coir pith, garden articles etc. would be largely benefitted through such efforts.
- While continuing all the ongoing publicity methods; IT enabled publicity efforts have also to be undertaken.



CHAPTER 6

DIRECTIONS FOR FUTURE EVALUATIONS

- It is suggested to conduct a feasibility study on designing a state of the art website that helps customers to design and order the product.
- It is also suggested to conduct a study on setting up outlets in Airports and Duty Free Shops in order to attract the premium customers.
- It is also suggested to avail the services of an interior designer in Coir Board Showrooms so that it would help the customers to design the interiors and decorate the drawing room. A feasibility study is recommended in order to find out the viability of such a scheme.
- It is also recommended to find out the feasibility of decorating the Board Rooms and Conference halls of the business class and hence to establish rapport with the business class customers. It is recommended to conduct a study on making the product more acceptable among business class.



ANNEXURE 1
MDA ASSISTED AGENCIES

Sl. No.	Name of the Beneficiary	Address of the Beneficiary
A. Kerala		
1	The Alleppey District Herijon Coir Corns Limited	No. A-744, Mannecherry P.O, Kalaror
2	Aryad Block Small Scale Coir Fibre Mats Manufacturers Co.op Societies Ltd	No.741, Avalukkunnu P.O S Aryad, Aryaod Panchayat, Alappuzha - 6
3	Thameermukkon Small Scale Coir Mats Manufacturers Co. Ltd.,	No. 887, Varanan P.O Putthanangad, Themeermukkon Panchayath Cherthals
4	Pallickadalla CVCS Ltd	No: A-694, Devikulongatra grama Panchayath in Korthigappath, Taluk, Alleppur (District)
5	Indira Priyadarsini Cm & Matting Coop Society	A – 754, Mannancherry
6	Sarvodayapuram Small Scale Coir Mats Producers Coop Society Ltd	A – 993, Kottoor P.O – 688546
7	Modern Coir mats & Mattings Coop Society Ltd.,	A – 764, Vadackal, Alappusha - 3
8	Vayalar North CVCs Ltd.	A – 568, Vayalan P.O Nagaram Kulangara - 688536
9	Manaveli Coir Vyavanaya Co-operative Ltd	A – 837, Kokkothamangalam PO Cherthala – 688583



Domestic Market Promotion

10	Nethaji Small Scale Coir mats Producers	C-8. A – 994, Mannancherry – P.O East Coir Board, Kalaroor
11	Kalavamkodam Coir Vyvsaya Co-operative Society Ltd.	A – 554, Kalaramkodam
12	Cherthala Small Scale Coir Fibre Mats and Mattings Manufacturers Coop Society Ltd.	A – 740, Pattanakad P.O Olathala
13	Kadakkasappally Small Scale Coir Fiber Mats Manufacturers CS Ltd	A – 971, Kadakkusapally
14	The Thirunalloor East ever Ltd	A – 721, Thirunalloor P.O, Cherthala
15	Prayan Coir Vyavasya Co. Operative Societies Ltd.,	A – 464, Puthupally P.O Kayamkulam
16	Kandappuram CVCS Ltd	No: 510, Kandalloor South PO, Pin – 690535
17	The Cherthak Vadakkumari CVCS Ltd.,	A - 659, Kuruppankalangara P.O, Cherthals, Pin – 688551
18	Mannamcherry Small Scale Coir Mats Producers Coop Society Ltd.	A – 1026, Ambanakulangara (Jn), Mannancherry P.O, Mannamcherry Alappuzha – 688538
19	Ambalappuzha Coir Mats & Mattings Coop Society Ltd.,	No – 394, Industrial Development Plot, Vadackal P.O, Alappuzha – 688003
20	Punnapra Coir Mats & Mattings Co-operative Society Ltd.	A – 890, I D Plot, Vadackal PO, Alappuzha
21	The Alappuzha Town Coir Mats & Mattings Coop Society Ltd	A – 888, P.B No: 2801, Alappuzha – 688007



Domestic Market Promotion

22	Kanjikazhy Coir Mats & Mattings Coop Society Ltd.	A – 745, S.N. Puram, Alappuzha
23	Aryad Coir Mats & Mattings Co-operative Society Ltd	A – 749, Komalapuram, Avalookunnu PO, South Aryad
24	The Alleppey Coir Mats & Mattings Coop Society Ltd.	No – 241, West District Court, Alappuzha, West of S D V Central School, Sanathanam, Alappuzha – 688001
25	Ezhupunna North CVCs Ltd	No – 487, Ezhupunna P.O
26	Parayil CVCs Ltd.	A – 829, Pattanakkal P.O
27	Manakkodam CVCs Ltd.,	No – 133, Padi – Manakkodam, Pallittodu PO, Thuravoor
28	Kodamthurath CVCs Ltd	No: 136, Kuthiathode P.O, Cherthala
29	New Bharth Coir Mats & Mattings Ltd	A – 758, Chetticadu, Pathirappally P.O
30	Ulavipu CVCs Ltd	A – 830, Ulavipu P.O Cherthala
31	Vadakkumkara CVCs Ltd.,	A – 723, Vadakkumkara K R Puram P.O, Chertalla
32	Panarally Coir Mats & Mattings Coop Society Ltd.	No – 520, Panavally P.O, Cherthala, Alappuzha
33	Cheruvaranam Cm& Mcs Ltd.	A – 989, Cheruvaranam , Varanam PO, Cherthala
34	The Labourers Coir Mats & Mattings Coop Society Ltd.	A – 733, Mulama PO, Alappuzha



Domestic Market Promotion

35	Mahamma Coir Mats & Mattings Coop Society Ltd.	No – 430, Mahamma PO, Cherthala
36	Thaliyaparampu CVCs	A – 720 Ulivaipu PO, Poochakhal
37	Pallippuram Kunnathukadavu CVCs Ltd.	A – 703, Pallippuram PO, Chesthala, Alappuzha
38	Karappuram Coir Mats & Mattings Coop Society Ltd.	A – 889, Kalavamkodam PO, Cherthala – 688586
39	Aroor Coir Mats & Mattings Coop Society Ltd.	No – 344, Aroor PO
40	Thirunalloor CVCs Ltd	A – 558, Thirunalloor PO, Cherthala
41	Makkekadav CVCs Ltd	No – 503, Manappuram PO, Cherthala, Alappuzha – 688536
42	Pernmpalam North CVCs Ltd	No – 377, Pernmpalam PO, Cherthala, Alappuzha – 688570
43	Pallippuram CVCS Ltd	No – 135, Pallippuram PO, Chesthala
44	Annalathodu CVCs Ltd	No – 336, Pamavally, Thimchattukulam PO
45	Perumpalam CVCs Ltd	No – 106, Perumpalam PO, Cherthala
46	Poochackal CVCs Ltd	No – 14, Poochackal PO, Cherthala
47	Velorvattom Coir Mats & Mattings Coop Society Ltd.	No – 129
48	Chenganda Coir Vyavasaya Coop Society Ltd.	A – 555, Chenganda, Varanad PO
49	Neelimangalam CVCs Ltd	A – 818, Vayalar, Pattanakadu



Domestic Market Promotion

50	The Kokkothamngalam CVCs Ltd	No – 182, Kokkothamangalam PO, Cherthala, Utlappuzha
51	Kuravarukadavil Coir vyvasaya Co-operative Society Ltd	A – 820, Vayalar, Cherthala
52	Kayippuram CVCS Ltd	A – 761, Mahamma PO, Kayippuram
53	Chertha South Coir Vyavasaya Coop Society Ltd	No – 96, Cherthala South Vyavasaya Chertha PO
54	Kadakkarappally CVCs Ltd.	A – 557, Kadakkarappally PO, Cherthala
55	Ezhupunna CVCs Ltd	A – 556, Exhupunna South PO
56	Uzhuva CVCs Ltd	A – 662, Pattanakadu PO Chethala
57	The Cherthala Twon West CVCs Ltd	A – 832, Cherthala Town, Cherthala PO, Allappuzha
58	Thammermukkom Coir Vayarasagar Co-operative society Ltd	No – 88, Thummermukkam, Cherthala, Allappuzha
59	The Sheralay Coir Mats & Mattings Coop Society Ltd.	No – 240, Post Box – 3, Karavamkodam, Alappuzha
60	Thuravoor CVCs Ltd	No – 435, Thuravoor South Village, Ulamangalam PO, Cherthala, Alappuzha - 688532
61	Parayakad CVCs Ltd	A – 559, Parayakad PO, Cherthala
62	Tharamood CVCs Ltd	A – 817, Pattanakad PO, Panchayath, Cherthala
63	Valamangalam CVCs Ltd	No – 407, Thuravoor South Village, Thuravoor PO



Domestic Market Promotion

64	Vettackal CVCs Ltd	No – 440, Vettackal PO, Pattanakkad Village
65	Manakkadam East CVCs Ltd	A – 821, Thuravoor (village), Thirumala Bhagom PO Thuravoor
66	Thazhuppu CVCs Ltd	A – 735, Parayakad PO
67	Thanneermukkom North Coir Vyavasaya Coop Society Ltd	No – 484, Thannirmukkom PO, Cherthala, Allappuzha
68	Thennoormukkan West CVCs Ltd	A – 833, Thennoormukkan PO, Cherthala
69	Kottachira CVCs Ltd	A – 731, Kottachira, Varanad P O, Cherthala
70	Nedumannelkadavu CVCs Ltd	A – 693, Prayar North, Prayar P.O – 690547
71	Vayalar East CVCs Ltd	A – 567, Vayalar PO
72	Nedumpraka CVCs Ltd	A – 552, Cherthala PO
73	Aiyramthayil Coastal Coir Vyavasaya Co- operative Society Ltd	A – 840, Thyckal, Cherthala
74	Pattanakkad Coir Mats & Mattings Coop Society Ltd.	No – 405, Pattanakkad PO, Ponnamveli, Cherthala
75	Poothotta CVCs Ltd	A – 825, Cherthala PO
76	Chingoli West Coir Vyavasaya Coop Society Ltd	A – 695, Chingoti PO- 690532, Karthikapally, Vempuzha Road
77	The Kerala Coir Mats & Mattings Coop Society Ltd.	No – 346, West of PM Bridge, VCNB Road, Alleppey, P B No: 2619, Alleppey – 688007
78	The Sarvodayapuram	A – 732, Kattoor PO, Alappuzha – 688546



Domestic Market Promotion

	Coir Mats & Mattings Coop Society Ltd.	
79	Thekkecherry CVCs Ltd	Q- 849, Thrikkaruva, Thekkecherry, Kanjavelly PO, Kollam – 691602
80	East Kureepuzha CVCs Ltd	Q – 543, Kurapusha Perinad PO, Kollam
81	Kadavoorcherry CVCs Ltd	Q – 539, Kadavoor, Perinad PO, Kollam
82	The Thrikkadnoor Coir Co-operative Society Ltd	3084, Anchalumood, Perinad PO, Kollam
83	North Murunthal CVCs Ltd	Q – 635, Murunthal A, Perinad PO, Kollam
84	Managed Coir Vyavasaya Co-operative Society Ltd	No – 35, Managed PO, Kollam – 691035
85	Kottakkam CVCs Ltd	No – 198, Kottakkam, Perinad PO, Kollam
86	Mararikulam Coir Mats & Mattings Coop Society Ltd.	No – 516, S L Puram PO, Alappuzha – 688523
87	The Mubamma Coir Vyavasaya Co-operative Society Ltd	No – 9, Muhamma PO, Cherthala, Alappuzha
88	Cherthala Taluk Small Scale Coir Matting Producers Coop Society Ltd	A – 886, Kalavamkodam – Cherthala, Alappuzha, Kerala – 688586
89	Bharath Coir Mats & Mattings Coop Society Ltd.	No – 526, Alappuzha, Avalukunnu PO, Alappuzha
90	Kanjikuzhi Small Scale Coir Mats & Mattings Coop Society Ltd.	A – 739, S N Puram PO



Domestic Market Promotion

S. No.	Name of the Beneficiary	Address of the Beneficiary
B. Tamilnadu		
1	Kanya Kumari Central Co-operative Societies	90, MS Road, Vedasary, Nagar Coil – 629154
2	The Kappalankar Coir Workers ICs Ltd	Kappalankers Post, Polanchi Taluk Coimbatore – 642109
3	Annamalai Adi Dravidam Coir ICs Ltd	Annamalai Post, Polachi Taluk Coimbatore – 642109
4	Chinna Krishnapuram Coconut Fibre extraction ICs Ltd	Chinna Krishna Puram Village Periyakrishnapuram post Attur Taluk Salem – 636115
5	Ezudesam AD Coir Works ICs Ltd.,	Kalingapuram Kanjampuram (post) Nagercoil – 629154
6	Enayam Coir workers Society	Enayam Post Nagar Koil - 629001
7	Kuttalmud Coir Workers ICs Ltd.,	Painkulam Post Nagar Koil – 629188
8	Painkulam Coir Workers ICs Ltd	
9	Mana Lilai AD Coir Workers ICs Ltd	Manavilai Post Nagar Koil – 629188
10	Kollenkode Coir Workers ICs Ltd	Kollenkode Post Kujitharai Taluk
11	Alagasamudram Coir Workers ICs Ltd	Near Salem Steal Plant (Post) Thara Mangalam Road, Salem – 636013
12	Banapuram Coir Workers ICs Ltd	Kudhirakharanpudur, Banapuram (Post) Mettur Taluk Salem – 636451
13	Vellalakurdam Coir Workers ICs Ltd	Veeranam Post Salem – 636122
14	Tamaraikualm Coir Twisting ICs Ltd	Thamarai Kulam Post Polachi Taluk Coimbatore
15	Salem Central Coir Co-operative Society	No – Ind. 648, Surnangalam, Salem – 636005



Domestic Market Promotion

S. No.	Name of the Beneficiary	Address of the Beneficiary
C. Odhissa		
1	Saraswati Mahila Kata Shilpa Samabaya Samiti Limited	Dhatipanga , Kiadingiri Post Block – Erasama Jagatsinghpur
2	Adyashakti Mahila Kata Shilpa Samabaya Samiti	Mangalpur PO, Puananga Jagatsinghpur Dist.
3	Kendeswari Mahila Industrial Co-operative Society	Rench PO: Benboi Puri Dist
4	Chandaneswar Kata Shilpa Sambaya Samiti	Chandaneswar PS – Bhograi, Balasore
5	Allanahat Gruhalaxmi Co-operative Society	Allanahat PO Jagatsinghpur
6	Bayalish Mouza Mahila Kattarilpa Ltd.,	Govindapur Village Jharakata PO Bentkar
7	Nilakantha Coir Industrial Coop Society	Paikarabati, PO – Gadana Jagatsinghpur
8	Neelanehal Coir Industrial Co-operative Society Ltd	Biragobeindpur PO Via Sakhigopal Puri Dist
9	Radhakanta Coir Co-operative Society Ltd.,	Karasa PO, Puri Dist.



Domestic Market Promotion

S. No.	Name of the Beneficiary	Address of the Beneficiary
D. Karnataka		
1	Thengina Narina Kushala Kaiganika Sahakara Sanga	Thtagtur (v), Nittur Hobli, Gubbi Taluk, Tumkur Dist.
2	Coir Industrial Co- operative Society	B H Road, Hulyar (V), C N Halli Taluka, Tumkur Dist.
3	Sri Guru Siddeshwara Coir Industrial Co- operative Society	Halehorlapura PO, Srittur, Harihera – 577601
4	Coir & Coir Products Produce & Sales Industrial Co-operative Society	Bommanakatte, Hiriyur Post, Bhadravati Tq., Shivamogga Dist. Karnataka State
5	Thengina Narina Kaigarika Kelasagarara Shakarika Sangha Niyamitha	
6	Mahila Tengina Narina Kaigarika Sahakari Sanga Niyamita	Hege (V), Kumta (Tal) Uttarkannada Dist
7	Mahila Prathamika Tengina Narina Kangarika Sahakara Sangam Ltd	Matadakari (V), Honnavara (Tal), Umarakannada District



Domestic Market Promotion

List of the State Agencies contacted

S.No	Name of the Beneficiary	Address of the beneficiary
1	Coir Board	Coir House; MG Road Cochi – 682 016
2	Coir Directorate	Coir Director Office Coir Bhavan Trivendrum Kerala
3	Hindustan Coir	Hindustan Coir, Kalavoor Post, Akaoyzha Kerala
4	COIRFED	COIRFED, No.69 P.B.No.4616, Alapunza – 688012 Kerala
5	The Kerala State Coir Corporation (KSCC)	KSCC Ltd Alleppy 688012 Kerala
6	FOAM Matting (India) Ltd	FOAM Matting (India) Ltd, Beach, Alappunzha 688012 Kerala
7	Coir Project Office	Coir Project Office Allupunzh 688012 Kerala
8	Tamil Nadu State Coir Co-operative Marketing Federation Ltd (TANCOFED)	TANCOFED New No: 189, Old No: 102, Triplicane High Road, Triplicane, Chennai - 600 005
9	Orissa Cooperative Coir Corporation Ltd.,	DIC Building Bhubaneswar Orissa
10	Karnataka State Coir Cooperative Federation Ltd.,	Bangalore

Export Market Promotion (EMP)

INDEX -EMP

Sr.No	Particulars	Page No
	Executive Summary	
1	Introduction <ul style="list-style-type: none">• <i>Back Ground</i>• <i>Plan Programmes</i>• <i>Scope</i>	1
2	Evaluation Methodology <ul style="list-style-type: none">• <i>Objectives of the Study</i>• <i>Research Method</i>• <i>Primary Data</i>• <i>Secondary Data</i>• <i>Research Instrument-Questionnaire in Printed Form</i>• <i>Limitations of the Study</i>	6
3	Data Analysis and Interpretation <ul style="list-style-type: none">• <i>Comparative Study Between KVIC and Coir Board</i>• <i>The activities under the Export Market Promotion Scheme of Coir Board comprises of six sub-schemes</i>• <i>Feedback on Trade Fairs and Exhibitions</i>• <i>Export Statistics</i>• <i>Feedback on Awards</i>	8
4	Findings in Relation Standard Review Criteria	75
5	Summary of Recommendations	77
6	Directions for Future Evaluations	79
Annexures		
I	Selected List Of Winners Of Coir Industry Award 2012-2013	i-iii
II	Selected List Of Winners Of Coir Industry Award 2013-2014	iv-vii
III	Selected List Of Winners Of Coir Industry Award 2014-2015	viii-xii
IV	List of International Fairs organized by Coir Board during 2015-16 with details of participants/co-exhibitors	xiii-xxxvi
V	List of International Fairs organized by Coir Board during 2016-17 with details of participants/co-exhibitors	xxxvii-lii



CHAPTER 1

CVY- EXPORT MARKET PROMOTION (EMP)

INTRODUCTION

1.1 Background

India is the largest producer and exporter of coir in the world with a share of 70% of coir yarn and 85% of finished coir products in the global trade. There is considerable scope for furthering the exports through product diversification and exploration of new markets. Creation of additional employment opportunities to the rural poor through promotion of exports and consequent increased utilization of existing raw material potential also calls for continued governmental support for this sector.

Adoption of strategic and aggressive product specific and market specific promotional programmes for popularizing coir and coir products in markets abroad, supporting the export oriented industry on modernization programme and to attain overall and sustainable development of Indian Coir Industry are the broad objectives of this Scheme.

The Plan programmes under the Export Market Promotion Scheme are implemented under the following components:

- Market study/survey, delegation, Consultancy & Data Sourcing
- Participation in International seminars and conferences
- Participation in international fairs and buyer-seller meets and organizing exclusive international fairs for coir.
- Publicity abroad
- External Market Development Assistance Scheme
- Coir Industry Awards



Export Market Promotion

1.2 Plan Programmes

1.2.1 MARKET STUDY/SURVEY, DELEGATION, CONSULTANCY & DATA SOURCING

1.2.1.1 Objectives

To Assess

- The market size, characteristics, trends, development and changes
- Main competitors, product range, price, general setting and promotional strategies.
- General description of distribution channels.
- Tariff/non tariff barriers on coir vis-à-vis competing products.

1.2.1.2 Scope

The Board proposes to continue this programme as it will enable the industry to assess the market requirements, trends, market potential, competition faced from substitutes and also to find out the ways and means for achieving better market penetration.

The means for sustenance in the export field is to go with the changing consumer preferences and market trends and to reorient the production base to suite the market requirement. Fluctuation on the export of various coir products have to be monitored closely for necessary corrective measures. Awareness of the real market situation will help to modulate and implement the apt promotional strategy which will help to direct the promotional efforts in the right direction and yield better results.

1.2.2 PARTICIPATION IN INTERNATIONAL SEMINARS AND CONFERENCES

1.2.2.1 Objectives

To study about

- The up-to-date information on developments in soil and water management, technologies developed and accepted for erosion control and bio-engineering applications.
- The market acceptability of coir geotextiles and to promote the use of the item in the fields of erosion control, soil stabilization and other bio-engineering applications in the export markets.



Export Market Promotion

- The situation of coir in comparison to other hard fibres all over the world and to formulate future development strategy.
- The present case of Indian coir and mobilize funding support
- To assess the possibility to expand the market potential for innovative coir and coir products like coir substrates, coir wood etc.

1.2.2.2 Scope

The IECA is the world renowned agency working for environmental protection in the global scenario. It's Annual Conference and Expo is the apt platform to project and convince the environmentalists, bio engineers etc. on the suitability of coir geotextiles in bio-engineering applications. For deriving benefits from the various projects being implemented by IGG on hard fibres, WASME and other similar international agencies, it is necessary to associate with them through their conclaves / conferences.

1.2.3 PARTICIPATION IN INTERNATIONAL FAIRS AND BUYER-SELLER MEETS AND ORGANIZING EXCLUSIVE INTERNATIONAL FAIRS FOR COIR

1.2.3.1 Objectives

- To assess the participation of Indian coir sector in worldwide markets.
- To find out more methods to introduce coir and coir products in new markets abroad.
- To find out newer methods to boost up export of coir and coir products in the existing markets.

1.2.3.2 Scope

Participation in International exhibitions / BSMs both in India and abroad is an effective tool for expanding the export market for coir. Governmental support is necessary for the small scale exporters in coir sector as they have little exposure to international markets. Due to financial constraints, the coir exporters are not willing to explore the possibilities of nascent markets. Board proposes to organize participation in international fairs on a focus-country, focus product approach in the following five categories:

- Doormats & Floor coverings
- Coir pith products and garden articles



Export Market Promotion

- Coir Geotextiles
- Coir wood / Furniture Fairs
- Technology fairs

Besides, organizing exclusive International fairs for coir and coir products by creating a market place between the manufacturing industry in India and traders and buyers both in India and abroad is also an effective tool for expanding the global merchandise on coir. Such events will also give a platform for creating awareness on the tremendous industrial and market potential for coir.

1.2.4 PUBLICITY ABROAD

1.2.4.1 Objectives

- The Communication of product message and to increase the consumer acceptability.
- To position the coir products as „home décor products“ replacing the existing image of floor covering products giving emphasis for USP – natural, eco-friendly, versatile and hygienic.

1.2.4.2 Scope

There is a growing affinity towards environment friendly goods and services world over especially in EU countries and USA. As of now, coir products are considered as floor décor products, particularly, for decoration of doorsteps. Coir industry produces varied ranges of products with multitude of end-use applications touching every facets of human life. There is an urgent need to position coir products as home decor products. This would be possible only through strategic publicity propaganda.

1.2.5 EXTERNAL MARKET DEVELOPMENT ASSISTANCE (EMDA)

A major portion of the coir exporters do business below Rs.2.00 crore on an annual basis. These exporters are not able to find their own resources for undertaking promotional activities abroad. Therefore, there is a need to assist these small scale exporters. Under the EMDA Scheme, such exporters are assisted to enter global market and to expand the export of Indian coir products by providing assistance to undertake/participate in Buyer Seller Meet/Trade delegation/Trade Fairs/ Exhibitions/ Production of product brochure/catalogue, participation in international trade fairs, Conferences/Seminars in India etc. All exporters with FoB turnover of less than Rs.2



Export Market Promotion

crores worth coir and coir products in the previous year and Micro, Small and Medium enterprises of coir and coir products registered with Coir Board are eligible for assistance under the Scheme.

1.2.5.1 Objectives

To encourage the small scale exporters to enter into international market and to expand the export of Indian coir products.

1.2.5.2 Scope

The assistance under the scheme is provided in the form of Airfare, space rental and freight charges which cover a major portion of the expenditure involved in the participation of foreign fairs and international trade fairs in India which have buyers traffic from abroad. In addition to this, the Board also provides assistance to exporters for production of product brochures and catalogue for use in exhibitions and fairs. The scheme has been widely approved by the exporters' community and a large number of exporters have come forward to avail of the benefits under the scheme.

1.2.6 COIR INDUSTRY AWARD

To recognize the outstanding performance in various fields connected with coir industry and to inspire the entrepreneurs to put in more efforts for the development of the trade and industry, awards are presented by the Board annually in different categories. The awards serve as a motivation to the stake holders of the industry to achieve better positions in their respective fields.

1.2.6.1 Objective

Motivation of exporters/manufacturers of coir products and machinery manufacturers to put in their best efforts and excel in their respective fields.

1.2.6.2 Scope

Implementation of this programme motivates the exporters, manufacturers, scientists, technocrats, co-operatives, machinery manufacturers, workers etc. to manifest better performance and take the coir industry to new heights.



CHAPTER 2

EVALUATION METHODOLOGY

2.1 Objectives of the Study

- To suggest a strategy for expanding the scope of the scheme to areas other than those included in the scheme and also recommend suitable avenues for providing assistance to the exporters for improving their performance in the export of coir and coir materials.
- To assess whether the participation in international seminars and conferences have helped to grab better visibility for coir products and whether the scheme has been instrumental in promoting the export of coir and coir products from the country.
- To study the present strategy of organizing participation in Fairs and suggesting modifications, if any, needed.
- To assess whether the external publicity efforts under the scheme have helped in propagating the message of Indian coir abroad? Whether the external publicity strategy requires any modifications.
- To assess whether the exporters and manufacturers are satisfied with the implementation of the MDA Scheme.
- To study whether the eligibility conditions/level of assistance/programmes identified for grant of assistance require any modifications from the beneficiary perspective.
- To analyse whether the implementation of the EMDA Scheme has made its impact in promotion of exports.
- To study whether the Coir industry award Scheme has helped to acknowledge the outstanding contribution of exporters/manufacturers and other stake holders of the industry in an effective manner? How far the awards have helped the exporters to be competitive in the realm of export performance.
- To explore whether the Scheme requires any modifications in terms of category, scope of awards and mode of recognitions
- To study whether it would be advisable to implement a subcomponent for setting up warehouses with a view to cater to the needs of products in smaller quantity.
- To assess whether any new programme has to be formulated and implemented under this component of the scheme Coir Vikas Yojana.
- To analyse whether the quantifiable targets/objectives of the scheme such as export of coir and coir products etc. have been achieved. If not, the reasons therefore and the measures suggested for its achievement.
- To assess the need for continuation or otherwise of the Scheme along with



Export Market Promotion

justifications. Modifications if any, in the scheme required while continuing beyond the XII Plan.

2.2 Research Method

Both primary and secondary sources of data are collected for this study.

2.2.1 Primary Data

Primary data is collected through interview methods from beneficiaries with the help of a structured interview schedule using questionnaire. Respondents belong to Exporters and Awardees.

2.2.2 Secondary Data

At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Export Market Promotion (EMP). For this purpose govt. policy, departmental documents, internal records, Coir Board plan etc, were surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of EMP Beneficiaries, in the previous month and to test the feasibility of the questionnaire.

2.2.3 Research Instrument-Questionnaire in Printed Form

Sampling Size-Exporters- 28; Awardees were also interviewed for getting the correct feedback regarding the award system.

Sampling Technique- Simple Random Sampling (Probability Sampling)

Tools for Analysis- Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data. After the data has been collected, it has been interpreted and presented to come at the conclusion.

2.2.4 Limitations of the Study

The investigators would like to point out some unavoidable limitations, which have been entered into the study. They are the following:

- During the evaluation time, exporters were found to be busy, so it was difficult to conduct a detailed discussion with them.
- Problems which are inherent with attitude measurement is encountered in this study also.



CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

This chapter is allocated for analysis and interpretation of data regarding the responses of Export Beneficiaries.. Preparing percentage analysis does the analysis of key factors that determine the variation in terms of reference which is directly extracted from the questionnaire. The variations from the stipulated terms of reference can be measured with different variables.

Export Market Promotion



Table 1 EMDA UNDER COIR BOARD SCHEME SANCTIONED/ DISBURSED DURING THE YEAR 2014-15 .

Sl. No	Exporter's Name & Address	Particulars	Amount	Email	Ph.Nos.
1	M/s. Shanker Mills, Alappuzha	Participation in the Exhibition "Expocomer" Panama City by Sri.Anil Madhavan, Marketing Manager for the period from 25.03.14 to 02.04.14	1,49,569/-	madhavaninc@gmail.com	9847012000 Sri.Anil Madhavan
2	M/s.Meta Classic Fibres, Varanam P.O., Puthanangadi, Alappuzha-688 555	Participation in the Exhibition "Expocomer" Panama City by Sri. M.T. Mohanan, Proprietor for the period from 23.03.14 to 31.03.14	1,52,334/-	info@mcfibres.com , mcfibres@gmail.com	Mob.9447457558/9400 583894/8138077990 Ph.0478 2583894 Sri.M.T.Mohanan, Proprietor
3	M/s. Eco Systems, 490/2-A, Akkaraipatti Devimanagalam Post, Samayapuram, Trichy-621 112.	Participation in the Exhibition "Giftex" at Tokyo, Japan by Sri. R. Balamurugan, CEO for the period from 25.06.13 to 30.06.13	86,000/-	ecosystems@yahoo.com	Mob.9944449241/9442 149241 Ph.431 2655188/3299192 Sri.R.Saravana Kumar, Managing Partner
4	M/s.Eastern Rug Mills, P.B.No.60, C.C.S.B.Road, Civil Station Ward, Alleppey-688 001	Participation in the exhibition "Domotex Russia 2012" by Sri. Jacob Neroth, Managing partner for the period from 24.09.12 to 09.10.12	1,50,000/-	Jrgroup.in@gmail.com , jrgroup@sancharnet.in	Ph.0477 2260768/2260769 Sri.Jacob Neroth, Chief Executive



Export Market Promotion

5	M/s. Harish Coconut Products P.Ltd., 2/141, Kanjampatty Pririvu, Unjavelampatti P.O., Pollachi -642 003.	Participation in the exhibition "International Hortifair" at Amsterdam by Sri C. M. Harirajan, Managing Director for the period from 05.11.13 to 07.11.13	1,24,876/-	harishcoco@yahoo.com	Mob.9843088887 Ph.0425923677 C.M.Hariraj, Mg.Director
6	M/s. Babu Coir Works, P.B.No.4, Thumpoli P.O., Alleppey -688 008	Participation in the exhibition "Domotex Russia 2012" at Moscow by Sri.Eugin John Kutty, Manager for the period from 24.09.12 to 30.09.12	1,46,381/-	info@babucoir.com , babucoir@sify.com	Ph.0477 2245973/2244660 Sri.A.T.Johnkutty, Proprietor
7	M/s. Seven Seas Trading Co., 25/685, Seven Seas Building, South of Vellakinar ,Alleppey - 688 001	Participation in the exhibition "Textil House Fair 2014" at Sao Polo, Brazil by Sri. S. Ponnambalam, Managing Partner for the period from 14.08.14 to 22.08.14.	1,38,145/-	sevenseasindia@outlook.com , sseas@md3.vsnl.net.in	0477-2262963 Mob.9847180654 Sri. S. Ponnambalam
8	M/s. The Natural Floors, Sanathanam Ward, Alleppey-688 001	Participation in the exhibition "Textil House Fair 2013" at Sao Polo, Brazil by Smt.Teena	2,00,000/-	teena@tnfglobal.net , joseph@tnfglobal.net	Mob.95390 67008/95390 67005 Ph.0477 2262002 Smt.Teena Wilson



Export Market Promotion

		Wilson, CEO & Managing Partner for the period from 16.08.13 to 23.08.13.			
9	M/s.Fibre World, P.B.No.4643, Cullen Road, Alleppey-688 012	Participation in the exhibition "Mega Show Part I" Wanchai, Hong Kong by Sri .Roby Francis, Managing Partner for the period from 17.10.13 to 24.10.13.	1,25,000/-	seena@fiberworldindia.com , fibreworld@sancharnet.in	Ph.0478 2861287/2861288 Sri. Roby Franci
10	M/s. Lords Exports, CMC-3/79-H, Madakkans Building, North of Manorama Junction, Cherthala-688 524	Participation in the Exhibition "Domotex International Trade Fair 2014" by Sri.Joji Jacob, Proprietor for the period from 08.01.14 to 21.01.14.	1,50,000/-	info@lordsexports.in	Mob.9400235262 Ph.0478 2812562 Sri. Joji Jacob
11	M/s. Sanker Mills, Alappuzha	Participation in the exhibition "Textil House Fair 2014" at Sao Polo, Brazil by Sri.Anil Madhavan, Marketing Manager for the period from 15.08.14 to	1,44,395/-	coirland.alpy@gmail.com	Mob.9847012000 Ph.0477 2235940, 2233175



Export Market Promotion

		27.08.14.			
12	M/s. K. S. Gangadhara Iyer & Co., P.B.No.3836, A.C.Street, Mullakkal, Alleppey-688 010	Participation in the exhibition "Textil House Fair 2014" at Sao Polo, Brazil by Sri.Gangadharan Kalpathy, Partner for the period from 14.08.14 to 21.08.14.	1,38,15/-	ksgiyer@vsnl.com	Mob.9846034326 Ph.0477 2251321 K.S.Gangadra Iyer, Mg.Partner
18	M/s. Coirtex India, Kalyanvilla, Vellakinar, P.B.No.73, Alleppey-688 001	Participation in "Domotex 2014" at Germany for the period from 09.01.14 to 17.01.14 by Sri.Janardhanan Kalyan Kumar, Proprietor.	1,50,000/ -	sony@coirtexindia.com , khanna@coirtexindia.com	Mob.9447799931/9446 469931 Ph.0477 2251871/2245582 Sri.Sony J.Kalyan Kumar
19	M/s. Lords Exports,CMC-3/79-H, Madakkans Building, North of Manorama Junction, Cherthala - 688 524	Publicity of Brochures in connection with "Domotex 2014" from 11.1.14 to 14.01.14 by Sri.Joji Jacob	15,000/-	info@lordsexports.in	Mob.9400235262 Ph.0478 2812562 Sri. Joji Jacob
20	M/s.Floor Gardens, Mayithara P.O., Cherthala, Alappuzha-688 539	for participation in "Domotex Russia 2014" at Moscow from 30.03.14 to 06.04.2014 by Sri. Sujith	1,50,000/ -	info@floorgardens.com	Mob.9388467257 Ph.0478 3208017 Sri.K.A.Sugathan



Export Market Promotion

		Sugathan, Marketing Manager.			
21	M/s. J.R. Export Industries, P.B.60, C.C.S.B.Road, CivilStation Ward, Alleppey-688 001	for participation in "Textil House Fair 2013" Sao Paulo, Brazil from 15.08.13 to 25.08.13 by Sri Jacob Neroth, Managing Partner	1,75,000/-	Jrgroup.in@gmail.com , jrgroup@sancharnet.in	Ph.0477 2260768/2260769 Sri.Jacob Neroth, Chief Executive
22	M/s. Eco Systems, 490/2-A, Akkaraipatti Devimanagalam Post, Samayapuram, Trichy-621 112.	for participation in " International Garden, Leisure & Pet Care Exhn. (GLEE), Birmingham, U.K. for the period from 13.09.13 to 27.09.13 by Sri. Balamurugan, CEO	75,060/-	ecosystems@yahoo.com	Mob.9944449241/9442 149241 Ph.431 2655188/3299192 Sri.R.Saravana Kumar, Managing Partner
23	M/s. Coconut Products Impex, S.F.No.193/AIC, Nallampally Village, Kollaripatti Post, Pollachi Taluk, Coimbatore-642 107	for participation in "Gardex 2014" Tokyo, Japan for the period from 11.10.14 to 25.10.14 by Sri Sayed Asif, Managing Partner	64,021/-	info@coconutimpex.com , sales@coconutimpex.com	Mob.9447958577, Ph.0477 2263262 Sri.Sayed Asif
24	M/s. Loom Craft, Coir Park, Mayithara Post, Cherthala, Alappuzha-688 539	for participation in Mega Show Part I, Hong Kong for the period from 19.10.14 to 25.10.14 by Sri Anil Madhavan,	38,742/-	madhavaninc@gmail.com	Mob.9847012000, Ph.0477 2245900/2244300 Sri.Shan Madhavan



Export Market Promotion

		Export Manager			Proprietor
25	M/s. Star Plus Bio Products, Coimbatore	for participation in International Horticulture Trade Fair at Amsterdam, Netherlands from 03.11.14 to 10.11.14 by Sri. M. M. Govindaraj, Managing Partner.	1,45,719/ -	starplusbiopdts@gmail.com	Mob.9952152585 Sri.M.M.Govindaraj
26	M/s.Coirart,8/569c, Pallikavala, Marathorvattom, Cherthala, Alappuzha -688 539	for participation in Domotex 2015 at Germany from 15.01.15 to 22.01.15 by Sri Antony Abraham, Proprietor	1,40,575/ -	coirart@gmail.com , antonyabraham@outlook.com	Mob.8589896000/9539 741749 Ph.0478 2815639 Sri.Antony Abraham
27	M/s. Mangalath Coir Mills, 14/545B, Marathorvattom P.O., Cherthala, Alappuzha-688 539	for participation in Domotex 2015 at Germany for the period from 15.01.15 to 22.01.15 by Sri Rajesh Seetharam, Marketing Manager.	1,32,174/ -	mangalathcoirmills@gmail.com	Mob.9446512502 Sri.Rajesh Seetharam, Mkg.Manager
28	M/s.SSS Global, 68, Arokianathar Street,Pollachi-642 001	for participation in "Gardex 2014" Tokyo, Japan for the period from 14.10.14 to 19.10.14 by Sri.Suresh Kumar, Kalimuthu, Proprietor.	55,630/-	sssglobal@ymail.com	Mob.9363119290/9965 255055 Sri.K.Suresh Kumar, Proprietor



Export Market Promotion

29	M/s. Kanti Floor Furnishers, P.B.No.54, Alappuzha -688 001	for participation in Domotex 2015" at Germany for the period from 12.01.15 to 22.01.15 by Sri.Anil Kumar B.Pillai, Marketing Manager	1,25,000/ -	kantifloor@vsnl.com	Ph.0477 2251053/2251153 Sri.Prakash Varma, General Manager
30	M/s.Sri Aanjaneyar Fibres, Pollachi	for participation in "Canton Fair" at China for the period from 29.10.14 to 07.11.14 by Sri. K. Senathipathy, Proprietor	67,700/-		Mob.9865048383 Sri.K.Senathipathy
31	M/s.Ganapathi Cocopeat, Erode	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. M. Palanisamy, Proprietor.	67,700/-	Ganapathy.cocopeat@gmail.com	Mob.9443563228Ph.04 204 222828 Sri.M.Palanisamy
32	M/s. Sri.Lakshmi International, Pollachi	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. B. Sivathirukumaran, Managing Partner	67,700/-	srilakshmiintl@gmail.com	Mob.9363121909 Sri.Sivathirukumaran Mg.Partner
33	M/s. Sri.Chinnamman Coirs, Pollachi	for participation in "Canton Fair" China for the period from 29.10.14	67,700/-		Mob.9750040288 Sri.S.Velusamy



Export Market Promotion

		to 07.11.14 by Sri. S. Velusamy, Proprietor.			
34	M/s. UKV Agro Farms, 92, Moniorpadi, Pollachi -642 133	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri.Vishuthi Varun Chakravarthy, Manager	16,950/-	uvarun@gmail.com	Mob.9976669999,9486 669000 Sri.V.S.Udhyakumar, Partner
35	M/s. Fibre World, P.B.No.4643, Cullen Road,Alppuzha-688 012	for participation in Mega Show Part-I, Hong Kong for the period from 18.10.14 to 24.10.14 by Sri Roby Francis, Managing Partner.	1,25,000/ -	seena@fiberworldindia.com , fibreworld@sancharnet.in	Ph.0478 2861287/2861288 Sri. Roby Francis
36	M/s. Classic Floor Furnishings, 1/503, Kaniavally, Kurekkad, Ernakulam -682 305	for participation in "Domotex 2015" Germany for the period from 13.01.15 to 26.01.15 by Sri. Joseph Mathew, Partner	1,50,000/ -	clas_ind@rediffmail.com	Mob.9895261182 Ph.0484 2242289 Smt.Sheeba Joseph
37	M/s. Sivan Coirs, Erode	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. M. Kathirvel, Proprietor	67,700/-	sivanagencies2013@gmail.com	Mob.9842072650 Sri.M.Kathirvel



Export Market Promotion

38	M/s.Kumaran Coirs, Erode	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. M. Shanmugasundaram, Proprietor	67,700/-	mshankugasundaram1956@gmail.com , g@gmail.com	Mob.9443302346/9842725253 Ph.04204 225111 Mr.Arvinth Gopalakrishnan Business Development Manager
39	M/s. Sri Raagavendra Best Fibre, Pollachi	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. C. Balasubramanian, Managing partner	67,700/-	info@foxb.in srcp_07@yahoo.co.in	Mob.9443705154,Ph.04259 280269
40	M/s.The Taj Coir Mills, P.O.Box No.100, South Aryad, Alleppey-688 006	for participation in "Domotex 2015" Germany for the period from 15.01.15 to 22.01.15 by Sri. Managing Partner	1,50,000/-	tajcoir@tajcoir.in , tajcoir@satyam.net.in	Mob.9946044000 Ph.0477 2258371,2858372 Sri.Jayan P.S.
41	M/s.Loomcraft 100%EOU, Alleppey	for participation in IECA Annual Expo Conference Expo" Portland, USA for the period from 14.02.15 to 28.02.15 by Sri. Anil Madhavan, Export Manager	1,20,480/-	madhavaninc@gmail.com	Mob.9847012000, Ph.0477 2245900/2244300 Sri.Shan Madhavan Proprietor



Export Market Promotion

42	M/s.Sri Ragavendra Coir Products, Pollachi	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. K. N. Kittusamy, Partner	67,700/-	srcp_07@yahoo.co.in	Mob.9363391000/9363 381000 Ph.04259 280269/280087 Sri.M.N.Kittuswaamy, Parter
43	M/s. Amman Fibres, Pollachi	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. K. Gunasekharan, Managing Director	67,700/-	Gunasekaran1000@gmail.com	Mob.9842258580 Sri.Gunasekharan
44	M/s.Sri Krishna Fibres, Pollachi	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. M. Tulasirajan, Proprietor.	67,700/-	srikrishnafibers@gmail.com	Mob.9842479271 Sri. M. Tulasirajan, Proprietor
45	M/s. Indian Home Decors, P.B.No.60, C.C.S.B.Road, Civil Station Ward, Alleppey-688 001	towards publicity brochures in connection with participation in "Infdex fair" Quatar, Doha for the period from 23.10.13 to 26.10.13	15,000/-	Jrgroup.in@gmail.com , jrgroup@sancharnet.in	Ph.0477 2260768/2260769 Sri.Jacob Neroth, Chief Executive
46	M/s.Venus Fibre Products, Pollachi	for participation in "Canton Fair" China for the period from 29.10.14	67,700/-	cnmaruthakumar@gmail.com	Ph.04259 244376/244576 Sri.Chinnasamy



Export Market Promotion

		to 07.11.14 by Sri. S. P. Chinnasamy, Proprietor			
47	M/s.Thuran Fibre, Pollachi	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. Vignesh, Manager	67,700/-	thurancoirmills@gmail.com	Mob.9750588800 Ph.04259 291059 Sri.N.Vignesh
48	M/s.Madhubans Kitchen 'N' Living, CC/54/175, G-357, Panampilly Nagar, Near Andhara Cultural Association, Kochi-682 036	for participation in "Home Textile" Almaty, Kazakhstan for the period from 26.02.14 to 13.03.14 by Sri. C. I. Davis, Marketing Manager	12,536/-	madhubankitchen@gmail.com	Mob.9995444200 Sri.V.Devasia Tony Proprietor
49	M/s. Rayar Fibres, Pollachi	for participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. C. N. Maruthakumar, Partner.	67,700/-	cnmaruthakumar@gmail.com	Ph.04259 24231 Sri.C.N.Maruthakumar
50	M/s.Sri Lakshmi Fibre Mills, Pollachi	For participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri A. Appusamy, Proprietor."	67,700/-	rajathicoir@gmail.com	Mob.9842828534,9842 228534 Sri.A.Appusamy
51	M/s. Sri Ram Coir Products, Pollachi	For participation in "Canton Fair" China for the period from 29.10.14	67,700/-	sriramenterprises@ymail.com	Mob.9965430333 Sri.Jayaramachandran



Export Market Promotion

		to 07.11.14 by Sri P. Jayaramachandran, Proprietor.”			
52	M/s. Indian Home Decors, P.B.No.60, C.C.S.B.Road, Civil Station Ward, Alleppey-688 001	For participation in “Infdex Fair”Quatar, Doha from 25.10.13 to 29.10.13 by Sri. Jacob Neroth, Proprietor	42,115/-	Jrgroup.in@gmail.com , jrgroup@sancharnet.in	Ph.0477 2260768/2260769 Sri.Jacob Neroth, Chief Executive
53	M/s. J. R. Export Industries, PB.No.60, C.C.S.B.Road, Civil Station Ward, Alleppey-688 001	For printing of Brochures/Catalogues “Textile House Fair 2013”at Sao Paulo, Brazil for the period from 18.08.13 to 28.08.13	7,500/-	Jrgroup.in@gmail.com , jrgroup@sancharnet.in	Ph.0477 2260768/2260769 Sri.Jacob Neroth, Chief Executive
54	M/s. R.Shanmugam & Co. Coirs, Erode	For participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri R. Shanmugam, Proprietor.	67,700/-	svra.hpe@gmail.com	Mob.9443133059 Sri.Shanmugam
55	M/s. Sukumar Coir India P. Ltd., S.F.No.382/3, Anumanpalli Main Road, Palayapalayam, Murungatholuvu, Chennimalai Via, Perundurai TK-638 051 Erode	For participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri S. Sukumar, Director	67,700/-	coco@sukumar.com	Mob.9865257282,9786 657282 Ph.04294 292600 S.Kannan Mg.Director



Export Market Promotion

56	M/s.Sri Venkatachalapathi Fibre, Pollachi	For participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri S. Gopu, Manager	67,700/-	gopusrp@gmail.com	Mob.9443339349,9944 556221
57	M/s.Shree Coirs, Erode	Forparticipaton in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri D. Kathirvel, Proprietor.	67,700/-	shreekathirvel@gmail.com	Mob.9943046699,7373 046699 Sri.D.Kathirvel
8 58	M/s.Shri Krishnan Coirs, Erode	For participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri V. Baskaran, Proprietor.	67,700/-	krishnancoirexports@gmail.com	Mob.9443930125 Sri.V.Baskaran
59	M/s. Sri Rajathi Coir Products, 10, Kanakkupilai Street, K.Malayandipattanam, Pollachi-642 114	For participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri Palanisamy, CEO	67,700/-	rajathicoir@yahoo.com	Mob.9965595123,9486 875123 Sri.Palanisamy,CEO
60	M/s.Thuran Coir Mills,179/2 A, Rangasamuthram, Suleeswaranpatti P.O. Pollachi -	For participation in "Canton Fair" China for the period from 29.10.14	67,700/-	thurancoirmills@gmail.com	Mob.04259- 227380/228833 Sri.K.Nagarajan



Export Market Promotion

	642 006.	to 07.11.14 by Sri K. Nagarajan, Managing Partner			
61	M/s.Srinisha Cocopeat Pvt.Ltd., A-44, N.G.O.Colony, Kottar, Nagercoil, Kanyakumari -629 002	For participation in International Horticulture Trade fair”, Netherlands for the period from 03.11.14 to 18.11.14 by Sri. Daniel Pooranan Vijayan, Marketing Executive	1,18,237/-	enquiry@srinishacocopeat.com	Mob.9442339013 Ph.4652250194 Sri.Daniel Pooranan Vijayan
62	M/s. Lords Exports,CMC-3/79-H, Madakkans Building, North of Manorama Junction, Cherthala - 688 524	For participation in “IECA Annual conference & Expo ”Portland, USA for the period from 15.02.15 to 18.02.15 by Sri. Joji Jacob, Proprietor	85,040/-	info@lordsexports.in	Mob.9400235262 Ph.0478 2812562 Sri. Joji Jacob
63	M/s.Mangalath Coir Mills, 14/545B, Marathorvattom P.O., Cherthala, Alappuzha-688 539	For participation in “IECA Annual conference & Expo ” Portland, USA for the period from 15.02.15 to 21.02.15 by Sri. Rajesh Seetharam, Marketing Manager	85,040/-	mangalathcoirmills@gmail.com	Mob.9446512502 Sri.Rajesh Seetharam, Mkg.Manager



Export Market Promotion

64	M/s.Coirart, 8/569C, Marathorvattom P.O., Cherthala, Alappuzha-688 539	For participation in "IECA Annual conference & Expo " Portland, USA for the period from 15.02.15 to 21.02.15 by Sri. Antony Abraham	85,040/-	coirart@gmail.com , antonyabraham@outlook.com	Mob.8589896000/9539 741749 Ph.0478 2815639 Sri.Antony Abraham
65	M/s.Sri Amritha Coir Products Exports, Erode	For participation in "Canton Fair" China for the period from 29.10.14 to 07.11.14 by Sri. M. Ponnusamy, Proprietor	58,800/-	amrithacoirexports@gmail.com	Mob.9443732540,9443 6 73483,9443504390 Sri.Ponnusamy
66	M/s. Roco World, Ward No.VIII/588, Mammood P.O., Changanacherry, Kottayam-686 553	For participation in "Domotex 2015" Germany for the period from 15.01.15 to 22.01.15 by Sri. Rojo James, Proprietor	1,50,000/-	rojo@rocoworld.com	Mob.9447399698, 8289914698,94474812 70 Mr.Rojo James
67	M/s.Vasundharalayam Coir Works, Door No.89/X, Muhamma P.O.,Alappuzha-688 525	For participation in "Domotex Russia 2014" Moscow Russia for the period from 01.04.14 to 03.04.14 by Sri. Rajendran V, Proprietor	1,50,000/-	info@vasundharacoir.in	Mob.9847276659, 8606455855 Ph.0478 2864573 Sri.Rajendran V.
68	M/s.Sukumar Coir India P.Ltd., S.F.No.382/3, Anumanpalli Main	Printing of Publicity brochures/catalogues	3,750/-	coco@sukumar.com	Mob.9865257282,9786 657282



Export Market Promotion

	Road, Palayapalayam, Murungatholuvu, Chennimalai Via, Perundurai TK-638 051	“Canton Fair”, China for the period from 31.10.14 to 04.11.14			Ph.04294 292600 S.Kannan Mg.Director
		Total	63,88,97 5/-		

Source: Coir Board



Export Market Promotion

Table 2 EMDA UNDER COIR BOARD SCHEME SANCTIONED/ DISBURSED DURING THE YEAR 2015-16.

Sl No	Exporter's Name & Address	Particulars	Amount	email	Ph.& Mob.
1	M/s. Central Coir Mills,18/922, Vazhicherry Road, Alappuzha-688 001 (Kerala)	Participation in the Exhibition "Domotex 2015" at Germany by Sri. Sony Joseph, CEO for the period from 15.01.15 to 21.01.15	1,50,000/-	centralcoir@yahoo.co.in , sonycentral@sancharnet.in	91 477 2242962 Mob.+91 9447347541
2	M/s. TJP Rubber Industries, Development Plot, Poovanthuruth, Kottayam-686 012 (Kerala)	Participation in the exhn."Domotex 2015" at Germany for the period from 14.01.15 to 26.01.15 by Sri. George P. Thomas, Managing Partner.	1,50,000/-	tjprubber@hotmail.com	+91 481 2342636/2353833 Mob.+91 9447042636
3	M/s. Rubber Field, Kaipattoor, Ernakulam-683574 (Kerala)	Participation in the exhn. "Domotex 2015"Germany for the period from 15.01.15 to 23.01.15 by Sri. Sheffin Muhammed, Manager	1,50,000/-	kaison@satyam.net.in , kaisonsheffin@gmail.com	+91 484 2462831, 2462195, 2462387 Mob.+91 9846799555
4	M/s. B.S. Rubbers, Development Plot, Poovanthuruth, Kottayam - 686 012 (Kerala)	Participation in the exhn."Domotex 2015"at Germany for the period from 15.01.15 to 23.01.15 by Sri.K.P.Babu, Managing Partner	1,50,000/-	bsrmats@gmail.com	+91 99474 41778
5	M/s.Royals Novelty Cloth Bazar P.Ltd.,	Participation in the exhn ."IECA Annual Conference"	73,800/-	royalsthecityofsilks@yahoo.com	+91 475 2277601 09447072240



Export Market Promotion

	AP-IX/1033 Royal Complex, Royal Junction, Anchal, Kollam (Kerala)	at Portland, USA for the period from 15.01.15 to 18.02.15			
6	M/s. Harish Coconut Products P.Ltd., 2/141, Kanjampatty Pirivu, Unjavelampat ti P.O., Pollachi -642 003 (TN)	Participation in the exhn. "IPM Essen Fair 2015" Germany for the period from 27.01.15 to 30.01.15 by Sri. C. M. Harirajan, Managing Director	1,08,570/-	harishcoco @vsnl.net	+91 4259 236777 Mob.+91 9843088887
7	M/s. Kumaran Coirs, 325/1, Chokan Kadu, Eatchipalaya m, Kodumudi, Erode -638 151 (TN)	Participation in the exhn. "IECA Annual Conference Expo" at Portland, USA for the period from 15.02.15 to 18.02.15 by Sri.Arvinth G.Business Manager.	86,540/-	Mshanmuga sundaram19 56@gmail.c om, arvinth.g@ gmail.com	+91 4204 225111 Mob.+91 9443302346/98 42725253
8	M/s. Ganesh Coir Mills,P.B.No. 64, Vellakinar, Alleppey (Kerala)	Participation in the exhn."China Fair 015" for the period from 29.10.14 to 08.11.14 by Sri. U. Umesh Kumar, General Manager	15,279/-	sseas@md3 .vsnl.net.in	+91 9847180654
9	M/s.Neo-Tech Polymers,Indu strial Development Plot, Puvanthuruth u Kottayam - 12 (Kerala)	Participation in the exhn."Domotex 2015"Germany for the period from 17.01.15 to 20.01.15 by Sri. Riyas Babu, Partner	1,25,000/-	neotechpoly @gmail.co m	+91 481 2341783 Mob.+91 9388943115



Export Market Promotion

10	M/s. K. S. Gangadhara Iyer & Co., P.B.No.3836, A.C.Street, Mullakkal, Alleppey-688 010 (Kerala)	Participation in the exhn."Domotex 2015" at Germany for the period from 17.01.15 to 20.01.15 by Sri.K.Gangadharan, Managing Partner.	1,50,000/-	ksgiyer@vsnl.com,ksgiyer@hotmail.com	+91 477 2251321/22513 15 Mob.+91 9846034326
11	M/s.SSS Global, 68, Arokianathar Street,Pollachi -642 001 (TN)	Participation in the exhn."IECA Annual Conference Expo"at Portland, USA from 15.02.15 to 18.02.15 by Sri.Suresh Kumar Kalimuthu, Proprietor.	85,040/-	sssglobal@gmail.com	+91 4259 235829 Mob.+91 9965255055
12	M/s. Meta Classic Fibres, Varanam P.O., Puthanagady, Alappuzha - 688 555 (Kerala)	Participation in the exhn."Domotex 2015"Germany for the period from 17.01.15 to 20.01.15 by Sri.M.T.Mohanan, Proprietor	1,50,000/-	info@mcfibres.com , mcfibres@gmail.com	+91 478 2583894 Mob.+91 94474 57558/9400583 894
13	M/s.Kannan Fibres, S.F.No.481/1, Vazhakombu Nagoor, Ambarampalayam P.O.,Pollachi -642 103 (TN)	Participation in the exhn."IECA Annual Conference Expo"at Portland,USA for the period from 15.02.15 to 18.02.15 by Sri.Krishnakumar Ramraj, Manager.	85,040.00	krishnakumararamaraj@gmail.com	+91 9788270777
14	M/s.Santhigiri Koottukudumba Coir, Nellippuzha Road, Aroor P.O.,Alappuzha-688 534 (Kerala)	Participation in the exhn."Domotex 2015" Germany for the period from 17.01.15 to 20.01.15 by Sri.B.S.Pushparaj, Chief of Export.	1,26,125/-	santhigirite@gmail.com	+91 478 2874962 Mob.+91 8606083000



Export Market Promotion

15	M/s.Gharana Exports (P) Ltd., Savo Sadan, 18/495, M.M.Ali Road, Calicut -673 001 (Kerala)	Participation in the exhn.İPM Essen Fair”at Germany for the period from 27.01.15 to 30.01.15 by Sri.Mohit Saboo, Managing Director	92,445/-	info@coco gold.net	+91 495 4020441 Mob.+91 9349750751`
16	M/s. Rudra Coco Products, S.F.No.848/1, 849/1, V.Kaliapuram , Vettaikaranpu dur Via, Pollachi-642 129 (TN)	In connection with printing of Publicity catalogues in International Hortifair”Amsterda m, Netherlands for the perio from 05.11.14 to 07.11.14.	5,119/-	contact@rudraexport.com	+91 9698099111, 9566082220
17	M/s. Madappatt Exports, Pollachi (TN)	Participation in exhn. İPM Essen Fair” at Germany for the period from 27.01.15 to 30.01.15 by Smt. Roshni Susheel, Managing Partner.	1,75,000/-	mail@mad apatagencie s.com	+91 482 2260262/26301 6 Mob.+91 9946000262
18	M/s. Santhigiri Ashramam, Koliyacode P.O., Venjaramood, Thiruvanathap uram-695589 (Kerala)	Participation in exhn. “Domotex 2015”at Germany for the period from 17.01.15 to 20.01.15 by Swami Gurumithran Janathapaswi, General Manager	40,625/-	santhigirits e@gmail.c om	+91 471 2419313
19	M/s. Rudra Coco Products, S.F.No.848/1, 849/1,	Participation in exhn.”International Horti Fair”at Amsterdam for the period from	75,000/-	contact@rudraexport.com	+91 9698099111, 9566082220



Export Market Promotion

	V.Kaliapuram , Vettaikaranpu dur Via, Pollachi-642 129 (TN)	05.11.14 to 07.11.14 by Sri.Surya Narayan Singh			
20	M/s.Meta Classic Fibres, Varanam P.O., Puthanangadi, Alappuzha- 688 555 (Kerala)	Towards publicity of brochures in connection with Domotex 2015 at Germany for the period from 17.01.15 to 20.01.15	6,250/-	mcfibres@gmail.com , mcf@mcfibres.com	+91 9447457558 +91 9400583894
21	M/s. SPV Designs, Rama Varma, Alappuzha- 688 006 (Kerala)	Participation in exhn.”Domotex 2015”at Germany for the period from 17.01.15 to 20.01.15 by Sri.Sharon P.Varghese, Proprietor	1,46,125/-	Sharun.pv @gmail.co m	+91 9900000724
22	M/s. Master Touch, Ashramam Ward, Alappuzha - 688 006 (Kerala)	Participation in exhn. “Domotex 2015”at Germany for the period from 17.01.15 to 20.01.15 by Sri.Shaji P.Varghese, Proprietor.	1,03,875/-	info@mast ertouchindi a.com	+91 9846231120
23	M/s.Premier Coir Products, S.F.No.61/4E, Kanjampatti Road, Unjavelampat ti Post, Pollachi-642 003 (TN)	Participation in exhn IECA Annual Conference Expo” at Portland, USA for the period from 12.02.2015 to 23.02.2015 by Sri.S.Mahesh Kumar, Managing Partner.	73,800/-	coirplus@gmail.com , deepaksunc o@gmail.c om	+91 4259 284690 Mob.+91 9843010886/98 43852020



Export Market Promotion

24	M/s. UKV Agro Farms, 92, Minorpadi, Pollachi-641 133 (TN)	Participation in exhn "IECA Annual Conference Expo" at Portland, USA for the period from 14.02.2015 to 27.02.2015 by Sri.Vishuthi Varun Chakravarthy, Manager	25,600/-	uvarun@gmail.com	+91 9976669999, 9486669000
25	M/s.Santhigiri Koottukudumba Coir, Nellippuzha Road, Aroor P.O.,Alappuzha-688 534 (Kerala)	Participation in exhn "IECA Annual Conference Expo" at Portland, USA for the period from 14.02.2015 to 21.02.2015 by Sri.B.S.Pushparaj, Chief of Exports	85,040/-	santhigiritse@gmail.com	+91 478 2874962 Mob.+91 8606083000
26	M/s. M. P. Coir Exports, No.5A, Dharapuram Road, Udumalpet-642 126, Tirupur (TN)	Participation in exhn. "IPM Essen Fair"at Germany for the period from 25.01.15 to 07.02.15 by Sri.Thiagarajan Palanisamy, Proprietor.	1,11,771/-	contact@coirexportsindia.com	+91 4252 224255 Mob.+91 9865160300/98 84622191
27	M/s.Rudra Exports, 3/402-B, Siddeshwara Nagar, Collectorate Post, Dharmapuri -636 705 (TN)	Participation in exhn. "IPM Essen Fair"at Germany for the period from 25.01.15 to 07.02.15 by Sri. P. Santhosh Kumar, Marketing Manager	1,11,771/-	santhosh@rudraexport.com	+91 9566082220
28	M/s.Cocoflora,	Participation in exhn "IECA Annual	85,040/-	cocoflora@yahoo.com ,	+91 4259 266252



Export Market Promotion

	Karappadi, Poosaraipatti Post, Pollachi-642 205 (TN)	Conference Expo” at Portland, USA for the period from 12.02.2015 to 23.02.2015 by Sri.Satish Chandran Viswanathan, Marketing Manager		cocoflora@gmail.com	Mob.+91 9842250990
29	M/s.Sri Ragavendra Coir Factory, S.F.No.268/ 3-B, Sakkarapala yam, Muthur P.O., Kangayam T.K.,Tirupur -638 105 (TN)	Participation in exhn. İPM Essen Fair”at Germany for the period from 25.01.15 to 31.01.15 by Sri. Poochamy. Proprietor	1,11,771/-	sriragavendr acoir@gmail. l.com	+91 4257- 254974/Mob.+ 91 9976449444
30	M/s. Suga Coco Products P.Ltd., 198/1, K. Nagoor Road, Kanjampatti ,Pollachi- 642 003 (TN)	Participation in exhn İECA Annual Conference Expo” at Portland, USA for the period from 09.02.2015 to 22.02.2015 by Sri. K. Sugakumaravel, Managing Director	85,040/-	suga@suga coco.com	+91 4259 284305 Mob.+91 9884301001
31	M/s. Coconut Products Impex, S.F.No.193/ AIC, Nallampally Village, Kollarpatti	Participation in exhn. İPM Essen Fair”at Germany for the period from 25.01.15 to 16.02.15 by Sri. Sayed Asif, Managing Partner	1,11,771/-	info@coconutimpex.com , sales@coco nutimpex.co m	+91 477 2263262Mob.0 9447958577



Export Market Promotion

	Post Coimbatore- 642 107 (TN)				
32	M/s.Sun Universal, Adiyaman Kottai, Punnam Chatram, Karur (TN)	Participation in “IECA Annual Conference Expo” for the period from 12.02.15 to 23.02.15 by Sri.S.Manimaran, Managing Director	85,040/-	sununiversa l@rediffmai l.com	+91 9842295655
33	M/s.Shanka r Mills, Opp.Sree Ramakrishn a Ashramam, Avalookunn u P.O.,Allepp ey-6 (Kerala)	Participation in IGC East Fair, Baltimore, USA” for the period from 4 th -6 th August, 2015 by Sri. Anil Madhavan, General Manager	1,93,996/-	madhavanec ocraft@gma il.com	+91 477 2233175/22359 40
34	M/s.Golden Coir Tufts, 57/1 A, Zamin Uthukuli Road, Singanallur, Akilandapur am Post, Pollachi- 642 004 (TN)	Participation in Domotex 2014, Germany for the period from 09.01.14 to 16.01.14 by Sr. B.Rangaraj, Managing Partner	1,25,000/-	goldencoir @yahoo.co m	Mob.+91 9944497398
35	M/s. Seven Seas Trading Co., 25/685, Seven Seas Building, South of	Participation in Decorex-SA 2015, Johannesburg, South Africa from 03.08.15 to 11.08.15 by Sr. S.Ponnambalam,	83,880/-	sseas@md 3.vsnl.net.i n	+91 477 2262963/22624 63 Mob.+91 9847180654



Export Market Promotion

	Vellakinar ,Alleppey - 688 001 (Kerala)	Managing Partner			
36	M/s. K. S. Gangadhara Iyer & Co., P.B.No.383 6, A.C.Street, Mullakkal, Alleppey- 688 010 (Kerala)	Participation in Decorex-SA 2015, Johannesburg, South Africa from 03.08.15 to 12.08.15 by Sri.Gangadharan Kalpathy, Partner	84,180/-	ksgiyer@vsnl.com , ksgiyer@hotmail.com	+91 477 2251321/22513 15 Mob.+91 9846034326
37	M/s.Royals Novelty Cloth BazarLtd., AP-IX/1033 Royal Complex, Royal Junction, Anchal, Kollam (Kerala)	Participation in IGC East Fair, Baltimore, USA from 4-6 th August 2015 by Sri. Kunjumon P.T., Managing Director	1,37,688/-	royalsthecityofsilks@yahoo.com	+91 475 2277601 09447072240
38	M/s.Tufko Internationa l, 1/51 A, Kollamkula m Building, Anakal P.O., Kanjirapally , Kottayam - 686 526 (Kerala)	Participation in Domotex 2015, Germany for the period from 12.01.15 to 22.01.15 by Sri. K. A. Jose, Managing Partner	1,25,000/-	tufko@vsnl .net	+91 4828 205647/208283 Mob.+91 9388625603
39	M/s.Royals Novelty Cloth Bazar P.Ltd., AP- IX/1033	Participation in Expo National Ferretera 2015, Mexico from 09.09.15 to 16.09.15	1,66,820/-	royalsthecityofsilks@yahoo.com	+91 475 2277601 09447072240



Export Market Promotion

	Royal Complex, Royal Junction, Anchal, Kollam (Kerala)	by Sri Kunjumon P.T., Managing Director			
40	M/s.SSS Global, 68, Arokianathar Street,Pollachi-642 001 (TN)	Participation in IGC East Fair 2015, USA from 02.08.15 09.08.15 by Sri Suresh Kumar, Proprietor	2,00,610/-	sssglobal@ ymail.com	+91 4259 235829 Mob.+91 9965255055
41	M/s.Sri Selvakalliammal Coirs, SF 978/5A2, Gandhiaashramam, Periyapodhu , Pollachi- 642 103 (TN)	Participation in IGC East Fair 2015, USA 01.08.15 11.08.15 by Sri Elangovan, Proprietor	1,79,840/-	elegantcoirs@gmail.com , elangovan @elegantcoirs.com	+91 4253 266250 Mob.+91 90030 15533/+91 94869 88834
42	M/s.Thuran Coir Mills, 179/2A, Rangasamuthram, Suleeswaran patti P.O., Pollachi - 642 006 (TN)	Participation in IGC East Fair 2015, USA from 28.07.15 to 11.08.15 by Sri Vignesh Nagarajan, Chief Marketing Executive	1,70,408/-	thurancoir mills@gmail.com	+91 4259 291059 Mob.+91 9750588800/94 43054064
43	M/s.Sri Selvakalliammal Coirs, SF 978/5A2, Gandhiaashramam,	Participation in GLEE 2015, Birmingham, U.K. from 12.09.15 to 21.09.15 by Sri.P.Elangovan, Proprietor	93,500/-	elegantcoirs@gmail.com , elangovan @elegantcoirs.com	+91 4253 266250 Mob.+91 90030 15533/+91 94869 88834



Export Market Promotion

	Periyapodhu , Pollachi- 642 103 (TN)				
44	M/s. K. S. Gangadhara Iyer & Co., P.B.No.383 6, A.C.Street, Mullakkal, Alleppey-688 010 (Kerala)	Participation in “Mega Show Part-I, Hong Kong from 17.10.15 to 24.10.15 by Sri. K. S. Gangadhara Iyer, Partner	1,48,480/-	ksgiyer@vsnl.com , ksgiyer@hotmail.com	+91 477 2251321/22513 15 Mob.+91 9846034326
45	M/s.Neelaveni Coir Products, Porasan Kadu, Periya Vaikaimettu Thottam, Devanampal ayam P.O., Pollachi - 642 120 (TN)	Participation in “IGC East Fair 2015”, USA from 01.08.15 to 11.08.15 by Sri. K. Saravanan, Chief Marketing Executive.	1,54,950/-	ksaravanan@gmail.com	+91 94885151/9686 200435
46	M/s.Sun Universal, Adiyaman Kottai, Punnam Chatram, Karur (TN)	Participation in “IGC East Fair 2015”, USA from 02.08.15 to 15.09.15 by Sri.S.Manimaran, Managing Partner	1,74,652/-	sununiversal@rediffmail.com	+91 9842295655
47	M/s. National Coir, LB-43, Stage-I, BDA Colony, Laxmisagar, Puri, Orissa-	Participation in “Mega Show Part-I” Hong Kong from 18.10.15 to 25.10.15 by Sri Jyothi Ranjan Patra, Manager	73,854/-	nationalcoir@yahoo.co.in	+91 9437048854/92 38647661



Export Market Promotion

	751 006 (ORISSA)				
48	M/s. Kumaran Fibres, S.F.No.159/2C1, Koolanaikannpatti, Kolarpatti, Pollachi - 642 107 (TN)	Participation in "IGC East 2015", USA from 28.07.15 to 11.08.15 by Sri N.Anburaj, Managing Director	1,53,650/-	kumaranfibre@gmail.com , contact@kumaranfibres.com	+91 4259 280340, Mob.+91 968200435/996 2192255
49	M/s. Viva Agtech Products, S.F.No.270/1B, Door No.120, Meenkarai Road, Zamin Uthukuli, Pollachi-4 (TN)	Participation in "IGC East 2015", USA from 28.07.15 to 11.08.15	1,53,650/-	vivaagtechproducts@gmail.com	+91 9047009950/97 87722339
50	M/s.Sriram Coir Industries,S. F.No.79/B 3, Meenkarai Road, Ambarampalayam P.O. Pollachi-642 103 (TN)	Participation in "IGC East Fair 2015"at USA from 28.07.15 to 11.08.15 by Sri.J.Athithya, Chief Marketing Executive.	1,53,650/-	athithya@sriramcoirs.com , sriram coir industries@gmail.com	+91 4259 225775/253217/ 253 441 Mob.99656123 12
51	M/s.Rubbertech, S.N.Puram P.O., Cherthala,	Participation in "Expo National Ferretera 2015"Mexico from 09.09.15 to 16.09.15	1,61,200/-	jorubtech@rediffmail.com	+91 478 2860516/22359 28 (Res)



Export Market Promotion

	Alleppey - 688 582 (Kerala)	by Sri. Jose Joseph, Proprietor			
52	M/s.Royals Novelty Cloth Bazar P.Ltd., AP- IX/1033 Royal Complex, Royal Junction, Anchal, Kollam (Kerala)	Printing of Brochures in connection with Expo National Ferretera 2015, Mexico.	7,163/-	royalsthecit yofsilks@y ahoo.com	+91 475 2277601 09447072240
53	M/s. Viva Agtech Products, S.F.No.270/ 1B, Door No.120, Meenkarai Road, Zamin Uthukuli, Pollachi-4 (TN)	Participation in “Mega Show Part- I”Hong Kong from 18.10.15 to 24.10.15 by Sri Vishnu Varthan, Partner	58,986/-	vivaagtech products@ gmail.com	+91 9047009950/97 87722339
54	M/s.Seven Seas Trading Co., Seven Seas Building, South of Vellakinar, Alleppey- 688 001 (Kerala)	Participation in “Mega Show Part-I, Hong Kong from 17.10.15 to 24.10.15 by Sri. S. Ponnambalam, Managing Partner.	1,54,240/-	sevenseasin dia@outloo k.com	+91 477 2262963/22627 63/2262463
55	M/s.Sri Kumaran Coir Products, 4/1,	Participation in IGC East Fair 2015”USA from 28.07.15 to 11.08.15 by Sri. S. K. Gowthaman,	1,50,040/-	skgowtham an@kumar ancoir.com	+91 4259- 236441/236551 Mob.94431364 51/9442636432



Export Market Promotion

	Kumaran Buildings, Makkinampatti, Pollachi -642 003 (TN)	Marketing Consultant			
56	M/s.Coconut Products Impex, No.193/AIC , Nallampally Village, Pollachi Taluk,Coimbatore (TN).	Participation in “Gardex 2015” at Tokyo, Japan from 14.10.15 to 16.10.15 by Sri.Sayed Asif, Managing Partner.	1,41,750/-	info@cocnutimpex.com , sales@cocnutimpex.com	+91 477 2263262 Mob.09447958 577
57	M/s.Royals Novelty Cloth Bazar P.Ltd., AP-IX/1033 Royal Complex, Royal Junction, Anchal, Kollam , Kerala	Participation in “Gardex 2015”at Tokyo, Japan from 11.10.15 to 20.10.15 by Sri.P.T. Kunjumon, Managing Partner	1,79,730.00	royalsthecityofsilks@yahoo.com	+91 475 2277601094470 72240
58	M/s.Sri Raam Coirs, Chandirapuram Road, Makkinampatti P.O.,Pollachi-642 003 (TN).	Participation in “Gardex 2015”at Tokyo, Japan from 11.10.15 to 20.10.15 by Sri.K. Ramakrishnan, Proprietor	1,70,500.00	Suganthi730@gmail.com	09842042785
59	M/s.Green Block Exporters, 360/2B,	Participation in “Gardex 2015”at Tokyo, Japan from 11.10.15 to 22.10.15	1,76,222.00	greenblockcoir@gmail.com	09842230134



Export Market Promotion

	Annanagar, Chettipalaya m, Kolarpatti Village post, Pollachi- 642 107	by Sri.S.Kannan, Proprietor			
60	M/s.Sukumar Coir India Ltd., S.F.No.383/3, Anumanpalli Main Road, Palayapalayam, Perundurai (TK), Erode-638 051 (TN).	Participation in “Gardex 2015” at Tokyo, Japan from 11.10.15 to 22.10.15 by Sri. S. Sukumar, Proprietor	1,76,222.00	coco@sukumarcoir.com , sukumarcoirmachine@gmail.com	Ph.+91-4294-292600
61	M/s.Seven Seas Trading Co., 25/685, Seven Seas Buildings Alleppey, Kerala.	Participation in International Autumn Trade Fair, Dubai, UAE from 15.12.15 to 19.12.15 by Sri S. Ponnambalam, Managing Partner.	83,041.00	sevensseas@outlook.com , sseas@md3.vsnl.net.in	0477-2262963 Mob.9847180654 Sri. S. Ponnambalam
62	M/s.Ganesh Coir Mills, P.O.Box No.64, Alleppey-1 (Kerala)	Participation in International Autumn Trade Fair, Dubai, UAE from 15.12.15 to 19.12.15 by Sri.Vipin P. Subramaniam, General Manager	81,445.00	sseas@md3.vsnl.net.in	09567377372
63	M/s.Thuran Fibre, 183/2C2, Rangasamut	Participation in Mega Show Part-I at Hong Kong from 18.10.15 to 24.10.15	58,986.00	thuranfibre@gmail.com	09443054064/09750588800



Export Market Promotion

	hram, Suleeswaran patti P.O.,Pollach i-642 006	by Sri.S.V.Rajendra Prasad, Chief Marketing Executive.			
64	M/s.Sri Vishnu Lakshmi Fibres, Seelakkamp atti Post, Pollachi- 638 205 (TN)	Participation in Gardex 2015 at Tokyo, Japan from 11.10.15 to 22.10.15 by Sri. M. Kannan, Partner	1,76,222.00	vcoirexport kannan@g mail.com	09788991919
65	M/s.Sree Akkammar Easwari Coir Products, S.F.No.172, Near Sakthi Illam, Kanjampatt y Village, Kanjampatti P.O., Pollachi - 642 054 .	Participation in Gardex 2015 at Tokyo, Japan from 11.10.15 to 22.10.15 by Sri. T. Jagadeesh, Proprietor	1,76,222.00	akkammare aswari@g mail.com	09842944451
66	M/s.Sriram Coir Industries, Meenkarai Road, Ambarampa layam P.O., Pollachi- 642 103 (TN).	Participation in “GLEE 2015” U.K. from 12.09.15 to 21.09.15 by Sri.Athithya Jayaramachandran, M.B.A.	99,900.00	athithya@s riramcoirs. com	09965612312
67	M/s. Premier Coir Products,	Participation in IGC East Fair 2015”Baltimore, USA from 02.08.15	1,85,472.00	coirplus@g mail.com	09843010886



Export Market Promotion

	S.F.No.61/4 E, Kanjampatti Road, Unjavelampatty Post, Pollachi-642 003 (TN).	to 15.09.15 by Sri Deepak Mahesh, Vice President.			
68	M/s.Sri Balaji Coir Export, 10/110, Vijaya Nagar, Vengamedu, Vilakethi P.O., Sivagiri, Erode-638 109 (TN).	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri. P. N. Kamalakannan, General Manager	61,230/-	pnktimbers@yahoo.com	09942259952
69	M/s.R.P.G. Coir, RSF No.1127, Thundukkadu, Puralagoundenvalasu, Paranchervazhi (Post), Kangayam, Tirupur-638 701 (TN).	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri. R. Ramesh, Proprietor	61,230/-	rpgcoir@gmail.com	09865668822
70	M/s.Jagadish Coir Industries,4 3/2, Kangayam Main Road, K.Othakkadai, Kodumudi	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri. Jagadish, Proprietor	61,230/-	Jakku.abi@gmail.com	09865277669



Export Market Promotion

	P.O., Erode-638 151 (TN).				
71	M/s.P. G. A. Coir Industries,7 81/1, Varattumad aikadu, Gnanipalaya m P.O., Vellode, Erode-638112 (TN)	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri. P. Dhanasekharan, Managing Partner	61,230/-	pgacoirs@gmail.com	09842622300
72	M/s.Sri Amman Coirs, S.F.No.1566 /3, Porasamedu , Vi.Karukka mpalayam P.O., Kodumudi Block, Sivagiri, Erode-638 109 (TN).	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri. K. R. Senthil Kumar, Managing Director	61,230/-	krsenthilumar79@gmail.com	09443894615
73	M/s.Amman Coir, 37, Main street, Viruppampalayam, Kodumudi, Erode-638 151 (TN).	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri. G. Murthy, Managing Director	61,230/-	Kurthigana pathi.erode@gmail.com	09442352456
74	M/s.Sri Amman Coirs, S.F.No.1201	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended	61,230/-	Selvaamma n78@gmail.com	09842443140



Export Market Promotion

	, Pallakadupur, Paranjervazhi P.O., Kangayam (Via), Tirupur (TN).	by Sri. S. Selvaraj, Proprietor			
75	M/s.Surya Coirs, 6/178, Thalavumalai , K.G.Valasu, Chennimalai (Via) Erode- 638 051, (TN).	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri.K.Sanjeev Kumar	61,230/-	suryacoirs@gmail.com	09842956288
76	M/s.Sakthi Fibres, Near E.J.T.College, Sengodampalayam, Kavindapadi, Erode - 638 455 (TN)	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri. A.K.Mahendran, Partner	61,230/-	sakthifibres@yahoo.com	9865671035
77	M/s.S. S. Fibre, 902/1, Theathirankattuthottam, Veeranampalayam P.O., Kangayam, Tirupur-638 701 (TN)	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri. P. Selvakumar, Proprietor	61,230/-	sharvaselva@gmail.com	9842720512
78	M/s.Sri Vinayaka Coirs, 1/340,	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended	61,230/-	srivinayacoirs@gmail.com	9842686404



Export Market Promotion

	Lakshmipuram, Nathakadaiyur, Tirupur - 638 108 (TN)	by Sri. P. Manoharan, Managing Partner			
79	M/s.Palani Murugan Coir Factory, Door No.1/316, Bharathipuram, Marudurai P.O., Nathakkada yur, Tirupur- 638 108 (TN)	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri. P. Sadasivam, Proprietor	61,230/-	palanimurugancoir factory@gmail.com	9842742207
80	M/s. SriGanapathy Coirs, S.F.No.1116 A,B, Pallakattupudur, Paranjervazhi P.O., Kangayam (Via),-638 701 Tirupur (TN)	Participation in Buyer Seller Meet China from 31.10.15 to 08.11.15 attended by Sri. S.Kamaljyoti, Proprietor	61,230/-	sriganapathycoirs@gmail.com	9942850400 Sri.S.Kamaljyoti, Proprietor
81	M/s.Viva Agtech Products, S.F.No.270/ 1B, Door No.120, Meenkarai Road, Zamin	Participation in IHTF, Holland from 04.11.15 to 06.11.15 attended by Sri. K. Khyzhniak, Representative	1,00,000/-	vivaagtechproducta@gmail.com	9047009950



Export Market Promotion

	Uthukuli, Pollachi- 642 004 (TN)				
82	M/s.Sri Vari Fibres, 15/1-C, Thoppampat ti, Vellalapalay am Post, Pollachi- 642 120 (TN)	Participation in IHTF, Holland from 04.11.15 to 06.11.15 attended by Sri. Jevestin Bala Singh, Representative	1,00,000/-	prasadsrikamalam@yahoo.co.in	9047009950
83	M/s. Rajahrani Impex Pvt.Ltd., F1/A, SIDCO Industrial Estate, K.Pudur, Madurai - 625 007 (TN)	Participation in International Autumn Trade Fair, Dubai from 13.12.2015 to 21.12.2015 attended by Sri. R. Mathan Chakravarthi, Director	42,530/-	md@rajaniimpex.com	9715857772
84	M/s. M. V. Joseph & Sons, Post Box No.86, Alleppey- 688 001 (Kerala)	Participation in Domotex 2014 at Germany from 09.01.14 to 17.01.14 attended by Sri Varghese Joseph, Partner	1,50,000/-	info@mvjexports.com	+91-477- 2244734, 2242656
84	M/s.United Impex, No.94, New No.177, Triplicane High Road, Chennai - 600 005 (TN).	Participation in Gardex 2015, Japan from 14.10.15 to 16.10.15 attended by Sri. N. Anbalagan, Proprietor	1,63,700/-	info@tceindia.com	044 28589188



Export Market Promotion

85	M/s.Vasundharalayam Coir Works, Door No.89/X, Muhamma P.O., Alleppey-688 525 (Kerala).	Participation in Mega Show Part-I, Hong Kong from 18.10.15 to 25.10.15 attended by Sri. Rajendran V, Proprietor	1,50,300/-	info@vasundharacoir.in	+91 478 2864573/97450 55570
86	M/s.Sun Bio Systems, 30 -E, 2 nd Main Road, Anna Nagar, Peelamedu, Coimbatore-641 004 (TN).	Participation in IHTF, Holland from 04.11.15 to 22.11.2015 attended by Sri. R. Narendra Kumar, Proprietor	1,62,361/-	naren@sunbiosystems.in	9443161181
87	M/s.Rajarani Impex, F1/A, Ist Floor, Sidco Industrial Estate , K. Pudur, Madurai -625 007 (TN)	Participation in IATF, Dubai from 13.12.15 to 21.12.15 attended by Sri. G. Sivasamy Raja, Proprietor	42,530/-	raja@rajaraniimpex.com	09842139080
88	M/s.Classic Floor Furnishings, II/503, Kaniavally, Kureekkad, Ernakulam-682 305 (Kerala)	Participation in Domotex 2016 at Germany from 12.01.16 to 22.01.16 attended by Sri. Joseph Mathew, Partner	1,59,795/-	jm@classicfloorfurnishings.com	+91 9895261182
89	M/s. Amman Coir Mills, S.F.No.131/3d,	Participation in IHTF in Holland from 04.11.15 to 06.11.15 attended by Sri. B. Sivadave,	1,00,000/-	ammancoirmillsindia@gmail.com	+91 9442519105



Export Market Promotion

	Vadavedam patti, Sulur (Taluk), Sulthanpet Block, Coimbatore -641 671 (TN).	Representative			
90	M/s.Allakatt International, Allakattusserril House, Thumpolly P.O., Alleppey-688 008 (Kerala)	Participation in Domotex, Russia 2012 at Moscow, Russia from 24.09.12 to 30.09.12 attended by Sri. Dixon Ignatius, Chief Executive Officer	59,998/-	allakkattint@spectrum.net.in	9447245973
		Total	97,78,019		

Source: Coir Board



Export Market Promotion

Table 3 EMDA UNDER COIR BOARD SCHEME SANCTIONED/ DISBURSED DURING THE YEAR 2016-17 .

Sl. No	Exporters Name	Particulars	Amount	Email	Tel.No/Mob. No.	Udyog Aadhaar No.
1	M/s. Sri Ragavendra Coir Factory, Tamil Nadu	Participation in the Exhibition "International Horti Trade Fair" at Amsterdam, Netherlands by Sri. Poochamy, Proprietor for the period from 02.11.15 to 08.11.15	1,87,868 /-	sriragavendracoir@gmail.com	Tel.No.04257-254974 Mob:9976449444	32934262542 2
2	M/s.Graan Coir, Kozhikode	Participation in the Exhibition "International Autumn Trade Fair 2015" at Dubai by Sri. M. Bijith, Proprietor for the period from 15.12.15 to 29.12.15	56,000/-	graancoir@gmail.com	Mob:9633855551	94319694306 9
3	M/s.Ashjith Agri Products, Kollam	Participation in the Exhibition "IECA Annual Conference and Expo 2016 at	1,29,358 /-	jitheshkunjumon@gmail.com	TelNo.04752273752-2277601 Mob:9745943	51472802345 3



Export Market Promotion

		Texas, USA by Sri. Kunjumon P.T., Marketing Manager for the period from 16.02.16 to 24.02.16			946	
4	M/s.Sakthi Murugan Fibre, Pollachi	Participation in the Exhibition "Gardex 2014" at Japan by Sri. Satheesh Kumar Ramaswamy for the period from 13.10.14 to 19.10.14	65,575/-	smfibre@yahoo.in	9942756565/9 942077477	79667989741 4
5	M/s.Sakthi Coir Exports, Pollachi	Participation in the Exhibition "Gardex 2015" at Japan by Sri. K. Sidharth, Partner for the period from 12.10.15 to 21.10.15	1,71,772 /-	sakthicoco@sakthicoco.com	Tel.No.04259 -236053 Mob:8870596 635	
6	M/s.Coirmates India, Alleppey	Participation in the Exhibition "Domotex 2016" at Germany from 14.01.16 to 21.01.16 by Sri.Nandanam Devadas, Proprietor	1,63,000 /-	nandanam@coirmatesindia.com	Tel.No.0478 2810688Mob. 9747965575	KL01A00022 69



Export Market Promotion

7	M/s. K. S. Gangadhara Iyer & Co., Alleppey	Participation in the Exhibition “ Domotex 2016” at Germany from 14.01.16 to 22.01.16 by Sri.K.S.Gangadharan Kalpathy, Managing Partner.	1,72,450 /-	ksgiyer@vsnl.com	Tel.No.0477-2251321 Mob:9846034326	97884667319 3
8	M/s.Thuran Coir Mills, Pollachi	Participation in the Exhibition “ Buyer Seller Meet at China from 28.10.15 to 06.11.15 attended by Sri.Vignesh Nagarajan, Chief Marketing Manager	61,230/-	thurancoirmills@gmail.com	Tel.No.04259291059 Mob:9750588800	20940997589 1
9	M/s. Ultimate Cocos, Pollachi	Participation in the Exhibition "Gardex 2015” at Japan by Sri. Santhosh Ramakrishnan, Managing Partner for the period from 12.10.15 to 21.10.15	1,66,993 /-	ultimatecocos@gmail.com	Mob:9842459024	73015846079 0



Export Market Promotion

10	M/s.Kalpaviruksha Coir Products, Pollachi	Participation in the Exhibition "Gardex 2015" at Japan by Smt. T. Suganthi for the period from 11.10.15 to 22.10.15	1,63,700 /-		Mob:9786653 636/99429463 32	TN03A00110 15
11	M/s.Preetii Exports, Coimbatore	Participation in the Exhibition "International Autumn Trade Fair 2015" at Dubai, UAE attended by Sri. N. Ramgath for the period from 13.12.15 to 20.12.15	59,200/-	preetiex@gmail.com	Mob:8870099 888	78942386274
12	M/s.Leeds Hydroponics, Pollachi	Participation in the Exhibition "IPM Essen 2016" at Germany by Sri. D. Gokulakrishnan, Managing Partner for the period from 24.01.16 to 03.02.16	1,63,800 /-	dgokulakrishnan30@gmail.com	Mob:9842226 523	65710700930 0
13	M/s. Hi-Style A-Exports, Karur	Participation in the Exhibition "IPM	1,77,500 /-	info@histyles.in	Mob:9943620 654	89254629895 0



Export Market Promotion

		Essen 2016” at Germany by Sri. G. Vinoth Babu, Proprietor for the period from 18.01.16 to 31.01.16				
14	M/s.Ashjith Agri Products, Kollam	Participation in the Exhibition "Canada Blooms” at Toronto, Canada attended by Sri. Kunjumon P.T., Marketing Manager for the period from 13.03.16 to 22.03.16	1,39,920 /-	jitheshkunjumon@gmail.com	TelNo.0475 2273752- 2277601 Mob:9745943 946	51472802345 3
15	M/s.Akshaya Chemicals, Erode	Participation in the Exhibition "Canada Blooms” at Toronto, Canada attended by Sri. N. Shanmugaraja, Proprietor for the period from 11.03.16 to 20.03.16	1,08,800 /-	info@akshayachemicals.com	Tel.No.424- 2283866 Mob:90433 66166	TN07E00057 99
16	M/s.Thuran Fibre, Pollachi	Participation in the Exhibition "IPM	1,83,436 /-	thuranfibre@gmail.com	Mob:9750588 800	75121364360 6



Export Market Promotion

		Essen 2016” at Germany by Sri. N. Vignesh, Chief Marketing Executive for the period from 26.01.16 to 29.01.16				
17	M/s.SSS Global, Pollachi	Participation in the Exhibition "Canada Blooms” at Toronto, Canada attended by Sri. Suresh Kumar, Proprietor for the period from 11.03.16 to 20.03.16	1,39,103 /-	sssglobal@ymail.com	Tel.No.04259 235829 Mob:9965255 055	61640124903 6
18	M/s.Mangalath Coir Mills, Alleppey	Participation in the Exhibition "IECA Annual Conference and Expo 2016 at Texas, USA by Sri. Rajesh Seetharam for the period from 16.02.16 to 19.02.16	1,72,219 /-	mangalathcoirmills@gmail.com	Mob:9446512 502	55853764863 0



Export Market Promotion

19	M/s.Santhigiri Koottukudumba Coir, Alleppey	Participation in the Exhibition "IECA Annual Conference and Expo 2016 at Texas, USA by Sri. B. S. Pushparaj, Chief of Exports for the period from 15.02.16 to 23.02.16	1,18,495 /-	santhigirise@gmail.com	Mob.8547995 925,94470191 70	98584957427 8
20	M/s.Ganesh Coir Mills, Alleppey	Participation in the Exhibition "Domotex 2016" at Germany from 14.01.16 to 21.01.16 by Sri. S. Ponnambalam, Proprietor	1,70,515 /-	sevenseasindia@outlook.com	Tel.No.0477 2262963/2262 463 Mob:9847180 654	KL01A00017 22
21	M/s.Ashwin Coir Trades, Alleppey	Participation in the Exhibition "IECA Annual Conference and Expo 2016" at Texas, USA attended by Sri. Ashwin Jose, Manager for the period from 14.02.16	93,221/-	ashwin@palm37.com	Tel.No.0477 2259058 Mob:7560820 720	KL01A00017 28



Export Market Promotion

		to 26.02.16				
22	M/s.Coirart, Alleppey	Participation in the Exhibition "IECA Annual Conference and Expo 2016" at Texas, USA for the period from 14.02.16 to 26.02.16 attended by Sri. Antony Abraham, Proprietor	1,70,395 /-	coirart@gmail.com	Mob:8589896 000	36615893979 7
23	M/s. B. S. Rubbers, Kottayam	Participation in the Exhibition " Domotex 2016" at Germany from 13.01.16 to 31.01.16 attended by Sri.Philip Abraham Babu, CEO.	1,61,955 /-	bsrmats@gmail.com	Tel.No.0481- 2341778 Mob:9947441 778/98474417 78	60968795624 7
24	M/s.Floor Gardens, Alleppey	Participation in the Exhibition Domotex 2016 at Hannover, Germany for the period from 10.01.16 to 22.01.16 attended by Sri.Sujith	1,75,800 /-	info@floorgardens.com	Tel.No.0478- 2861051 Mob:9388467 257	KL01A00008 72



Export Market Promotion

		Sugathan, CEO				
25	M/s.Marari Coir Rub, Alleppey	Participation in the Exhibition Domotex 2016 at Hannover, Germany for the period from 10.01.16 to 22.01.16	1,75,800 /-	mararicoirrub@gmail.com	Tel.No.91478 61051/Mob:9 447505809	54913439389 8
26	M/s.Rajarani Impex Pvt.Ltd. , F1/A, Sidco Industrial Estate, K.Pudur, Madurai -625 007 Tamil Nadu.	Participation in the exhibition İPM Essen 2016 at Germany for the period from 24.01.16 to 06.02.16 attended by Sri. S. Raja, CEO	1,73,070 /-	raja@rajaraniimpex.com , md@rajaraniimpex.com	Mob:9842139 080/97158577 72	40736928726 5
27	M/s.Kumaran Fibres, Pollachi	Participation in the exhibition İPM Essen 2016 at Germany for the period from 24.01.16 to 01.02.16 attended by Sri. Karthick Sundar	1,81,800 /-	kumaranfibre@gmail.com,contact@kumaranfibres.com	Mob:9842120 701, 9686200435	29513475673 9
28	M/s.Golden Coir Tufts, Pollachi	Participation in the exhibition “Mega Show Part-I 2015”Hong Kong for	1,50,683 /-	info@goldencoirtufts.com admin@goldencoirtufts.com	04259-253388 Mob:9944497 398	35762298135 5



Export Market Promotion

		the period from 18.10.15 to 26.10.15 attended by Sri. B. Rangaraj, Managing Partner				
29	M/s.Suga Coco Products Pvt.Ltd., 198/1, K.Nagoor Road, Kanjampatti, Pollachi -642 003, Tamil Nadu.	Participation in the exhibition İPM Essen 2016 at Germany for the period from 25.01.16 to 01.02.16 attended by Sri. K.Sugakumaravel, Managing Director	1,81,047 /-	suga@sugacoco.com .com/sales@sugacoco.com	Tel.No.04259 284305Mob:9 884301001	34821005872 4
30	M/s. Sri Venkatachalapathi Fibre, Pollachi	Participation in the exhibition İPM Essen 2016 at Germany for the period from 24.01.16 to 03.02.16 attended by Sri. S. Gopu, Manager	1,79,429 /-	srcoir@gmail.com	Mob:9944556 221	31215047449 1
31	M/s.Sri Ganapathi Fibres, Pollachi	Participation in the exhibition İPM Essen 2016 at Germany for the period from 24.01.16 to 03.02.16 attended by	1,79,830 /-	Sgf.hemnath@gmail.com	Mob.9942044 133	54733092403 8



Export Market Promotion

		Sri.A.Hemnath, Proprietor.				
32	M/s.SPV Designs, Alappuzha	Participation in the exhibition Domotex 2016 at Germany for the period from 14.01.16 to 21.01.16 attended by Sri. Sharun Padinjareveetil, Proprietor.	1,80,836 /-	operations@spv designs.com	Mob.No.9900 000724/98477 33525	61736381231 2
33	M/s.Master Touch, Alappuzha	Participation in the exhibition Domotex 2016 at Germany for the period from 14.01.16 to 21.01.16 attended by Sri. Shaji Padinjareveetil, Proprietor.	1,60,936 /-	info@mastertou chindia.com	Mob.No.9846 231120	55973332205 9
34	M/s. Indian Home Decors, Alappuzha	Participation in the exhibition Domotex 2016 at Germany for the period from 14.01.16 to 28.01.16 attended by Sri. Jacob Neroth, Chief	1,42,450 /-	jrgroup@gmail. com	Tel.No.0477- 2260768/69M ob:984615146 3	55611221560 4



Export Market Promotion

		Executive				
35	M/s.Fair Trade India, Alappuzha	Participation in the exhibition İPM Essen 2016 at Germany for the period from 19.01.16 to 01.02.16 attended by Sri.Shafeeq Mohammed, Managing Partner.	1,71,618 /-	info@fairtradeindia.in	Tel.No.0477-2258786 Mob:9446063807	53438708859 5
36	M/s.Santhigiri Koottukudumba Coir, Alappuzha	Participation in the exhibition International Autumn Trade Fair 2015, Dubai for the period from 14.12.2015 to 20.12.2015 attended by Sri.B.S.Pushparaj, Chief of Exports	58,630/-	santhigirise@gmail.com	Mob.8547995925,9447019170	98584957427 8
37	M/s. Coconut Products Impex, No.193/A/C, Nallampally Village, Pollachi Taluk,	Participation in the exhibition İPM Essen 2016 at Germany for the period from 19.01.16 to 01.02.16 attended by Sri.	1,81,047 /-	info@coconutimpex.com	Mob:9447958577	32678270358 9



Export Market Promotion

	Coimbatore, Tamil Nadu.	Sayed Asif, Managing Partner.				
38	M/s.Agro India Exporters, Pollachi	Participation in the exhibition İPM Essen 2016 at Germany for the period from 24.01.16 to 03.02.16 attended by Sri. N. Anburaj, Chief Marketing Executive	1,82,338 /-	agroindiaexport ers @gmail.com	Ph:04259- 225339 Mob:9942425 339	29248433910 0
39	M/s.Thendral Fibre Works, Pollachi	Participation in the exhibition IECA 2016 at San Antonio, Texas, USA for the period from 16.02.16 to 26.02.2016 attended by Sri. Krishna Prasanth, Export Manager	98,124/-	thendralfibre@g mail.com	Mob: 9994920666	76305610295 2
40	M/s.Kali Coir Industries, Pollachi	Participation in the exhn. International Autumn Trade Fair, 2015 held at Dubai for the period from 13.12.2015 to	59,200/-	babukalicoir@g mail.com	Ph:04259 266240 Mob:8220857 888	81206145040 1



Export Market Promotion

		21.12.2015 attended by Smt. Kokila Ramganth, Manager				
41	M/s.Krishna Coir, Pollachi	Participation in the Exhn. IECA Expo 2016 at Texas, USA from 16.02.16 to 24.02.16 attended by Sri. Suresh Kumar, Kalimuthu, Manager.	90,718/-	prasanthupn@gmail.com	Tel:04253255451 Mob:9944599495	TN03A00496 5
42	M/s.Santhigiri Koottukudumba Coir, Alleppey	Participation in the exhn. "Domotex 2016" at Germany from 14.01.16 to 21.01.16 attended by Sri. B. S. Pushparaj, Chief of Exports.	1,69,800 /-	santhigirise@gmail.com	Mob.8547995925,9447019170	98584957427 8
43	M/s.Srinisha Cocopeat Pvt.Ltd., Nagercoil	Participation in the exhn.İPM Essen 2016" at Germany for the period from 24.01.16 to 04.02.2016 attended by Sri.Daniel Pooranan, Marketing Executive.	1,63,800 /-	srinishacocopeat@gmail.com	Tel:04652250194 Mob.9442339013	84876183462 0



Export Market Promotion

44	M/s.Sukumar Coir India P.Ltd., Pollachi	Participation in the exhn.İPM Essen 2016”at Germany for the period from 24.01.16 to 03.02.16 attended by Sri. S. Kannan, Managing Director	1,55,934 /-	kannans@sukumarcoir.com	Ph:04294 - 292600 Mob:98652 51282	51214347838 2
45	M/s.Sun Universal, Karur	Participation in the Exhn. ”National Hardware Show 2016”at Las Vegas, USA from 02.05.16 to 11.05.16 attended by Sri. S. Manimaran, Managing Partner.	1,26,019 /-	sununiversal@rediffmail.com	Mob.9842295 655	72366276961 8
46	M/s.Madappatt Exports, Pollachi	Participation in the exhn.”IPM Essen 2016” in Germany from 26.01.16 to 31.01.16 attended by Sri. Susheel Thomas, Managing Partner.	2,21,345 /-	mail@madapattagencies.com	Tel:04822 260242 Mob.9788512 000	56358383627 2
47	M/s.Natural Floors, 46/693A, Canal Ward,	Participation in the exhn.”National Hardware	1,94,394 /-	teena@tnfglobal.net	Tel:0477- 2262002 Mob:9539067	40323560849 6



Export Market Promotion

	Alappuzha-688 007, Kerala	Show"2016 held at Las Vegas, USA attended by Smt.Teena Wilson, Managing Partner from 24.04.16 to 12.05.16			008	
48	M/s. Foam Mattings (I) Ltd., P.B.No.4619, Beach Road, Alappuzha-688 023, Kerala.	Participation in the exhn."Domotex 2016" at Germany attended by Sri. Senthil Prakash, Commercial Officer from 14.01.16 to 22.01.16	2,17,450 /-	mdfomil@yahoo.com	Tel:0477- 2251172,2254 081 Mob:9847547 550	86468914297 4
49	M/s.Akshaya Chemicals, 218/5, Ashok Nagar, Poondurai Road, Moolapalayam, Erode-638 002, Tamil Nadu.	Participation in the exhn"Gardex 2016"Japan attended by Sri. N. Shanmugaraja, Proprietor from 10.10.16 to 16.10.16	1,52,988 /-	info@akshayachemicals.com	Tel:0424- 2283866 Mob:90433 66166	TN07E00057 99
50	M/s.HNP Dye Chem, 1332/A, Opp.Shukal	Participation in the exhn. "Gardex 2016"Japan attended by Mr. Hemal	1,53,500 /-	hnpdyechem@gmail.com	Tel:079- 22124152 Mob:8866881 646/94092015	80560426684 9



Export Market Promotion

	Khadaki, Dhanasuthar Pole, Kalupur, Relief Road, Ahmedabad, Gujarat -380 001	Piyushkumar Kapadia, Partner from 10.10.16 to 16.10.2016			33	
51	M/s.Coir Flex P.B.No.5, Pattanakadu, Cherthala-688 531 Kerala.	Participation in the exhn."Domotex 2016"at Germany for 13.01.16 to 22.01.16 attended by Sri.Joy Sukumaran, Managing Partner	1,64,932 /-	coirflexpkd@gmail.com	0478 2592233, 2593533 Mob:9400012 466	77764904659 9
52	M/s.Rajarani Impex Pvt.Ltd. , F1/A,Sidco Industrial Estate, K.Pudur, Madurai -625 007 Tamil Nadu.	Participation in the exhn."Gardex 2016"at Tokyo, Japan from 10.10.16 to 16.10.16 attended by Sri.Mathan Chakkravarthi , Managing Director	1,66,534 /-	md@rajaraniimpex.com	Mob:9715857 772	40736928726 5
53	M/s.Delta Coirs, Manupatti Village, Udumalpet (TK), Tirupur DT-642	Participation in the exhn."National Hardware Show 2016"at Las Vegas, USA from 03.05.16	1,64,406 /-	Nrk6delta@gmail.com	04252 226120 Mob:9842206 000	59679518440 2



Export Market Promotion

	112 Tamil Nadu.	to 09.05.16 attended by Sri.N.Rajkumar, Proprietor.				
54	M/s.Rajarani Impex, F1/A, Sidco Industrial Estate, K.Pudur, Madurai -625 007 Tamil Nadu	Participation in the exhn. ”Gardex 2016”at Tokyo, Japan from 10.10.16 to 16.10.16 attended by Sri.S.Raja, CEO.	1,58,648 /-	raja@rajaraniimpex.com	Tel:0452 2566750 Mob:9842139 080	TN12D00103 54
55	M/s.Madhavan Ecocraft, Door No.4/312, Saral Building, Thuravoor, Alappuzha-688 532, Kerala.	Participation in the exhn.”IPM Essen 2017” at Germany from 22.01.17 to 28.01.17 by Sri. Anil Madhavan, Proprietor	1,79,939 /-	madhavanecocraft@gmail.com	Tel: 4050801 Mob:9847612 000	KL01D00027 40
	Total	84,83,350/-				

Source: Coir Board



Export Market Promotion

Table 3 Statistics on Publicity Abroad, Seminars and Conferences

Period	Publicity Abroad	Seminars&Conferences
2014-15	8	IECA Annual Conference-1
2015-16	10	MDP-3 (111 participants) IECA Annual Conference-1
2016-17	8	MDP-3 (110 participants) IECA Annual Conference-1

In 2014-15, 8 publicity abroad programmes have been conducted, the same in 2015-16 is 10 and in 2016-17, it is 8. Publicity abroad programmes are inclusive of Brochures, Postures and Blow ups. One advertisement tower each was set up in 2015-16 and 2016-17.

Table 4 EMDA Statistics

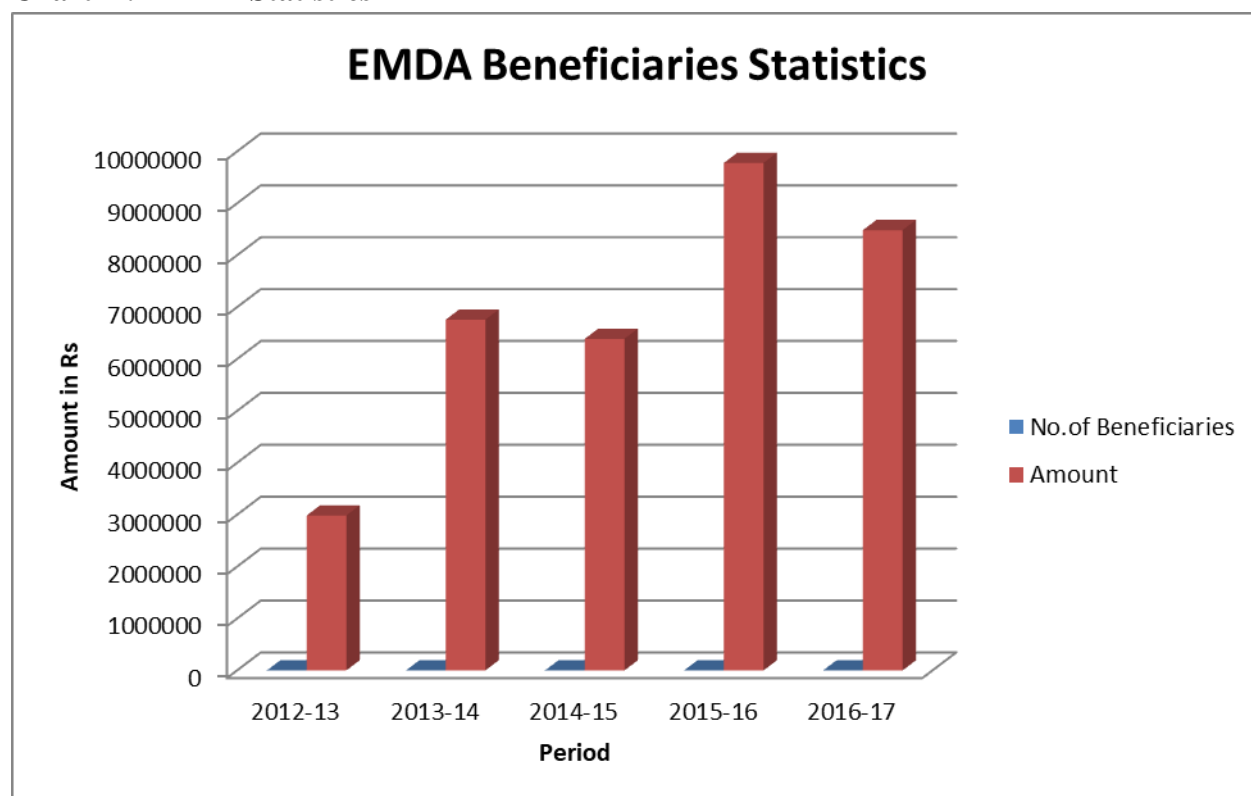
Period	No.of Beneficiaries	Amount
2012-13	35	29,84,649
2013-14	62	67,58,342
2014-15	68	63,88,975
2015-16	91	97,78,019
2016-17	56	84,83,350

Source: Coir Board



Export Market Promotion

Chart 1 : EMDA Statistics



From the above table and figure it can be understood that the maximum amount disbursed in connection with EMDA is Rs 97,78,019 and it was executed in 2015-16.

91 exporters got benefitted during this financial year at the same time in 2016-17, 56 exporters got benefitted and the amount disbursed was Rs 84,83,350. It is suggested from the exporters to increase the quantum of assistance and the number of beneficiaries.

All exporters with FOB turnover of less than Rs.2 crore worth coir and coir products in the previous year and micro, small & medium entrepreneurs of coir and coir products, registered with the Coir Board, would be eligible for assistance under the scheme, provided they have not availed the facility from any other source for the same purpose or participated three times in the same exhibition or undertaken sales promotion tour to the same destination thrice with government assistance.

EMDA Scheme could be enlarged and special provisions are recommended to include new budding Coir Export Entrepreneurs so that it would be a short in the arm for the new entrants.



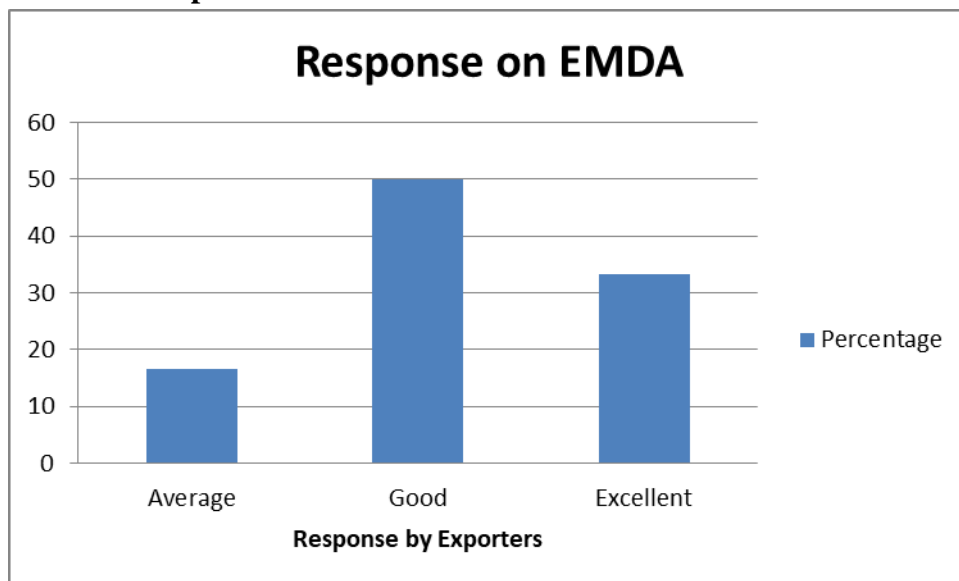
Export Market Promotion

Table 5 Response on EMDA

Responses	Percentage
Average	16.66667
Good	50.00
Excellent	33.33333

Source:EDII Survey

Chart 2 : Response on EMDA



From the table and figures it can be found that 88% of the respondents rate the Coir Board EMD Scheme either good or excellent. It is a short in the arm of for Coir Board

Table 6 Award Statistics

Year	No.of Awardees
2012-13	20
2013-14	23
2014-15	31

From the figures it could be understood that no.of aardees were the lowest in the year 2012-13 and it is the highest in the year 2014-15.



Export Market Promotion

Table 7 Exhibition Statistics

Year	No.of Participants	No.of Exhibitions
2014-15	96	10
2015-16	112	12
2016-17	109	8

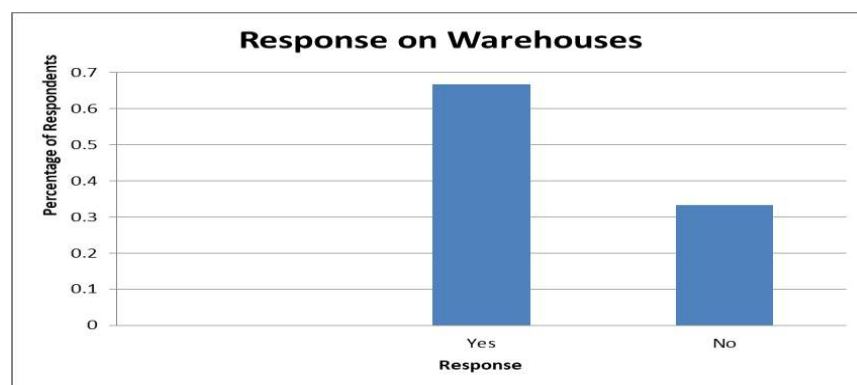
Exhibition statistics are shown in the table above, it could be explained that on an average Coir Board conducts 10 exhibitions per year and the Board is able to attract atleast 100 participants every year.

Table 8 Percentage of Responses on Warehouse

Responses	Percentage of Response
Yes	0.666667
No	0.333333

Source:EDII Survey

Chart 3 Response on warehouse



From the table and figure it can be seen that 66.66% of the respondents support warehouses support. According to them warehouses eliminate wastage of resources. Space is not sufficient, two or three people are put together in a stall. Smaller players are not getting prime spots. Delhi fare is not bringing in desired results. So Coir Board should concentrate more on international exhibitions. Through international exhibitions, they are getting sufficient orders.

Exhibitions are happening chiefly in Countries like Holand and Germany, it may be extended to other parts of the world. Respondents have got high regards about the awards bestowed by Coir Board.



Export Market Promotion

3.1 Comparative Study Between KVIC and Coir Board

3.1.1 Initiatives by KVIC

- Linkage developed with FIEO, ITPO, WTC for export promotion.
- Convergence with Indo-Arab Chamber of Commerce and Industries and Indo-African Chamber of Commerce & Industries for developing exports to U.A.E, Saudi-Arabia, South Africa etc. under process.
- Export consortium of Exporting Units being formed for direct export of KVIC products.
- Export oriented units being developed in SFURTI clusters.
- Scheme to recognize major Khadi Gramodyog Bhavan as export windows under formulation

3.1.2 Initiatives by Coir Board

- Linkage developed with FIEO, ITPO, IEA.
- Convergence with Indo-Australian Chamber of Commerce and Indo-American Chamber of Commerce

3.2 The activities under the Export Market Promotion Scheme of Coir Board comprises of six sub-schemes as below:

- Delegation, Consultancy & Information Sourcing
- Participation in seminars and conferences
- Participation in international fairs/buyer seller meets
- Publicity abroad
- External Market Development Assistance (EMDA) Scheme
- Coir Industry Awards

From the comparison between KVIC and Coir Board, it could be found that Coir Board is keen on implementing Export Promotional Measures in addition to strategic tie ups whereas KVIC is keen on strategic tie ups.

3.3 Feedback on Trade Fairs and Exhibitions

All the exporters unanimously support the fact that trade fairs and exhibitions boost up sales. Exhibitions and trade fairs are useful when they are conducted overseas as a tool of increasing awareness about coir. The Indian market is well versed with coir, and hence not much is gained with domestic exhibitions. Exporters with greater volume of exports say that they did not participate with the coir board in any trade fair



Export Market Promotion

abroad. However, they independently participate in fairs like Interzum, Koln, Germany- and find the trade fair very encouraging.

3.4 Feedback on Awards

The categories of national awards have been largely reduced from previous years. This has led to a decline in motivation levels as many proud award winners no longer find eligibility in the awards now shortlisted. They have difficulty in understanding the deletion of the award “largest exporter of rubberized coir” and largest exporter of Coir Geo Textiles, as it represents everything the honourable Prime Minister has deemed important- Boost to the coir sector, Make in India and encouragement to exports.

3.5 Feedback on External Publicity

All the exporters unanimously requested for more exposure through international seminars and more foreign country visits in connection with publicity abroad programmes.

There are requests for largest exporter of rubberised coir and largest exporter of geo textiles award.

Justifications - Rubberized Coir

- Voluminous product & high freight gives no scope for expansion of export
- Spring mattresses more popular in western countries
- Total export is only Rs.12 Cr

Justifications – Coir Geo Textiles

- Has potential for expansion
- CGT is the best natural geotextile to replace synthetics GT
- Addresses ecological concern by preventing erosion and saving soil
- Growing affinity towards eco-friendly geotextiles
- Freight can be minimized with innovative packing devices

From the above point of contentions, it could be deciphered that reinstating largest exporter of Coir Geo Textiles Award is the need of the hour

Table 9 Feedback on Achievement of Set Targets of Exporters because of EMDA

Responses on Achievement	Percentage
Helps in Achieving the Exports	43
Boost up Exports	28.5
Not Measurable	28.5

Source:EDII Survey



Export Market Promotion

From the table it could be understood that 43% are having the opinion that EMDA helps to achieve the individual targets of exporters, 28.5% is having the opinion that EMDA boost up exports and for 28.5%, it is not measurable. It is corroborated with export figures in last 5 years that is displayed in the next table.

Table 10 EXPORT TARGET OF COIR AND COIR PRODUCTS

Year	Target Rs (crores)	Achievement	Percentage of Achievement in Rs
2012-13	900	Rs.1116.03 crores	124
2013-14	1000	Rs.1476.04 crores	147.6
2014-15	1100	R.1630.34 crores	148.1
2015-16	1500	Rs.1901.42crores	126.7
2016-17	1700	Rs.2281.65 crores	134.21

From the table above it could be understood that the achievement is more than the target sets in the last five years.

3.6 EXPORT STATISTICS

TABLE 11 COMPARITIVE STATEMENT OF EXPORT OF COIR PRODUCTS FROM INDIA FOR THE YEAR 2015-16 and 2014-15

Q=Quantity in M Tonnes			V=Value in Rs.Lakhs			
Item	April 2015- March2016		April 2014- March2015		% Growth	
	Q	V	Q	V	Q	V
Coir Pith	408897	68808.56	316425	43295.24	29.2	58.9
Tufted Mat	45770	44316.03	41284	39725.96	10.9	11.6
Coir Fibre	255293	41767.11	219103	41923.34	16.5	-0.4
Handloom Mat	0386	22279.96	25353	23946.91	-	19.6
Geo textiles	4520	3531.72	4236	3270.28	6.7	8.0
Coir Yarn	4134	2820.82	4070	3000.89	1.6	-6.0
Curled Coir	9470	2510.07	12621	3732.00	-	-
Handloom Mattings	1706	1968.78	1667	1835.28	25.0	32.7
Rubberized Coir	678	971.74	897	1410.88	2.3	7.3
Coir Rope	517	396.61	614	391.92	-	-
					24.4	31.1
					15.9	1.2



Export Market Promotion

Powerloom Mat	280	367.35	161	225.25	73.6	63.1
Coir Rugs & Carpet	307	282.5	135	146.10	127.1	93.4
Coir Other Sorts	46	94.79	71	85.79	-34.6	10.5
Powerloom Matting	16	26.48	28	43.93	-44.6	-39.7
Total	752020	190142.52	626666	163033.77	20.0	16.6

Table 12 COMPARITIVE STATEMENT OF EXPORT OF COIR PRODUCTS FROM INDIA FOR THE YEAR 2016-17 and 2015-16

Q=Quantity in M Tonnes		V=Value in Rs.Lakhs				
Item	April 2016- March2017		April 2015- March2016		% Growth	
	Q	V	Q	V	Q	V
Coir Pith	490552	90539.11	408897	68808.56	20.0	31.6
Coir Fibre	370357	53913.63	255293	41767.11	45.1	29.1
Tufted Mat	51718	48442.83	45770	44316.03	13.0	9.3
Handloom Mat	20143	21316.31	20386	22279.96	-1.2	-4.3
Geo textiles	6219	4481.04	4520	3531.72	37.6	26.9
Coir Yarn	4426	2948.32	4134	2820.82	7.1	4.5
Curled Coir	10356	2419.30	9470	2510.07	9.4	-3.6
Handloom Mattings	1272	1535.25	1706	1968.78	-25.4	-22.0
Rubberized Coir	888	1295.64	678	971.74	30.9	33.3
Coir Other Sorts	256	416.59	46	94.79	451.9	339.5
Coir Rope	484	388.50	517	396.61	-6.3	-2.0
Coir Rugs & Carpet	205	271.92	307	282.5	-33.1	-3.7
Powerloom Mat	166	196.38	280	367.35	-40.5	-46.5
Powerloom Matting	0	0.00	16	26.48	-	-
Total	957045	228164.82	752020	190142.52	27.3	20.0

Source: Coir Board



Export Market Promotion

From the Table 11 & Table 12, it can be comprehended that total exports in 2014-15 was Rs 163033.77 lakhs and the same in 2015-16 had come up to Rs190142.52 lakhs and the percentage of growth is 16.6%. In 2016-17, the Coir product exports had come upto Rs 228164.82 lakhs. There is an increase of 20% between 2015-16 and 2016-17. China is the largest importer of Indian Coir Products Rs 66655.2 lakhs, followed by USA (Rs 53286.56 lakhs) and Netherlands (Rs 18148 lakhs).

Table 13 Target Vs Achievement

Sl No.	Name of the Scheme /Programme	2012-13		2013-14		2014-15		2015-16		2016-17 (31.03.2017) (Provisional)	
		Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach
	4. Export Market Promotion										
	a) Participation of International Fair/Conferences	15 Nos	14 Nos	20 Nos	21 Nos	14 Nos	11 Nos	7 Nos	12 Nos	10 Nos	9 Nos
	b) Export Market Development Assistance to exporters/ entrepreneurs	60 Nos	37 Nos	60 Nos	46 Nos	60 Nos	95 Nos	30 Nos	91 Nos	50 Nos	55 Nos
	c) Catalogue show &Publicity programme.	25 Nos	4 Nos	---	1 No.	20 Nos	8 Nos	7 Nos	--	--	15 Nos

Source:Coir Board

From the figures, it can be seen that Coir Board is performing at par with the target set as regards with International Fairs and Export Market Development Assistance.



CHAPTER 4

Findings in Relation to Standard Review Criteria

From the table and figures it can be found that 88% of the respondents rate the Coir Board EMD Scheme either good or excellent. It is a short in the arm of for Coir Board. 67% of the respondents support warehouses abroad. According to them warehouses eliminate wastage of resources. Space is not sufficient, two or three people are put together in a stall during Coir Exhibitions.

Smaller players are not getting prime spots. Delhi fare is not bringing in desired results. So Coir Board should concentrate more on international exhibitions. Through international exhibitions, they are getting sufficient orders.

Exhibitions are happening chiefly in Countries like Holland and Germany; it may be extended to other parts of the world. Respondents have got high regards about the awards bestowed by Coir Board.

It can be seen that Coir Board is performing at par with the target set as regards with International Fairs and Export Market Development Assistance. Exporters demand more on the quantum of assistance and widening the scope on more number of beneficiaries. EMDA beneficiaries have got the opinion that Coir Board follows fair and transparent system for deciding the eligible list for beneficiaries in EMDA and Awards.

43% of the respondents are having the opinion that set targets of EMDA have helped them to achieve the export targets whereas 28.5% say that EMDA did help them to achieve better exports. The rest 28.5% say that benefits accrued due to EMDA is not measurable. The study analysed the export targets and achievement for the last five years and it has been found that the achievement is much above the targets in all the five years which has been taken for analysis.

. The programme towards giving away Coir industry towards should focus on new generation products like coir geotextiles which has immense potential to grow in the years to come.

All the exporters unanimously support the fact that trade fairs and exhibitions boost up sales. Exhibitions and trade fairs are useful when they are conducted overseas as a tool of increasing awareness about coir. The Indian market is



Export Market Promotion

well versed with coir, and hence not much is gained with domestic exhibitions. The categories of national awards have been largely reduced from previous years. This has led to a decline in motivation levels as many proud award winners no longer find eligibility in the awards now shortlisted.



CHAPTER 5

SUMMARY OF RECOMMENDATIONS

5.1 Justification for Continuation of the Scheme

The plan programme under Export Market Promotion has helped the Indian Coir Industry in a greater deal to popularize the products abroad, establish vital trade links, and to wrest tremendous business opportunities. Total exports of Coir Products in 2016-17 are 957045 Metric Tonnes in terms of Quantity and Rs 228164.82 lakhs in terms of Value. While we assess the figures over the previous years the export growth rate is averaged between 15% to 20%. The study revealed that EMDA scheme has helped exporters to achieve their individual export targets. Considering these aspects, the Coir Board could critically analyse and device ways to increase the quantum of assistance in EMDA. Such increase in assistance can be related to the achievement of specific objectives by the export units, both in terms of quality and quantity. It is recommended continue the all the schemes with greater assistance in terms of quantity and frequency.

5.2 Key Recommendations

- It is proposed that Coir Board may participate in more international fairs and exhibitions and increase the quantum of Export Market Development Assistance.
- EMDA Scheme could be enlarged and special provisions are recommended to include new budding Coir Export Entrepreneurs so that it would be a short in the arm for the new entrants.
- In addition to the calendar prepared for Board participation along with exporters a list of selected exhibitions/fairs abroad has to a prepared by the Board for dissemination to the trade. The exporters/entrepreneurs should be allowed to participate in these fairs/exhibitions according to their choice and claim EMDA as per the norms prescribed from time to time.
- From the figures it can be deciphered that Coir Board is meeting its target as regards with exhibitions and fairs. The programmes under EMP are found to be effective and well accepted by the industry.



Export Market Promotion

- It is recommended to conduct more MDPs and International Seminars and Conferences to create awareness and empower people.
- It is proposed to conduct more publicity abroad programmes to improve the brand awareness on Coir Products. Awards are a morale booster for exportees. It is recommended to continue the award system and extend it to more areas.
- “Largest Exporter of Coir Geo Textiles” got eliminated from the list of awards, as it represents everything the honourable Prime Minister has deemed important with regards to Boost to the coir sector, Make in India and encouragement to exports. It is proposed to include this award in the list of awards.
- It is proposed to promote blended products as they have got competitive advantage in upcoming economies seeing to the fact that Indian Coir and Coir Products get exported to 116 countries.
- The Board has conducted 15 catalogue shows & Publicity Programmes in 2016-17. It is recommended to continue the same to boost up brand equity.
- It is recommended warehouses abroad as it reduces expenses considerably for the exporters and enhances exports. Ware house is recommended in places like Rotterdam. Rotterdam is one of the biggest ports in Europe which has competitive port rates and their labour costs are very cheap.
- Continentally the following places are recommended for opening up offices for exports and demonstrations.
- Sydney in Australia (Capital of New South Wales and one of Australia’s largest cities).
- Atlanta in US. It is the capital of US State Georgia
- Amsterdam is the Netherland’ capital.
- Johannesburg, South Africa's biggest city and capital of Gauteng province

The plan programme under Export Market Promotion has facilitated the Indian Coir Industry in a larger deal to promote the products abroad, institute vigorous trade links, and to gain marvelous business opportunities.



CHAPTER 6

DIRECTION FOR FUTURE EVALUATIONS

The major problem the coir industry faces today is the scantiness of R&D effort for product development and diversification. Nevertheless the ecstasy over rising demand for ecofriendly products, goods manufactured out of natural fibres especially of hard fibres are finding their future tough in the global market day by day.

The very properties of natural hard fibres like variation of quality, mechanical behaviors, moisture related physical characteristics, durability etc. are disadvantageous for large scale industrial production. The processing technologies require specific alterations and adaptations. The R&D gaps in this field are quite wide and efforts to bridge them are inadequate. There are several factors determining the use of natural fibres. High investment and transportation/storage cost, small markets, poor image, uncertainty about constant supply of quality raw-material, etc diminish the prospects of natural fibre products, as a whole. Coir products are no exception. The relatively short staple length, low tensile strength, stiff and brittle nature, inability to spin into finer counts etc make the coir fibre a difficult raw-material for industrial applications.

In the given circumstances, coir industry is not likely to be competitive in the world market unless new applications are found, innovative products are developed, quality is assured, costs are reduced and logistics/storage problems are sorted out.

According to the Coir Council International (CCI), the global market for coir products gets increased by 6 percent per year on average. Adding to traditional uses of coir fibre (for example as upholstery in car seats), the increasing awareness of consumers regarding environmental-friendly products, has translated into growing demand for natural fibre products. This translates into the development of new products, such as geo-textiles for road construction and soil erosion control (Industrial Development Board of Sri Lanka,2007).

A detailed evaluation is required on R& D and new product development for export markets to cater to their special needs in foreign countries, especially in the wake of China's role as the biggest importer of Indian Coir Items for manufacturing value added Coir Items.It is suggested that such a study can be carried out in China.



ANNEXURE 1

SELECTED LIST OF WINNERS OF COIR INDUSTRY AWARD 2012-2013

Sl.No	Category / Name of Award	Award	Name of the Awardees
EXPORT			
1	Export Performance in Coir Products	One	M/s. Travancore Mats & Matting Company, Saktheeswaram Junction, Cherthala-688 524, Kerala. Sri. V. R. Prasad Mob.09447782529
2	Export Performance in Coir Geo- Textiles	One	M/s. Charankattu Coir Manufacturing Co. (P) Ltd., A.S. Road, Cherthala, Alleppey, Kerala-688 582 (Director) Mr. Vijayghosh 09946005873
3	Export Performance in Coir Pith Products	One	M/s. Dutch Plantin Coir India Pvt.Ltd., No.22, Mani Rajanna Gardens, Krishna Colony, Coimbatore-641 005. Siby Joseph: 09894237281
4	Export Performance in Rubberized Coir Products	One	M/s. Kurlon Ltd., 3rd Floor, North Block, Manipal Centre, No.47, Dickenson Road, Bangalore-560 042. Sri Sudhakar Pai Mob. 09341370333
5	Export Performance in Curled Coir	One	M/s. Techno Exports, 567/PP-VI, Pattanakkad P.O., Cherthala, Alappuzha - 688 531., Kerala. Sri. C. S. Suresh Mob.09447036402
6	Export Performance in Handloom Coir products	One	M/s. William Goodacre & Sons India (P) Ltd., XVIII/1146, Ravikarunakaran Road, Alappuzha-688 012, Kerala. Sri. Vivek Venugopal. Mob. 09895212615



Export Market Promotion

7	Largest Exporter of Coir & Coir Products	One	M/s. Travancore Mats & Matting Company , Saktheeswaram Junction, Cherthala-688 524, Kerala. Sri. V. R. Prasad Mob.09447782529
8	Best Export Performance among Medium Scale Exporters	One	M/s. Ram Coir Mills, P.B.No.34, Shertallay, Alleppey-688 524. Sri Roy, Mob.09847865555 09961988008
9	Best Export Performance among Small Scale Exporters	One	M/s. Nelsun Coir Products (Pvt.) Ltd., No.12, 12th Street, Nandanam Extension, Chennai-600 085. Sri. S.K. Senthil Prabu, Mob. 09790555155
DOMESTIC MARKET			
10	Achievements in Domestic Market Development of Coir Yarn & Coir Rope	One	The Kerala State Co-operative Coir Marketing Federation Ltd., No.679 (COIRFED) , P.B.No.4616, Alappuzha – 688 012, Kerala. Sri. K. M. Raju Mob.09747171000
11	Achievements in Domestic Market Development of Traditional Coir Product (Mats , Matting ,Rugs, Carpets etc,)	One	M/s. M. V. Joseph & Sons , P.B.No.86, Vazhicherry, Alappuzha-688 001, Kerala. Sri. Varghese Joseph Mob.09847057909
12	Best Dealer in Domestic Market for finished products other than Rubberized Coir Products	One	The Kerala State Co-operative Coir Marketing Federation Ltd., No.679 (COIRFED) , P.B.No.4616, Alappuzha – 688 012, Kerala. Sri. K. M. Raju Mob.09747171000
13	Achievements in Domestic Market Development of Non- Traditional Coir products (Coir Geo textiles, Coir pith & Allied products and Coir composites.)	One	The Kerala State Co-operative Coir Marketing Federation Ltd., No.679 (COIRFED) , P.B.No.4616, Alappuzha – 688 012, Kerala. Sri. K. M. Raju Mob.09747171000
14	Achievement in Domestic Market Development of Rubberized Coir Products	One	M/s. Kurlon Ltd., 3rd Floor, North Block, Manipal Centre, No.47,



Export Market Promotion

			Dickenson Road, Bangalore-560 042. Sri Sudhakar Pai , Mob. 09341370333
15	Largest fresh investment in Coir Industry	One	M/s. Green Roots Overseas, 104/7,Vellalapalayam Village, Varaparutthi Kaadu, Negamam (Via) Pollachi. (Tk)-642 024. Sri Pravin, Mob-09894710977
MSME			
16	Notable Performance of Small Scale Coir Manufacturing Unit	One	M/s. Nelsun Coir Products (Pvt.) Ltd., No.12, 12th Street, Nandanam Extension, Chennai-600 085. Sri. S.K. Senthil Prabu, Mob. 09790555155
17	Notable Performance of Micro Scale Coir Manufacturing Unit	One	M/s. Supreme Coir Industries, Avalukkunnu P.O., Alappuzha-688 001. Sri. V. A. Joseph, Mob- 09447234884
CO-OPERATIVE SOCIETIES			
18	Notable Performance of Primary Coir Co-operative Society	One	The Thrikkunnappuzha Kizhakkekara Thekku Coir Vyavasaya Co-operative Society Ltd., No.486, Valiyaparampu P.O., Karthikapally, Alappuzha-690 517 Sri V. Suran, Mob.09847344353
19	Notable Performance of Coir and Coir Products Manufacturing. Co-operative Society	One	M/s. Cherthala Taluk Small Scale Coir Matting Producers Co-op Society Ltd., No.A-886, Kalavankodam P.O., Cherthala, Alleppey-688 524 Sri. B. Prasad, Mob.09995832528
20	Best performing Apex Coir Federation	One	The Kerala State Co-operative Coir Marketing Federation Ltd., No.679, (COIRFED), P.B.No.4616, Alappuzha – 688 012, Kerala. Sri. K. M. Raju Mob.09747171000



ANNEXURE 2

SELECTED LIST OF WINNERS OF COIR INDUSTRY AWARD 2013-2014

Sl. No	Name of Award	Name of Awardees	Telephone/Mob.	Email
1	Largest Exporter of Coir & Coir Products	M/s. Travancore Mats & Matting Company, Saktheeswaram Junction, Cherthala-688 524, Kerala.	Tel:+91-478-2812528, Mob: 9447782529	tmmc@etc.co rajeev@travancore-co.com www.travancoremats.com
2	Best Export Performance among Medium Scale Exporters	M/s. Ram Coir Mills, P.B.No.34, Shertallay Alappuzha-688 524, Kerala.	Tel:+91-478-2815870, Fax:+91-478-2821095 Mob:+91-9847465555	exports1@ramcoir.com, vinod@ramcoir.com
3	Best Dealer in Domestic Market for finished products other than Rubberized Coir Products	The Kerala State Co-operative Coir Marketing Federation Ltd., No.679 (COIRFED), P.B.No.4616, Alappuzha – 688 012, Kerala.	Tel:+91-477 2243627, 2243628, 2243629 Fax:+91- 477 2244013	coirfed@giasmd01.vsnl.net.in
4	Achievement in Domestic Market Development of Rubberized Coir Products	M/s. Kurlon Ltd., 3rd Floor North Block, Manipal Centre, No.47 Dickenson Road, Bangalore-560 042, Karnataka.	Tel:+91-80-4031311 Fax:+91-80-2558711 Mob:0934137033 09497018638	Email:md@kurlon.org
5	Export Performance in Curled Coir	M/s. Techno Exports, 567/PP-VI, Pattanakkad P.O., Cherthala, Alappuzha - 688 531, Kerala.	Tel: +91-478-2595560 Fax: +91-478-2595478,2593160	info@technoexports.com suresh@technoexports.com
6	Export Performance in Handloom Coir products	M/s. D.C. Mills Pvt. Ltd., Valavanadu, Kalavoor P.O.Alappuzha-688 522 , Kerala.	Tel:+91-478-2863017, 2860279 Fax:+91-478-2860385, 2865273	dcmills@spectrum.net.in



Export Market Promotion

7	Research & Development efforts in Product Development & Diversification	M/s. Premier Coir Products S.F.No.61/4E, Unjavelam Post, Kajampatti Road, Pollachi-642 003, Tamil Nadu.	Tel:+91-4259-284690 Mob:+91-9843852020.	coirplusinternational@gmail.com
8	Research & Development efforts in developing Coir Processing Machineries	M/s. 2 M Enterprises C-74, 3rd Stage, Peenya Industrial Estate, Bangalore -560 001 Karnataka.	Tel:++91-80-28361581 Fax:+91-80-41171080 Mob:+91-9845081925	m2engineers@yahoo.co.in
9	Export Performance in Coir Geo- Textiles	M/s. Charankattu Coir Manufacturing Co. (P) Ltd., A.S. Road, Cherthala, Alappuzha-688 582, Kerala.	Tel:+91-478 2864601 to 04 Fax:+91-478 2863891	devaraj@naturalworld.in
10	Best Export Performance among Small Scale Exporters	M/s. SSS Global, 68, Arokianathar Street, Pollachi-642 001, Tamil Nadu.	Tel : +91-4259-235829 Mob:+91-9965255055	sssglobal@ymail.com
11	Notable Performance of Small Scale Coir Manufacturing Unit	M/s. Nelsun Coir Products (Pvt.) Ltd., No. 12th Street, Nandanam Extension Chennai-600 035, Tamil Nadu.	Tel:+91-44-42033072, Mob.+91-9442229996	nelsuncoir.ho@gmail.com
12	Notable Performance of Micro Scale Coir Manufacturing Unit	M/s. Supreme Coir Industries, Avalukkunnu Industrial Estate, Alappuzha-688 001, Kerala.	Tel:+91-477-2234884, Fax:+91-477-2234884 Mob:+91-9895326884	supremecoir@sify.com
13	Export Performance in Coir Products	M/s.Travancore Mats & Mattings Company, Saktheeswarar Junction, Cherthala-688 524, Kerala.	Tel:+91-478-2812528, Mob: 9447782529	tmmc@etc.co rajeev@travancore-co.com www.travancoremats.com
14	Export Performance in Coir Pith Products	M/s. Dutch Plantin Coir India Pvt.Ltd., No.22, Mani Rajanna Gardens Krishna Colony, Coimbatore-641 005, Tamil Nadu.	Tel.+91-422-2312822, Mob.+91-9894237281	siby.joseph@dutchplantin.com



Export Market Promotion

15	Achievements in Domestic Market Development of Coir Yarn & Coir Rope	The Kerala State Co-operative Coir Marketing Federation Ltd., No.679 (COIRFED), P.B.No.4616, Alappuzha – 688 012, Kerala.	Tel:+91-477 2243627, 2243628, 2243629 Fax:+91- 477 2244013	coirfed@giasmd01.vsnl.net.in
16	Achievements in Domestic Market Development of Traditional Coir Product (Mats , Matting ,Rugs, Carpets etc.)	M/s. M. V. Joseph & Sons, P.B.No.86, Vazhicherry, Alappuzha-688 001, Kerala.	Tel: +91-477-2244734/2242656, 2233064 (Resi) Fax: +91-477-2242910, Mob.+91-9847057909	info@mvjexports.com
17	Export Performance in Coir Yarn	M/s. Coco Tufters Pvt. Ltd., W-16/329, P.B.No.17, Vazhicherry, Alappuzha-688 001, Kerala.	Tel:+91-477-2243796/97/98 Fax:+91-477-2243173, 2242375 Mob:+91-9894622107	cocotufters@sancharnet.in
18	Export Performance in Rubberized Coir Products	M/s. Centuary Fibre Plates Pvt. Ltd., Ist floor, Towers, Sy No.115, Akber Road, Opp Bhe Enclave, Tadbund Secunderabad-500 009 Telangana.	Tel:+91-40-27849586/27811568 Mob.+91-9848012476	malani@centuaryindia.com
19	Largest Exporter to New Market	M/s. Sivanthi Joe Coirs, 6/107, D & H, Theri Road, Servaikaranmadam, Tuticorin-628 103, Tamil Nadu.	Tel: +91-461-2264214,215,284 Fax: +91-461-2264414 Mob:+91-9994494166	sivakar@sivanthijoe.coirs.com
20	Achievements in Domestic Market Development of Non-Traditional Coir products (Coir Geo-textiles, Coir Pith & Allied products and Coir composites)	The Kerala State Co-operative Coir Marketing Federation Ltd., No.679 (COIRFED), P.B.No.4616, Alappuzha – 688 012, Kerala.	Tel:+91-477 2243627, 2243628, 2243629 Fax:+91- 477 2244013	coirfed@giasmd01.vsnl.net.in
21	Notable Performance of Primary Coir Co-operative Society	The Thrikkunnappuzha Kizhakkekara Thekku Coir Vyavasaya Co-	Tel:+91 479 2482060, Mob:+91-	---



Export Market Promotion

		operative Society Ltd., No.486, Valiyaparampu P.O., Karthikapally, Alappuzha-690 517, Kerala.	9847344353.	
22	Notable Performance of Coir and Coir Products Manufacturing. Co-operative Society	M/s. Alleppey Small Scale Coir Matting Producers Co-op Society Ltd., No.A- 742, Avalookkunnu P.O. Alappuzha-688 006, Kerala.	Tel : +91-477 - 6570267 Mob:+91- 9447234884	---
23	Best performing Apex Coir Federation	The Kerala State Co- operative Coir Marketing Federation Ltd., No.679, (COIRFED), P.B.No.4616, Alappuzha – 688 012, Kerala.	Tel:+91-477 2243627, 2243628, 2243629 Fax:+91- 477 2244013	coirfed@giasmd01.v snl.net.in



ANNEXURE 3

SELECTED LIST OF WINNERS OF COIR INDUSTRY AWARD 2014-2015

Sl. No	Name of Award	Name of Awardees	Telephone/Mob.	Email
1	Largest Exporter of Coir & Coir Products	M/s. Harish Coconut Products P. Ltd., 2/141, Kanjampatti pirivu, Unjavelampatti Post, Pollachi-642 003, Coimbatore, Tamil Nadu.	Tel: +91 4259 23677 Fax: +91 4259 236747	harishcoco@vsnl.net
2	Best Exporter of Coir Floor covering products	M/s. Travancore Mats & Matting Company, Saktheeswaram Junction, Cherthala-688 524, Kerala.	Tel:+91-478-2812528, Mob: 09447782529	tmmc@etc.co rajeev@travancore-co.com www.travancoremats.com
3	Best Exporter of Coir Yarn	M/s. Coco Tufters Pvt. Ltd., W-16/329, P.B.No.17, Vazhicherry, Alappuzha-688 001, Kerala	Tel:+91-477-2243796/97/98, Fax:+91-477-2243173, 2242375 Mob:+91-9894622107	cocotufters@sancharnet.in
4	Export Performance in Coir Geo- Textiles	M/s. Brothers Coir Mills Pvt. Ltd., Muhamma P.O., Alappuzha Dist.-688 525, Kerala.	TELE: 91 478 2862344/2863593 FAX : 91478 2862648 Mob: 9847052827	brothers@vsnl.com
5	Best Exporter of Coir Pith and Related Products	M/s. Dutch Plantin Coir India Pvt.Ltd No.22, Mani Rajanna Gardens, Krishna Colony, Coimbatore-641 005, Tamil Nadu.	Tel.+91-422-2312822, Mob.+91-9894237281	siby.joseph@dutchplantin.com
6	Best Exporter of Rubberized Coir Products	M/s. Centuary Fibre Plates Pvt. Ltd., Ist floor, Ideal Towers, Sy No.115, Akber Road, Opp. Bhel Enclave, Tadbund, Secunderabad-500 009, Telangana.	Tel:+91-40-27849586/27811568 Mob.+91-9848012476	malani@centuaryindia.com
7	Best Exporter of Curled Coir	M/s. Techno Exports, 567/PP-VI, Pattanakkad P.O.,	Tel: +91-478-2595560	info@technoexports.com



Export Market Promotion

		Cherthala, Alappuzha - 688 531, Kerala.	Fax: +91-478- 2595478,2593160	suresh@tech noexports.co m
8	Best Exporter of Handloom Coir Products	M/s. Kanti Floor Furnishers, Kavitha, General Hospital Road, M. O. Ward, Alappuzha-688 001 , Kerala.	Ph: 0477-2251053, 2251153 Fax:0477-2251265 Mob:+91 9447782228	Kantifloor@ vsnl.com, k.vinod@ka ntifloor.com
9	Best Exporter among Medium Scale Coir Enterprises	M/s. Kanti Floor Furnishers , Kavitha, General Hospital Road, M. O. Ward, Alappuzha-688 001, Kerala.	Ph: 0477-2251053, 2251153 Fax:0477-2251265 Mob:+91 9447782228	Kantifloor@ vsnl.com, k.vinod@ka ntifloor.com
10	Best Exporter among Small Scale Coir Enterprises	M/s. Sivanthi Joe Coirs, 6/107, D & H, Theri Road, Servaikaranmadam, Tuticorin-628 103, Tamil Nadu	Tel: +91-461- 2264214,215,284 Fax: +91-461- 2264414 Mob:+91- 9994494166	sivakar@siva nthijocoirs.c om
11	Best Exporter among Micro Scale Coir Enterprises	M/s.Fair Trade India, Parsa's Building No.828A, Opp. CCRI, Kalavoor P.O., Alappuzha-688 522, Kerala	Mob:+91 94460 63807 +91 94479 58577	export@fairtr adeindia.in
12	Largest Exporter to New Markets	M/s. SSS Global, 68, Arokianathar Street, Pollachi-642 001, Tamil Nadu	Tel : +91-4259- 235829 Mob:+91- 9965255055	sssglobal@y mail.com
13	Domestic Market Development of Coir Yarn & Coir Rope	M/s.Oxygen Coir Products, 10/111, Vasantha Nagar, Nathakkadaiyur, Kangayam (TK), Tirupur (Dt)-638 108, Tamil Nadu.	<u>Tel:+91</u> 4257 241316 Mob:+91 9976066774	oxygencoirs @yahoo.co.in
14	Award for Achievement in	M/s. M.V. Joseph & Sons,	Tel: +91-477- 2244734/2242656,	Email:info@ mvjexports.co



Export Market Promotion

	Domestic Market Development of Traditional Coir Products (Mats, mattings, rugs, carpets etc.)	Post Box No.86, Vazhicherry, Alleppey-688 001, Kerala.	2233064 (Resi) Fax: +91-477-2242910, Mob.+91-9847057909	m
15	Achievements in Domestic Market Development of Non Traditional Coir Products (Coir geo-textiles, Coir Pith & Allied Products and Coir composites)	M/s. Sri Ragavendra Coir Factory, S.F.No.268/3B, Sakarapalayam, Muthur P.O., Kangayam (T.K.), Tirupur (Dist), Tamil Nadu-638 105	<u>Tel:+91 -425-7254974</u> Mob :+91 9976449444	sriragavendra coir@gmail.com
16	Achievements in Domestic Market Development for Rubberized Coir Products	M/s. Kurlon Ltd., 3rd Floor, North Block, Manipal Centre, No.47, Dickenson Road, Bangalore-560 042 Karnataka.	Tel:+91-80-40313131 Fax:+91-80-25587189 Mob:09341370333, 09497018638	md@kurlon.org
17	Best Domestic sales of Micro Coir Enterprise	M/s. Supreme Coir Industries, Avalukkunnu P.O., Alappuzha-688 001, Kerala.	<u>Tel:+91-477-2234884,</u> Fax:+91-477-2234884 Mob:+91 9447234884	mail@supremecoir.com
18	Best Domestic sales of Small Coir Enterprise	M/s. Golden Coir Tufts, S.F.No.57/1A1, Zamin Uthukuli Road, Singanallur, Akilandapuram Post, Pollachi-642 004, Tamil Nadu.	<u>Tel:+91-4259-253388</u> Mob:+91 9944497398	admin@goldencoirtufts.com goldencoir@yahoo.com
19	Largest Fresh Investment in Coir Industry	M/s. Kurlon Ltd., 3rd Floor, North Block, Manipal Centre, No.47, Dickenson Road, Bangalore-560 042, Karnataka.	Tel:+91-80-40313131 Fax:+91-80-25587189 Mob:09341370333, 09497018638	md@kurlon.org
20	Best State level Coir Enterprise: One award each for all States/UTs:	M/s. Golden Coir Tufts, S.F.No.57/1A1, Zamin Uthukuli Road, Singanallur, Akilandapuram Post,	Tel:+91-4259-253388 Mob:+91	admin@goldencoirtufts.com



Export Market Promotion

	Govt. of Tamil Nadu	Pollachi-642 004, Tamil Nadu.	9944497398	goldencoir@ yahoo.com
21	Best State level Coir Enterprise: One award each for all States/UTs: Govt. of Kerala	M/s. Joece Enterprises Kuncharath, Poochackal P.O. Cherthala, Alappuzha-688 526, Kerala	<u>Tel:+91</u> 98460 82395	joykuncharath @gmail.com
22	Best State level Coir Enterprise: One award each for all States/UTs: Govt. of Andhra Pradesh	M/s. Sree Agro Products Pvt. Ltd., D.No.1-183, NH-16(5) Near Toll Gate, Peravali-Tanuku- 534 328, West Godavari Dist., Andhra Pradesh	Tel:+91 08819- 229525 Mob.+91 9848529525	sreeagro@red iffmail.com
23	Research & Development efforts in Product Development	M/s. Galuku Exports India Pvt.Ltd. Ltd Kuruncheri Village, Veeralpatti (P.O.) Pollachi-642 123, Tamil Nadu	Tel:+91 4259 225046 Fax:+91 4259 229010 Mob:+91 9894710977	pravin@galu ku.com
24	Research & Development efforts in Process Improvement	M/s. 2 M Engineers D-427, 10 th Main, 2nd Stage, Peenya Industrial Estate, Bangalore -560 058, Karnataka.	<u>Tel:+91</u> 80 28361581 Fax:+91 80 41171080 Mob: +91 98450 81925 +91 9880773587	m2engineers @yahoo.co.i n
25	Research & Development efforts in Machinery Development	M/s. Kurlon Ltd., 3rd Floor, North Block, Manipal Centre, No.47, Dickenson Road, Bangalore-560 042, Karnataka.	Tel:+91-80- 40313131 Fax:+91-80- 25587189 Mob. Mob:09341370333, 09497018638	md@kurlon. org
26	Best Coir Product Manufacturers Co-operative Society	M/s. Sarvodayapuram Small Scale Coir Mats Producers Co-operative Society, A-993, Kattoor P.O., Kalavoor, Alappuzha- 688 522, Kerala.	<u>Tel:0477</u> 2248454 Fax: 0477 2248458 Mob.+91 9946883395	keralacoir@g mail.com
27	Best Coir Mats & Matting Manufacturing Co-operative Society	M/s. Kuthiyathode Coir Mats & Mattings Co-operative Society Ltd., A-763, Thuravoor, Cherthala, Kerala.	Ph:+91 478- 2562548, 2562537 Mob: +91 9746117272	cmmcsa763 @gmail.com



Export Market Promotion

28	Best performing Apex Coir Federation	The Kerala State Co-operative Coir Marketing Federation Ltd., No.679, (COIRFED), P.B.No.4616, Alappuzha – 688 012, Kerala.	Tel:+91-477 2243627, 2243628, 2243629 Fax:+91- 477 2244013 Mob:9847334042	coirfed@gia smd01.vsnl. net.in
29	Best Performing Coir Cluster	M/s. Manas Coir Cluster, Vill-Allengidal, P.O.Janigog, Dist-Nalbari, Assam-781 335.	Mob.+91 94350 27821	dipmani.coir @gmail.com
30	Best Young Coir Entrepreneur	Sri. K. Suresh Kumar Proprietor SSS Global, 68, Arokianathar Street, Pollachi-642 001, Tamil Nadu.	Tel : +91-4259- 235829 Mob:+91- 9965255055	sssglobal@y mail.com
31	Best Woman Coir Entrepreneur	Mrs. S. Kavitha, KDS Coir Farm, S.No.436/1, Railway Station Road, Kulasekarankottai Village, Vadipatti-625 218, Tamil Nadu.	Tel. No: +91 451- 2424575 Mobile No.: +91 9677973877, 9443042803	kdscoirfarm @gmail.com



ANNEXURE 4

List of International Fairs organized by Coir Board during 2015-16 with details of participants/co-exhibitors

Sl. No.	Name of Fair	Name of the co-exhibitor
1	IGC East, Baltimore, USA 4-6 August, 2015	M/s. VIVA Agtech Products S F No. 270/1B, Door No. 120, Meenkarai Road, Zamin Uthukuli, Pollachi-4 M: +91 9047009950/ 9787722339 E-Mail: vivaagtechproducts@gmail.com
		M/s. Thuram Coir Mills 179/2A, Rangasamuthram, Suleeswaranpatti P O, Pollachi-642006 T: +91 4259 291059 M: +91 9750588800/ 9443054064 Email: thurancoirmills@gmail.com Web: www.thurancoirmills.com
		M/s. Sri Selvakaliyammal Coirs SF 978/5A2, Gandhiaasaram, Periyapodhu, Pollachi – 642 103 T: +91 4253 266250 M: +91 90030 15533, +91 94869 88834 E-mail: elegantcoirs@gmail.com , elangovan@elegantcoirs.com
		M/s. Sriram Coir Industries, S F No. 79/B 3, Meenkarai Road, Ambarampalayam P O, Pollachi-642 103 T: +91 4259 225775/ 253217/ 253 441 M: +91 9965612312 Email: athithya@sriramcoirs.com sriramcoirindustries@gmail.com Web: www.sriramcoirs.com
		M/s. Sri Kumaran Coir Products, 4/1, Kumaran Buildings, Makkinampatti, Pollachi-642 003 T: +91 4259-236441/ 236551 M: +91 9443136451/ 9442636432/ 9442536432 Email: skgowthaman@kumarancoir.com Web: www.kumarancoir.com
		M/s. Kumaran Fibres, S F No. 159/2C1, Koolanaickanpatti, Kolarpatti, Pollachi, India, 642107.



Export Market Promotion

	<p>T: +91 4259 280340 M: +91 9686200435/ 9962192 255/ 9842120701 Email: kumaranfibre@gmail.com, contact@kumaranfibres.com Web: www.kumaranfibres.com</p>
	<p>M/s. Neelaveni Coir Products, Porasan Kadu, Periya Vaikalmettu Thottam, Devanampalayam P O, Pollachi-642 120 M: +91 9488515151/ 9686200435 Email: ksaravanaram@gmail.com</p>
	<p>Royals Novelty Cloth Bazar Pvt. Ltd., Royal Junction, Anchal P O, Kollam, Kerala, India-691 306 Tel: +91 475 2277601 Mob: +91 9447072240/ 9895022288 Email: kunjumon@royalsgroup.co www.royalsgroup.co</p>
	<p>M/s. Koko Coir World Enterprises, 258 G, harinekha Illam, Balandy Nagar, Thrumoghur Road, Rajagambbeeram, y.othakadai, Madhurai-625107, Tamilnadu, India Tel: +91 9944449243/ 9944949245/ 9629059244 Email: cococoirworld@yahoo.com</p>
	<p>M/s. Premier Coir Products, S F No.61/4E, Kanjampatti Road, Unjavelampatti Post, Pollachi-642 003 Coimbatore Dt, Tamil Nadu, India Tel: +91 4259 284690 Mob: +91 9843010886/ 9843852020 Fax: +91 4259 284691 Email: coirplus@gmail.com deepaksunco@gmail.com Web: www.coirplus.com</p>
	<p>M/s. SSS Global, 68, Arokianathar Street, Pollachi-642 001 T: +91 4259 235829 M: +91 9965255055 Fax: +91 4259 235829</p>



Export Market Promotion

		<p>Email: sssglobal@ymail.com Website: www.sssglobal.net</p> <p>M/s. Sankar Mills Opp: Sree Ramakrishna Asramam, Avalookunnu P.O Alleppey-6., Kerala. T: 0477 2233175/ 2235940 Email: madhavanecocraft@gmail.com</p> <p>M/s. Sun Universal, Adiyaman Kottai Punnam Chatram, Karur, Tamil Nadu, India Tel: +91 9842295655 Email: sununiversal@rediffmail.com Web: www.suncoir.com</p>
2	<p>Decorex SA, Johannesburg, South Africa 6-10 Aug. 2015</p>	<p>M/s. K S Gangadhara Iyer & Co., PB No. 3836, A C Street, Mullakkal, Alleppey – 688 010, Kerala, India T: +91 477 2251321 M: +91 9846034326 F: +91 477 2251315 Email: ksgiyer@vsnl.com Web : www.ksgiyer.com Contact Person: Mr. K.S. Gangadhara Iyer, Proprietor</p> <p>M/s. Seven Seas Trading Company, South of Vellakinar, Alleppey – 688 001, Kerala, India T: +91 477 2262763 / 2262963 / 2262463 M: +91 9847180654 F: +91 477 2251358 E-mail: sseas@md3.vsnl.net.in Web: www.sevenseasmats.com Contact Person: Mr. S Ponnampalam, Managing Partner</p> <p>M/s. Coco Fibre Tex P.B. No. 2633, A S Road, Alleppey-688 007 Tel : +91 477 2241935 E-mail: cocofibre@gmail.com T/F: +91 477 2241935 M: +91 9895237382/ 9447180935 Email: cocofibre@gmail.com Web: www.cocofibretext.com Contact Person: Mr. Baiju Sathyapalan, Proprietor</p>
3	Expo National	Rubbertech



Export Market Promotion

	<p>Ferretera 2015, Mexico. 10-12 Sept., 2015</p>	<p>S.N.Puram P.O., Cherthala, Alleppey- 688582 Kerala T: +91 478 2860516 M: +91 94471 18998 E-mail: info@rubbertechindia.com; sales@rubbertechindia.com; joserubtech@rediffmail.com Web: www.rubbertechindia.com</p> <p>Contact Person: Mr. Jose Joseph, Proprietor</p> <hr/> <p><i>Royals Novelty Cloth Bazar Pvt Ltd,</i> C-339 , Sarita Vihar , Delhi -110076, India. Tel: +91 475 2277601 Mob: +91 9447072240/ 9895022288 Email: kunjumon@royalsgroup.co www.royalsgroup.co</p> <p>Contact Person: Mr. P. T Kunjumon, Managing Director</p> <hr/> <p>Koko Coir World Enterprises Booth No. H 373 258 G, Harinekha Illam, Balandy Nagar Thrumoghur Road, Rajagambheeram, Y. Othakadai, Madhurai – 625 107, Tamil Nadu, India Tel: +91 9944449243/ 9944949245/ 9629059244 Email: cococoirworld@yahoo.com</p> <p>Contact Person: Mr. R Velavan, Managing Director</p>
4	<p>GLEE 2015, Birmingham, UK, 13-15 Sept., 2015</p>	<p>Sri Selvakalliyammal Coirs SF 978/5A2, Gandhiaashramam, Periyapodhu, Pollachi – 642 103 T: +91 4253 266250 M: +91 90030 15533, +91 94869 88834 E-mail: elegantcoirs@gmail.com, elangovan@elegantcoirs.com</p>



Export Market Promotion

		<p>Sri Ram Coir Industries 79/3, Meenkarai Road, Ambarampalayam, Ambarampalayam P.O., Pollachi – 642 003, Tamil Nadu Tel: +91 4259 253217 Email: sriramcoirindustries@gmail.com Mr. Aditya Jayaramachandran</p>
5	Gardex, Tokyo, Japan 14-16 October, 2015	<p>GREEN BLOCK EXPORTERS 360/2 B, Anna Nagar, Chettipalayam, Kolarpatti (Post) , Pollachi-642107 Tamil Nadu, INDIA M: + 91 98422 30134 Email: greenblockcoir@gmail.com Contact Person: Mr. Selvaraj Kannan</p> <hr/> <p>WALES EXPORTS 4/1 Kumaran Buildings, Behind Nachimuthu Polytechnic, Makkinampatty,Udumalai Road, Pollachi, Coimbatore, Tamil Nadu, INDIA M : +91 94431 36451 Email: skgowthaman@kumarancoir.com Contact Person: Mr. S K Gowthaman</p> <hr/> <p>KALI COIR INDUSTRIES, Udumalpet Main Road, Unjavelampatti, Pollachi-642 003, Tamil Nadu, India M: + 91 94425 36432 Contact Person: Ms. Thilagavathy Gowthaman</p> <hr/> <p>SRI RAAM COIRS Chandirapuram Road, Makkinampatti(PO) Pollachi-642003 Tamil Nadu, INDIA M: +91 98420 42785 Email: suganthis730@gmail.com Contact Person: Mr. Krishanasamy Ramakrishnan</p>



		<p>KALPA VIRUKSHA COIR PRODUCT 26/1, Sulakkal, Pollachi-642110 Tamil Nadu, INDIA M: 91 98920 42785 Email: suganthis730@gmail.com Contact Person: Ms. Suganthi Thangavel</p> <hr/> <p>SREE AKKAMMAR EASWARI COIR PRODUCTS S.F . No.172, <u>Kanjampatti Village</u> <u>Kanjampatti</u>, Pollachi-642003. Tamil Nadu, INDIA M: +91 9842 94451 Email: sreeakkammareaswari@gmail.com Contact Person: Mr. Thangavel Jagadeesh</p> <hr/> <p>SUKUMAR COIR INDIA PVT. LTD. S.F.No.383/3 Anumanpalli Main Road, Palayapalayam, Murungatholuvu(Post), Perundurai(taluk), Erode-638051 Tamil Nadu, INDIA M: + 91 94430 57001 Email: coco@sukumarcoir.com Contact Person: Mr. S Sukumar</p> <hr/> <p>UNITED IMPEX New No.177 Triplicane High Road, Chennai – 600 005 Tamil Nadu, INDIA M: +91 98400 69826 Email: tceindia@gmail.com Contact Person: Mr. Narayanan Ambalagan</p> <hr/> <p>ROYALS NOVELTY CLOTH BAZAR PVT. LTD., Royal Junction, Anchal P O, Kollam, Kerala, India-691 306 Tel: +91 475 2277601 Mob: +91 9447072240/ 9895022288 Email: kunjumon@royalsgroup.co www.royalsgroup.co Contact Person: Mr. P. T Kunjumon, Managing Director</p>
--	--	---



	<p>COCONUT PRODUCTS IMPEX, SF No. 193/AIC, Nallampally Village, Kollarpatti Post, Pollachi Taluk, Coimbatore-642107 Tamil Nadu, INDIA Tel: +91 477 2263263 Mob:+91 94479 58577 / 94460 63807 Fax: +91 477 2263262 Email: info@coconutimpex.com www.coconutimpex.com</p> <p>Contact Person: Mr. Sayed Asif Managing Partner</p> <hr/> <p>SAKTHI COIR EXPORTS, Unit No. 9/2 , Sakthi Industrial Estate, Udumalpet Road, Pollachi, Coimbatore, Tamil Nadu 642003 INDIA M: +91 98422 51234 Email: sakthicoco@sakthicoco.com</p> <p>Contact Person: Mr. Sidharth Kamaraj</p> <hr/> <p>ULTIMATE COCOS SF.No: 81/A1, Anaimalai Road, Thensangampalayam, Pollachi, Coimbatore-642007 Tamil Nadu, INDIA T: +91 4259 286500 / 286504 M: +91 98424 59024 Email: ultimatecocos@gmail.com / info@ultimatecocos.com Web: ultimatecocos.com</p> <p>Contact Person: Mr. Santhosh Ramakrishnan</p>
	<p>SRI VISHNU LAKSHMI FIBRES, S.F. No. 91/6, Seelakkampatti(Post) Pollachi-642205 Tamil Nadu, INDIA M: +91 97889 91919 Email: vcoieexportkannan@gmail.com</p> <p>Contact Person: Mr. M Kannan</p> <hr/> <p>ANAR COIR PRIVATE LIMITED 108, Chittipalayam Road, Ponnegoundanoor, Thenkumarapalayam P.O., Pollachi-642 107, Coimbatore (DT), Tamil Nadu, INDIA Tel: +91 4259 284511 / +91 4259 284561</p>

Export Market Promotion



		<p>Mob: +91 98670 13011 E-mail: info@anarcoir.com; rajah@anarcoir.com</p> <p>Contact Person: Mr. Satheesh Ragothaman Rao</p>
6	Mega Show Part I, Hong Kong, 20-23 Oct., 2015	<p>K S Gangadhara Iyer & Co., PB No. 3836, A C Street, Mullakkal, Alleppey – 688 010, Kerala, India T: +91 477 2251321 M: +91 9846034326 F: +91 477 2251315 Email: ksgiyer@vsnl.com Web : www.ksgiyer.com</p> <p>Contact Person: Mr. K.S. Gangadhara Iyer, Proprietor</p> <hr/> <p>Fibre World No:XVIII/1269, P.B No: 4643,Cullen Road, Alleppey - 682012, Kerala, India Tel: +91 477 2241616, +91 478 2861287 Mob: +91 9847043676 Fax: +91 478 2861290 Email: fibreworld@sancharnet.in, seena@fibreworldindia.com, roby@fibreworldindia.com Web: www.fibreworldindia.com</p> <p>Contact Person: Mr. Roby Francis, Managing Partner</p> <hr/> <p>M/s. Golden Coir Tufts 57/1 A, Zamin Uthukuli Road, Singanallur, Akilandapuram Post, Pollachi – 642 004, Tamil Nadu. Tel : +91 4259 253388 Mob: +91 9944497398 E-mail: goldencoir@yahoo.com Web: www.goldencoirtufts.com</p> <p>Contact Person: Mr. B Rangaraj, Managing Partner</p> <hr/> <p>Seven Seas Trading Company South of Vellakinar, Alleppey – 688 001, Kerala, India T: +91 477 2262763 / 2262963 / 2262463 M: +91 9847180654 F: +91 477 2251358 E-mail: sseas@md3.vsnl.net.in Web: www.sevenseasmats.com</p>



		<p>Contact Person: Mr. S Ponnampalam, Managing Partner</p>
		<p>Vasundharalayam Coir Works, Door No. 89/X, Muhamma P.O, Alappuzha, South India, Pin-688525 Tel: +91 478 2864573 Mob: +91 98472 76659 E-mail: vcwalpy@gmail.com, vcw@dataone.in, exportvcw@gmail.com www.vasundharacoir.in</p>
		<p>Contact Person: Mr. V Rajendran, Proprietor</p>
		<p>Geco Coir Products Pvt. Ltd., Building No.CMC 27/79, Madakkal Junction, Cherthala, Kerala, India-688524 Tele Fax: +91 478 2821966, Mob: +91 9847566499 Email: sales@geco.co.in Web: www.geco.co.in</p>
		<p>Contact Person: Mr. Varghese V. Chacko, Managing Director</p>
		<p>National Coir Siriapur, Post: Pattanaikia, Dist: Puri, Orissa, India – 752046 Tel: + 91 6752 248854 Mob: +91 92386 47661 Fax: +91 6752 248577 Email: nationalcoir@yahoo.co.in Web: www.nationalcoir.com</p>
		<p>Contact Person: Mr. Jyoti Ranjan Patra Manager</p>
		<p>M/s. Thuram Fibre Booth No. 3G – E40 & E42 SF No. 183/2-C2 Suleswarampati (P.O.) Pollachi – 642 006. Tamil Nadu, India. Tel: +91-4259 291059 Mob: +91 94430 54064 / 97505 88800 Email: thurancoirmills@gmail.com Web: www.thurancoirmills.com</p>



Export Market Promotion

		<p>Contact Person: Shri. S V Rajendra Prasad, Chief Marketing Executive</p> <p>M/s. Viva Agtech Products Booth No. 3G – E40 & E42 S F. No. 270/1B, Door No. 120, Meenkari Road, Zamin Uthukuli, Pollachi – 642 004. Mob: +91 9047009950 Email: vivaagtechproducts@gmail.com</p> <p>Contact Person: Mr. Vishnu Varthan Partner</p>
7	International Horticulture Trade Fair, Holland 4-6 Nov. 2015	<p>M/s. Sun Bio Systems, 30-E, Second Main Road, Anna Nagar, Peelamedu, Coimbatore-4, Tamilnadu, India Tel: +91 422 2593917, +91 422 4398189 Mobile: +91 9443161181 Email: info@sunbiosystems.in, naren@sungroup.net Web: www.sunbiosystems.in</p> <p>Contact person: Mr. R.Narendrakumar Proprietor</p> <p>M/s. Sri Ragavendra Coir Factory, S. F. No. 268/3-B, Sakkarapalayam, Muthur P O, Kangayam T K, Tiruppur-638 105, Tamil Nadu, India Tel: +91 4257-254974 Mob: +91 9976449444 Email: sriragavendracoir@gmail.com www.sriragacoirpith.com</p> <p>Contact Person: Mr. P POOCHAMY, Proprietor</p> <p>M/s. Amman Coir Mills, SFNo.131/3D, Vadavedampatti, Sulur (Taluk), Sulthanpet Block, Coimbatore-641 671, Tamilnadu, India Tel/Fax: +91 4255 266301 Mobile: +91 9442519105 Email: ammancoirmillsindia@gmail.com Web: www.meadowindia.com</p> <p>Contact Person: S.M.Jeevabharathi, Executive Director</p> <p>M/s. Viva Agtech Products S F. No. 270/1B, Door No. 120,</p>



Export Market Promotion

		<p>Meenkari Road, Zamin Uthukuli, Pollachi – 642 004. Mob: +91 9047009950 Email: vivaagtechproducts@gmail.com</p> <p>Contact Person: Mr. Vishnu Varthan Partner</p>
		<p>M/s. Sri Vari Fibres, 15/1-C, Thoppampatti, Vellalalayam.P.O, Pollachi TK, PIN-642120, Tamil Nadu, India. Mobile: +91 9787722339 Email: prasadsrikamalam@yahoo.co.in</p> <p>Contact Person: Mr. S.V.Rajendra Prasad Chief Marketing Executive</p>
8	International Autumn Trade Fair, Dubai, UAE 15 -17 December, 2015	<p>RajahRani Impex Private Limited F1/A,SIDCO Industrial Estate, K.Pudur, Madurai-625007, Tamil Nadu, India Email: md@rajaraniimpex.com Contact Person: Mr. MATHANCHAKKRAVARTHI RAJA Director Mob: +91 97158 57772</p> <p>RajahRani Impex, F1/A,SIDCO Industrial Estate, K.Pudur, Madurai-625007 Tamil Nadu, India Email: raja@rajaraniimpex.com Contact Person; Mr. RAJA SIVASAMY Proprietor Mob: +91 98421 39080</p> <p>Santhigiri Koottukudumba Coir, K.R.Puram, Pallipuram, Thavanakadavu, Cherthala, Alappuzha, Kerala, India PIN-688 556 Tel: +91 478 2874962 Email: santhigiritse@gmail.com</p> <p>Contact Persong: Mr. PUSHPARAJ B S Chief of Exports Mob: 8547995925</p> <p>Preethii Exports, 14-1, Sri Nagar Main Street, Mullai Nagar, P N Pudur, Coimbatore-641 041. Tamil Nadu, India Tel: +91 422 4332348</p>



Export Market Promotion

		<p>Email: preetiex@gmail.com Contact Person: Mr. N Ranganth Proprietor Mob: + 91 887009988</p>
		<p>Kali Coir Industries Udumalpet Main Road, Unjavelampatti, Pollachi-642 003, Tamil Nadu, India Tel: +91 4259 266240 Email: babukalicoir@gmail.com Contact Person: Ms. Kokila Ranganath Mob: +91 82208 57888</p>
		<p>Seven Seas Trading Company South of Vellakinar, Alleppey – 688 001, Kerala, India T: +91 477 2262763/ 2262963/ 2262463 F: +91 477 2251358 E-mail: sseas@md3.vsnl.net.in Web: www.sevenseasmats.com Contact Person: Mr. S Ponnampalam, Managing Partner Mob: +91 9847180654</p>
		<p>M/s. Ganesh Coir Mills P. B. No.64, Vellakinar, Alleppey Tel: 0477-2261763, 2262463 Mob: +91 956737372 Fax: 91-4772251358 Email: sseas@md3.vsnl.net.in Contact Person: Mr. C S Vipin General Manager Mob: +91 956737372</p>
		<p>M/s. Graan Coir 1/5059 – A 16, Ratnam Square, West Nadakkavu Kozhikkode – 673 011, Kerala, India Tel: +91 4955 3253199 Email: graancoir@gmail.com Web: graancoir.com Contact Person: Mr. BIJITH M CEO Cell: +91 96338 55551</p>
9	Domotex International Trade	<p>M/s. Golden Coir Tufts 57/1 A, Zamin Uthukuli Road,</p>

Export Market Promotion



<p>Fair, Hannover, Germany, 16-19 January, 2016</p>	<p>Singanallur, Akilandapuram Post, Pollachi – 642 004, Tamil Nadu. Tel : +91 4259 253388 Mob: +91 9944497398 E-mail: goldencoir@yahoo.com Web: www.goldencoirtufts.com</p> <p>Contact Person: Mr. B Rangaraj, Managing Partner</p>
	<p>M/s. Classic Floor Furnishing, 11/503, Kaniavallyl, Kureekkad, Ernakulam-682 305, Kerala, India T: +91 484 2242289 F: +91 484 2665428 M: +91 9895261182 Email: jm@classicfloorfurnishings.com Web: www.classicfloorfurnishings.com</p> <p>Contact Person: Mr. Joseph Mathew, Partner</p>
	<p>M/s. The Natural Floors, Sanathanam Ward, Alleppey, Kerala – 688 001, India T/F : + 91 477 2262002 M: + 91 9539067008/ 9539067005 E-mail: teena@tnfglobal.net; joseph@tnfglobal.net Web: www.tnfglobal.net</p> <p>Contact Person: Mrs. Teena Wilson, CEO & Mg. Partner</p>
	<p>M/s. Meta Classic Fibres, Varanam P.O, Puthanangadi, Cherthala, Alleppey-688 555 Kerala, India T: +91 478 2583894 M: +91 9447457558/ 9400583894 Email: info@mcfibres.com, mcfibres@gmail.com, mcf@mcfibres.com Web: www.mcfibres.com; www.mcfibres.info</p> <p>Contact Person: Mr. M T Mohanan, Proprietor</p>
	<p>M/s. Master Touch, Ashramam Ward, Alleppey-688 006 Kerala, India T: +91 477 2231120 M: +91 9846231120</p>



	<p>Email: info@mastertouchindia.com Web: www.mastertouchmats.com Contact Person: Mr. Shaji P. V. Proprietor</p> <hr/> <p>M/s. SPV Designs, Rama Varma, Alleppey-688 006 Kerala, India M: +91 9900000724 Email: Sharun.pv@gmail.com Web: www.spvdesigns.com</p> <p>Contact Person: Mr. Sharun P. Varghese Proprietor</p> <hr/> <p>M/s. K S Gangadhara Iyer & Co., PB No. 3836, A C Street, Mullakkal, Alleppey – 688 010, Kerala, India T: +91 477 2251321 M: +91 9846034326 F: +91 477 2251315 Email: ksgiyer@vsnl.com Web : www.ksgiyer.com Contact Person: Mr. K.S. Gangadhara Iyer, Proprietor</p> <hr/> <p>M/s. K A C Rubbers Police Station Road, Ramankary, Alleppey – 685 595, Kerala, India T: +91 477 2707189/ +91 477 2707189 M: + 91 9447390277 Email: kacrubbers@gmail.com Contact Person: Mr. Aby Jacob</p> <hr/> <p>M/s. Ganesh Coir Mills P B No. 64, Vellakinar, Alleppey – 688 001, Kerala, India Mob: +91 98471 80654 Email: sseas@md3.vsnl.net.in Contact Person: Mr. S Ponnampalam Managing Partner</p> <hr/> <p>M/s. Roco World, Ward No. VIII/588, Mammood P O, Changanacherry, Kottayam, Kerala-686 553 T: +91 9447399698 M: +91 8289914698/ 9447481270 Email: rojo@rocoworld.com</p>
--	---



Export Market Promotion

	<p>Web: www.rocoworld.com Contact Person: Mr. Rojo James, Proprietor</p>
	<p>M/s. Coir Mates India, CMC X/259 E, Cherthala-688524 Kerala, India T: +91 478 2810688 M: +91 9747965575 Email: coirmatesindia@gmail.com, sindhu@coirmatesindia.com Web: www.coirmatesindia.com Contact Person: Mr. Nandanam Devadas Proprietor</p>
	<p>M/s. Floor Gardens, VI/BLDG. V/149-B, Kanjikuzhi Panchayat, Mayithara P.O-688 539, Cherthala, Alleppey, Kerala, India T: +91 4782861051 M: +91 9388467257, +91 9746071404 Email: info@floorgardens.com; achu@floorgardens.com Web: www.floorgardens.com Contact Person: Mr. Sugathan K A., Proprietor</p>
	<p>M/s. Marari Coir Rub Post S L Puram – 688 523 Cherthala, Alleppey, Kerala, India T:+91 478 2861051 F: +91 478 2861051, M: +91 9447505809 Email: info@floorgardens.com Web: www.floorgardens.com Contact Person: Mr. Sumesh.K.S</p>
	<p>M/s. B. S. Rubbers, Development Plot, Poovanthuruth, Kottayam-686 012, Kerala, India T: +91 4812341778 M: +91 9947441778 Email: bsrmats@gmail.com Web: www.bsmats.com Contact Person: Mr. Philip Abraham Babu, CEO</p>
	<p>M/s. Santhigiri Koottukudumba Coir, K.R.Puram, Pallipuram, Thavanakadavu, Cherthala, Alappuzha, Kerala, India PIN-688 556</p>

Export Market Promotion



	<p>T: + 91 478 2874962 M: +91 8547995925 Email: santhigiritse@gmail.com Contact Person: Mr. Pushparaj B S Chief of Export</p>
	<p>M/s. Kalpaka Carpet Textiles Puthenveedu, Muhamma P.O. Alapuzha, Kerala, India T/F: +91 478 2862833 M: +91 9048445035/ +91 8086807911 Email: exports@pvexports.com Contact Person: Mr. Vishal Francis</p>
	<p>M/s. P V Exports, Muhamma, Alappuzha, Kerala, India T/F: +91 478 2862833 M: +91 8714519172 Email :exports@pvexports.com Contact person: Dr. Servichan.P.J</p>
	<p>M/s. Marottikkal Coir Works, Manapuram P.O., Cherthala, Allepey – 688 582 Kerala, India. T: +91 478 2532551, M:+91 9544300297, 8592999297 Email: coirproduct111@gmail.com web: www.marottikkalcoir.com Contact Person: Mr. M.K.Shaji, Proprietor</p>
	<p>M/s. Soundari Coir Processing & Manufacturing Mills, Perumana, Pollethai P.O., Alappuzha Kerala, India T: +91 478 2864590 M: +91 9496726279 Email: fibrecastle@rediffmail.com Contact Person: Mr. Bhagath Prasad</p>
	<p>M/s. Vajra Carpets Private Limited 400-B, Thejus Bhavan, Pathirappally P.O., Alappuzha – 688 521 Kerala, India T: +91 477 2259016 M: +91 9667059016 Email: info.vajrah@gmail.com; vajrah@dataone.in; mail@vajrah.com</p>



	<p>Contact Person: Mr. Rinush P Pillai, Managing Director</p> <p>M/s. Jos Coir Mills, Pathirappally P.O. Alappuzha – 688 521 T: +91 477 2259058, F: +91 2259558, M: +91 9447259058 Email: joscoirmills@gmail.com</p> <p>Contact Person: Mr. Joseph K.A.</p> <p>M/s. Ashwin Coir Traders Kurisinkal, Sanathanam Ward, Alappuzha – 688 001 T: +91 477 2259058, F: +91 2259558, M: +91 7560820720 Email: ashwinjk43@gmail.com</p> <p>Contact Person: Mr. Ashwin Jos</p> <p>M/s. Foam Mattings (India) Ltd., PB No. 4619, Beach Road, Alappuzha, Kerala, India Tel: +91 477 2251172/ 2264223/ 2264216 Mob: +91 9447564766 Fax: +91 477 2251654 E-mail: mdfomil@yahoo.com; md@fomil.com</p> <p>Contact Person: Mr. A Vikraman Nair, Managing Director</p> <p>M/s. Kuthiyathode Coir Mats & Matting Co-operative Society Ltd. No-A763, 11/244, Thuravoor P.O, Cherthala - 688 532, Alappuzha, Kerala, India T: +91 478 2562548 M:+91 99478 29298 E-mail: cmmcsa763@gmail.com Web: www.coirsoc.com</p> <p>Contact Person: Mr. Vineeth Ramanathan, Marketing Manager</p> <p>Pobji Emporium AGP/XIII/147, Thumpolly Post, Alappuzha-688 008, Kerala,India T: +91 477 2244558, 3955818 F: +91 477 2243622 M: +91 9447141425, +91 9446069558 E-mail: pobji@spectrum.net.in; achayan@spectrum.net.in; info@pobji.com</p>
--	--



Export Market Promotion

		Contact Person: Mr. K S Christy Partner
10	IPM, Essen, Germany, 26-29 January, 2016	<p>M/s. Suga Coco Products (P) LTD, 198/1, K. Nagoor Road, Kanjampatti, Pollachi-642 003, Tamil Nadu Phone : +91 4259284305 Fax No :+914259284482 Mobile No:+919884301001 Email: suga@sugacoco.com www: sugacoco.com Contact Person: Mr. Sugakumaravel Managing Director</p> <p>Hi Style-A-Exports 12-Dr, Bharathi Nagar, Karur – 639 02 Tamil Nadu Mobile: +91 9943620654 Email: hstyle.vinoth@gmail.com Website: www.histyles.in</p> <p>Contact Person: Mr. G.Vinoth Babu Proprietor</p> <p>M/s. Kumaran Fibres S F No. 159/2 C1, C2 Koolanaikenpatty Village Kolarpatty (PO), Pollachi, Coimbatore – 642 107 Tamil Nadu. Tel: +91 4259 280340 Mob: +91 9686200435 / 99621 92255/ 98421 20701 Email: kumaranfibre@gmail.com, contact@kumaranfibres.com Web: www.kumaranfibres.com</p> <p>Contact Person: Mr. K Karthick Sundar</p> <p>M/s.Harish Coconut Products Pvt Ltd., 2/141, Kanjamapatti Pirivu, Unjavelampatti Pirivu, Pollachi – 642 003 Tamil Nadu, India Tel: +91 4259 236777 Mob: +91 9843088887 Fax: +91 4259 236747 E-mail: harishcoco@vsnl.net</p> <p>Contact Person: Mr. C M Harirajan Managing Director</p> <p>M/s. Srinisha Coco Peat Pvt Ltd., 4/38-D, Thamarai Kutti Vilai, Maniketti Pottal Post, Nagercoil, Kanyakumari District-629 501,</p>



Export Market Promotion

	<p>Tamil Nadu, India. Tel: +91 4259224030 Fax: +91 4259224030 Mob: +91 9047080484 Email: srinishacopeat@gmail.com, don70in@gmail.com Web: www.srinishacopeat.in</p> <p>Contact Person: Mr. V Daniel Pooranan Marketing Executive</p>
	<p>M/s. Coconut Product Impex SF No.193/AIC, Nallampally Village, Kollarpatti Post, Pollachi Taluk, Coimbatore Dist-642107, India. Tel: +91 477 2263263 Mob:+91 9447958577 Fax: +91 477 2263262 Email: info@coconutimpex.com www.coconutimpex.com</p> <p>Contact Person: Mr. Sayed Asif Managing Partner</p>
	<p>M/s. Fair Trade India Parsa's, Building No. 828A, Opp. CCRI, Kalavoor P.O., Alappuzha – 688522 Kerala, India Tel:+914772258786/88/89 Mob: +91 (0)9446063807 Email: info@fairtradeindia.in; export@fairtradeindia.in Web: www.fairtradeindia.in</p> <p>Contact Person: Mr. Shafeeq Mohammed</p>
	<p>M/s. Thuran Fibre, 183/2c2, Rangasamuthram, Suleeswaranpatti (PO), Pollachi – 642 006. Tamil Nadu, India Mob: +91 97505 88800 Email: thuranfibre@gmail.com Web: www.thurancoirmills.com</p> <p>Contact Person: Shri. N Vignesh Chief Marketing Executive</p>
	<p>M/s. Agro India Exporters, 117/76, Vallalar Street, Venkatesa Colony, Pollachi – 642 001, Tamil Nadu, India Tel: +91 4259 225339</p>



	<p>Mob: +91 98421 20701 Email: agroindiaexporters@gmail.com Contact Person: Shri. N Anburaj</p>
	<p>M/s. Leeds Hydroponics, S F No. 165/1a, Poosaripatti, Pollachi – 642 205, Tamil Nadu, India Mob: +91 98422 26523, 94431 26215 Email: dgokulkrishnan20@gmail.com Contact Person: Shri. D Gokulkrishnan. Partner</p>
	<p>Ashjith Agri Products, Royal Cottage, Royal Jn., Anchal P.O. Kollam District – 691 309, Kerala, India Tel: +91 475 2273752, 2277601 Mob: +91 98950 22288; +91 94470 72240 Email: kunjumon@royalsgroup.co Contact Person: Mr. Kunjumon Marketing Manager</p>
	<p>Coir-on Foam Products, 1, Industrial Estate, Udumalai Road, Pollachi – 642 003. Tamil Nadu, India Tel: +91 4259 237377, 237477 Fax: +91 4259 237577 Email: coironfoam@gmail.com www.coir-onmattresses.com Contact Person: Ms. Neethu Hariraj</p>
	<p>Shri. Venkatachalapathy Fibre, 112/A, Karuppampalayam, Suleeswaranpatti P.O., Pollachi, Coimbatore – 642 006 Tamil Nadu, India M: +919443339349/ 9944556221 Email: srcoir@gmail.com / gopu.srp@gmail.com</p> <p>Contact Person: Mr. Gopu Subramani</p>
	<p>Rajahrani Impex F1/A, SIDCO Industrial Estate K. Pudur, Madurai-625007 Tamil Nadu, India Tel: +91-452-2566750 Mob: +91-98421 39080 Email: md@rajaraniimpex.com; raja@rajaraniimpex.com Web : www.rajaraniimpex.in</p>



Export Market Promotion

		<p>Contact Person: Mr. Raja Sivasamy Proprietor</p> <p>Shri Ganapathi Fibres No. 20/B2, Naickanpalayam, Karuppampalayam Post, Pollachi, Tamil Nadu, India Tel: +91 9942044133 Email: sgf.hemnath@gmail.com</p> <p>Contact Person: Shri. A Hemnath</p>
11	Canada Blooms, Toronto, Canada 13-22 March, 2016	<p>Akshaya Chemicals Regd. Office : 218/5, Ashok Nagar, Poondurai Road, Erode -638002, Tamil Nadu, India Tel: +91 424 22 838 66 Mob: +91 90433 66166 Email: nsraja@akshayachemicals.com</p> <p>Contact Person: N S Raja</p> <p>Ashjith Agri Products Royal Cottage, Royal Jn., Anchal P.O. Kollam District – 691 309, Kerala, India Tel: +91 475 2273752, 2277601 Mob: +91 98950 22288; +91 94470 72240 Email: kunjumon@royalsgroup.co</p> <p>Contact Person: Mr. Kunjumon Marketing Manager</p> <p>Fibre Family 382 A/PP-VI Pattanakad P.O., Cherthala, Alappuzha, Kerala - 688531, India. Tel: +91 478 259 5560; 2593160 Mob: +91 94470 36402 Email: suresh@fibrefamily.info Web: www.fibrefamily.com</p> <p>Contact Person: Mr. C S Suresh, Managing Director</p> <p>Fibre Family Products Pvt. Ltd. VI 449 A, Pattanakad P.O., Cherthala, Alappuzha, Kerala - 688531, India. Tel: +91 478 259 5160; Mob: +91 94473 84011</p>



Export Market Promotion

		<p>Email: fibrefamilyproducts@gmail.com Web: www.fibrefamily.com</p> <p>Contact Person: Mr. Sankar Suresh</p> <p>Koko Coir World Enterprises 258 G, Harinekha Illam, Balandy Nagar Thrumoghur Road, Rajagambheeram, Y. Othakadai, Madhurai – 625 107, Tamil Nadu, India Tel: +91 9944449243 / 9944949245 / 9629059244 Email: cococoirworld@yahoo.com</p> <p>Contact Person: Mr. R Velavan, Managing Director</p> <p>Sri Ragavendra Coir Factory S. F. No. 268/3-B, Sakkarapalayam, Muthur P O, Kangayam T K, Tiruppur-638 105 Tel: +91 4257-254974 Mob: +91 9976449444 Email: sriragavendracoir@gmail.com www.sriragacoirpith.com</p> <p>Contact Person: Mr. P Pochamy, Proprietor</p> <p>SSS Global 68, Arokianathar Street, Pollachi-642 001, Tamil Nadu, India Tel: +91 4259 235829 Mob: +91 9965255055 Fax: +91 4259 235829 Email: sssglobal@ymail.com Web: sssglobal.net</p> <p>Contact Person: Mr. Sureshkumar Kalimuthu, Proprietor</p>
12	<p>IECA Annual Expo Conference & Expo San Antonio, Texas, USA , 16-19 February, 2016</p>	<p>Ashjith Agri Products, Royal Cottage, Royal Jn., Anchal P.O. Kollam District – 691 309, Kerala, India Tel: +91 475 2273752, 2277601 Mob: +91 98950 22288; +91 94470 72240 Email: kunjumon@royalsgroup.co</p> <p>Contact Person: Mr. Kunjumon</p>



		Marketing Manager
		<p>Ashwin Coir Traders Kurisinkal, Sanathanam Ward, Alappuzha – 688 001, T: +91 477 2259058, F: +91 2259558, M: +91 7560820720 Email: ashwinjk43@gmail.com</p> <p>Contact Person: Mr. Ashwin Jose</p>
		<p>Coir Art, 8/569c, Pallikavala, Marathorvattom P.O., Cherthala, Alapuzha, Kerala – 688 539, India Tel: +91 478 2815639 Mob: +91 8589896000/9539741749 Email: coirart@gmail.com Web: www.coirart.com Contact Person: Mr. Antony Abraham Proprietor</p>
		<p>Krishna Coir 723/A1, Valanthayamaram, Divanshapudur Post, Pollachi Tk, Coimbatore-642 003, Tamil Nadu, India Mob: +91 9944599495 / 99652 55055 Email: prasanthvpn@gmail.com Contact Person: Sureshkumar Kalimuthu Manager</p>
		<p>Mangalath Coir Mills, 15/545 B, Marathorvattom P.O., Cherthala, Alapuzha, Kerala – 688 539 Mob: +91 9446512502 Email: mangalathcoirmills@gmail.com</p> <p>Contact Person: Mr. Rajesh Seetharam Marketing Manager</p>
		<p>Marottikkal Coir Works Manappuram.P.O, Cherthala, Alleppey, Kerala, India-688526 T: +91 478 2532551, M:+91 9544300297, 8592999297 Email: coirproduct111@gmail.com web: www.marottikkalcoir.com</p> <p>Contact Person: Mr. M.K.Shaji,</p>



Export Market Promotion

	<p>Proprietor</p>
	<p>Santhigiri Koottukudumba Coir, K.R.Puram, Pallipuram, Thavanakadavu, Cherthala, Alappuzha - 688 556 Kerala, India T: + 91 478 2874962 M: +91 8547995925 Email: santhigiritse@gmail.com</p> <p>Contact Person: Mr. Pushparaj B S Chief of Export</p>
	<p>Thendral Fibre Works 723/A1, Valanthayamaram, Divanshapudur Post, Pollachi Tk, Coimbatore-642 003, Tamil Nadu, India Tel: +91 4253 255451 Mob: +91 99949 59672 Email: thendralfibre@gmail.com</p> <p>Contact Person: Mr. N Krishna Prasanth</p>



ANNEXURE 5

List of International Fairs organized by Coir Board during 2016-17 with details of participants/co-exhibitors

1. National Hardware Show 2016, Las Vegas, USA - 4-6 May, 2016

SL. No.	Name of the Company	Name of the representative	Contact Details
1.	The Natural Floors Sanathanam Ward, Alleppey, Kerala - 688001, India Web: www.tnfglobal.net	Ms. Teena Wilson, CEO & Mg. Partner	Tel/F : + 91 477 2262002 Cell: + 91 9539067008/ +91 9539067005 Email: teena@tnfglobal.net ; joseph@tnfglobal.net
2.	M/s. Lucky Traders No. 30, Ramakrishnapuram (West) Karur, Tamil Nadu – 639 001, India	Mr. Senthilkumar Kandasamy Saraswathi	Cell: +91 9894030558 Email: senthil@luckytraders.net
3.	Premier Coir Products, S F No. 61/4E, Kanjampatti Road, Unjavelampatti Post, Pollachi- 642 003 Tamil Nadu, India	Mr. Deepak Sundaram Maheshkumar	Tel: +91 4259284690 Fax: +91 4259 284691 Cell: +91 98430 10886 +91 98438 52020 Email: coirplus@gmail.com deepaksunco@gmail.com
4	M/s. Sri Ragavendra Coir Factory, S. F. No. 268/3-B, Sakkarapalayam, Muthur P O, Kangayam T K, Tiruppur-638 105 Web: www.sriragacoirpith.com	Mr. Poochamy Ponnusami	Tel: +91 4257-254974 Cell: +91 9976449444 Email: sriragavendracoir@gmail.com
5	M/s. K S Gangadhara Iyer & Co., PB No. 3836, A C Street, Mullakkal, Alleppey – 688 010, Kerala, India Web : www.ksgiyer.com	Mr. Kalpathy Srinivasan Gangadharan	Tel: +91 477 2251321 Cell: +91 9846034326 Fax: +91 477 2251315 Email: ksgiyer@vsnl.com
6	Seven Seas Trading Company South of Vellakinar,	Mr. S Ponnampalam, Managing Partner	Tel: +91 477 2262763/ 2262963 Cell: +91 9847180654



Export Market Promotion

	Alleppey – 688 001, Kerala, India Web: www.sevenseasmats.com		Fax: +91 477 2251358 E-mail: sseas@md3.vsnl.net.in
7	J R Export Industries 'J R House', P B No. 60, C C S B Road, Civil Station Ward, Alleppey – 688 001, Kerala, India	Mr. Jacob Neroth Chief Executive	Tel: +91 477 2260768 /769 Fax: +91 477 2260770 Cell: +91 9546151463 Email: jrgroup.in@gmail.com
8	Delta Coirs 96, USS Street Gandhi Nagar, Udumalpet – 642 154, Tamil Nadu, India	Mr. N Rajkumar, Proprietor	Tel: +91 4252 224360, Fax: +91 4252 231127 Mob: +91 98422 06000 Email: nrk_delta@yahoo.com
9	Sun Universal, Adiyaman Kottai Punnam Chatram, Karur, Tamil Nadu, India	Mr. S. Manimaran Managing Partner	Tel: +91 98422 95655 Email: sununiversal@rediffmail.com nrk_delta@yahoo.com Web: www.suncoir.com

2. GARDEX 2016, TOKYO, JAPAN - 12-14 October, 2016

Sl. No.	Name & Address of the participants	Name and designation of Representative	Contact No. & Email ID
1	Meadow, S F No. 14/1 & 14/2, Kumarapalayam (Tk), Coimbatore – 641 669, Tamil Nadu, India	Mr. SENCHERY MANDHARACHALAM JEEVABHARATHI, PROPRIETOR	Tel/Fax: +91 4255 266301 Mob: +91 9442519105 Email: meadowagroproducts@gmail.com mjeeva@meadowindia.com
2	Rajarani Impex F1/A, SIDCO Industrial Estate K.Pudur, Madurai-625007 Tamil Nadu, India	Mr. RAJA SIVASAMY PROPRIETOR	Tel: +91-452-2566750 Mob: +91-98421 39080 Email: md@rajaraniimpex.com ; raja@rajaraniimpex.com
3	Coconut Product Impex SF No.193/AIC, Nallampally Village, Kollarpatti Post, Pollachi Taluk, Coimbatore Dist-642107, India.	Mr. SAYED ASIF SAYED HASSAN	Tel: +91 477 2263263 Mob:+91 9447958577 Fax: +91 477 2263262 Email: info@coconutimpex.com
4	Fair Trade India, Parsa's, Building No. 828A, Opp. CCRI,	Mr.SHAFEEQ MOHAMMED	Tel:+914772258786/88/89 Mob: +91 (0)9446063807



Export Market Promotion

	Kalavoor P.O., Alappuzha – 688522 Kerala, India		Email: info@fairtradeindia.in ; export@fairtradeindia.in
5	RajahRani Impex Private Limited, F1/A, SIDCO Industrial Estate, K.Pudur, Madurai-625007, Tamil Nadu, India	Mr. MATHANCHAKKRAVA RTHI RAJA, DIRECTOR	Mob: +91 97158 57772 Email: md@rajaraniimpex.com
6	Akshaya Chemicals 218/5, Ashok Nagar, Poondurai Road, Erode -638002, Tamil Nadu, India	Mr. NAGARATHINAM SHANMUGARAJA	Tel: +91 424 22 838 66 Mob: +91 90433 66166 Email: nsraja@akshayachemicals.com
7	M/s. HNP Dye Chem, 1332/A, Opp. Shukal Khadaki, Dhanasuthar Pole, Kalupur, Relief Road, Ahmedabad, Gujarat - 380001	Mr. HEMAL PIYUSHKUMAR KAPADIA, PARTNER	Mob: +91 8866881646 Email: hnpdyechem@gmail.com , info@hnpdyechem.com
8	M/s. Yuvam Exports 1/59, Periyar Kadu Chittar, Kesarimangalam, Bhavani (Tk), Erode (Dt.)	MR. C YUVARAJ PROPRIETOR	Tel: Mob: +91 99940 62333 Email: yuvi@yuvamexports.com
9	Clouds Coir Exports, 10/120, Muthur Road, Periakattupathi, Nathakadayur, Kangayam, Tirupur, Tamilnadu, India Pin - 638 108	Mr. VIJAYAKUMAR CHELLAPPAN India Business Head	Mob: +91 9840036384 +91 9786707672 cce03selva@gmail.com , cce04vijji@gmail.com

3. Mega Show Part I, 2016, Hong Kong - 20-23 October, 2016

Sl. No.	Name & Address of the participants	Name and designation of Representative	Contact No. & Email ID
1	Roco World Ward No. VIII/588, Mammood P O, Changanacherry, Kottayam, Kerala-686 553	Mr. Rojo James, Proprietor	T: +91 9447399698 M: +91 8289914698/ 9447481270 Email: rojo@rocoworld.com Web: www.rocoworld.com
2	Fibre World No: XVIII/1269, P.B No: 4643, Cullen	Mr. Roby Francis, Managing Partner	Tel: +91 477 2241616, +91 478 2861287



Export Market Promotion

	Road, Alleppey - 682012, Kerala, India		Mob: +91 9847043676 Fax: +91 478 2861290 Email: fibreworld@saraseena@fibreworldindia.com , roby@fibreworldindia.com Web: www.fibreworldindia.com
3	Classic Coir Factory IV/833, MSP, Valavanad, Pollethai P.O., Alleppey - 688 522, Kerala, INDIA	Mr. T.P.Shan, Proprietor	Tel: +91 477 2242281, 2246356, Fax: +91 477 2241194 Mob: +91 94479 72281 Email: shan@classiccoir.com; chandran@classiccoir.com Website: www.classiccoir.com
4	Golden Coir Tufts SF No: 57/1A1, Zamin Uthukuli Road, Singanallur, Akilandapuram P.O., Pollachi-642 002, Tamil Nadu, India	Mr. B Rangaraj, Managing Partner	Tel : +91 4259 253388 Mob: +91 9944497398 E-mail: goldencoir@yahoo.com Web: www.goldencoirtufts.com
5	K S Gangadhara Iyer & Co., PB No. 3836, A C Street, Mullakkal, Alleppey – 688 010, Kerala, India	Mr. K.S. Gangadhara Iyer, Proprietor	Tel: +91 477 2251321, Mob: +91 9846034326 Fax: +91 477 2251315 Email: ksgiyer@vsnl.com Web : www.ksgiyer.com
6	M/s. Mats N More, Valavanadu, Pollethai P.O., Alappuzha – 688522, Kerala, India	Mr. Dijo Antony Cheriyan Partner	Tel: +91 478 2865300 Mob: +91 9947600640 Email: dijo@matsnmore.in Web: www.matsnmore.in
7	M/s. Thuran Fibre SF No. 183/2-C2 Suleswarampati (P.O.) Pollachi – 642 006. Tamil Nadu, India.	Shri. S V Rajendra Prasad, Chief Marketing Executive	Tel: +91-4259 291059 Mob: +91 94430 54064 / 97505 88800 Email: thurancoirmills@gmail.com Web: www.thurancoirmills.com
8	M/s. Viva Agtech Products S F. No. 270/1B, Door No. 120, Meenkari Road, Zamin Uthukuli, Pollachi – 642 004.	Mr. Vishnu Varthan Partner	Mob: +91 9047009950 Email: vivaagtechproducts@gmail.com <u>m</u>
9	M/s. Ganesh Coir Mills	Mr. S Ponnampalam	Tel: 0477-2261763, 2262463



Export Market Promotion

P. B. No.64, Vellakinar, Alleppey	Managing Partner	Mob: +91 98471 80654 Email: sseas@md3.vsnl.net.in
-----------------------------------	-------------------------	--

4. IHTF 2017, Vijfhuizen, Holland, 2-4 November, 2016

Sl. No.	Name & Address of the participants	Name and designation of Representative	Contact No. & Email ID
1	Amman Coirs 7/38, Pallakattupudur, Paranchervazhi (PO) Kangayam- 638701, Tamil Nadu, India	Mr. N S Senthilkumar , Sales Manager	Mob: +91 9842443140 / +91 9788009492 Email: sriammancoirs02@gmail.com
2	Cloud Coir Exports 10/120, Muthur Road, Periakattupathi, Nathakadayur, Kangayam, Tirupur, Tamilnadu, India Pin - 638 108	Mr. C Vijayakumar, India Business Head	Mobile: +91 9840036384 / +91 9786707672 Email: cce03selva@gmail.com / cce04viji@gmail.com Web: www.cloudcoirexports.com
3	Coconut Products Impex SF No. 193/AIC, Nallampally Village, Kollarpatti Post, Pollachi Taluk, Coimbatore-642107 Tamil Nadu, INDIA	Mr. Sayed Asif, Managing Partner	Tel: +91 477 2263263 Mob: +91 9447958577 Fax: +91 477 2263262 Email: info@coconutimpex.com www.coconutimpex.com
4	Delta Coirs 96, USS Street, Gandhi Nagar, Udumalpet – 642 154, Tamil Nadu, INDIA	Mr. N Rajkumar, Proprietor	Tel: +91 4252 224360, Fax: +91 4252 231127 Mob: +91 98422 06000 Email: nrk_delta@yahoo.com
5	Fair Trade India Parsa's, Building No. 828A, Opp. CCRI, Kalavoor P.O., Alappuzha – 688522. Kerala, India	Mr. Shafeeq Mohammed, Partner	Tel: +91 477 2258786/ 88/ 89 Mob: +91 (0)9446063807 Email: info@fairtradeindia.in ; export@fairtradeindia.in Web: www.fairtradeindia.in
6	Lucky Traders No. 30, Ramakrishnapuram (West) Karur, Tamil Nadu – 639 001, India	Mr. K S Senthilkumar, Proprietor	Cell: +91 9894030558 Email: senthil@luckytraders.net Web: luckytraders.net
7	Pioneer Agro 151, T S 1900/3A, Sathar Gardens Natham Road, Dindigul – 624006, Tamil Nadu, INDIA	Mr. A S Mohamed Usman, General Manager	Mob: +91 94433 46544 Email: pioneeragro@hotmail.com



Export Market Promotion

8	Royals Novelty Cloth Bazar Pvt. Ltd. Royal Junction, Anchal P O, Kollam, Kerala -691 306, INDIA	Mr. P. T Kunjumon, Managing Director	Tel: +91 475 2277601 Mob: +91 9447072240/ 9895022288 Email: kunjumon@royalsgroup.co www.royalsgroup.co
9	Sri Ragavendra Coco Peat S. F. No. 268/3-B, Sakkarapalayam, Muthur P O, Kangayam T K, Tiruppur-638 105, Tamil Nadu, INDIA	Mr. P Poochamy, Proprietor	Tel: +91 4257-254974 Mob: +91 9976449444 Email: sriragavendracoir@gmail.com www.sriragacoirpith.com
10	SSS Global 68, Arokianathar Street, Pollachi-642 001, Tamil Nadu, INDIA	Mr. Sureshkumar Kalimuthu, Proprietor	Tel: +91 4259 235829 Mob: +91 9965255055 Fax: +91 4259 235829 Email: sssglobal@ymail.com Web: sssglobal.net
11	Techno Coir 24, Mith Villa, TNSTC Depot Road, Pollachi, Coimbatore-642 002 Tamil Nadu, INDIA	Mr. Prabhu Soundararajan, Proprietor	Mob: +91 98940 19019 Email: usprabhu2001@gmail.com
12	Vel Coir Mills 288/3 Punjai Edayar, Melmugam, Kuppuchipalayam (P.O.) Paramathi Velur, (TK), Namakkal – 638182, Tamilnadu INDIA	Mr. Navaladi Kandasamy	Mob: +91 88258 35251 Email: velcoirmills2013@gmail.com

5. iPM Dubai Fair, Dubai, UAE - 13-15 November, 2016

Sl. No.	Name of the Company	Name of Representative
1.	Sri Ragavendra Coco Peat S. F. No. 268/3-B, Sakkarapalayam, Muthur P O, Kangayam T K, Tiruppur-638 105, Tamil Nadu, INDIA Tel: +91 4257-254974 Email: sriragavendracoir@gmail.com www.sriragacoirpith.com	Mr. P Poochamy, Proprietor Mob: +91 9976449444
2	M.P. Coir Exports, No. 5A, Dharapuram Road, Udumalpet-642 126, Tirupur District,	Mr. Thiagarajan Palanisamy, Proprietor Mob: +91 9865160300/ + 919884622191



Export Market Promotion

	<p>Tamilnadu Tel: +91 4252 224255 Mob: +91 9865160300/9884622191 Email: contact@coirexports_india.com www.coirexports_india.com</p>	
3	<p>Ashjith Agri Products Royal Cottage, Royal Jn., Anchal P.O. Kollam District – 691 309, Kerala, India Tel: +91 475 2273752, 2277601 Mob: +91 98950 22288; +91 94470 72240 Email: kunjumon@royalsgroup.com</p>	<p>Mr. Kunjumon Marketing Manager Mob: +91 98950 22288; +91 94470 72240</p>
4	<p>Global Hub Parsa's Building No. 828 A, Opp. Central Coir Research Institute, Kalavoor P.O., Alappuzha – 688 522, Kerala. Tel: +91 477 2258786 / 88/ 89 Email: exportglobalhub@gmail.com</p>	<p>1. Mr. Shafeeq Mohammed, Partner Mob: +91 94460 63807</p> <p>2. Mr. Sajeer, Export Manager Mob: +91 99616 08474</p>
5	<p>Cloud Coir Exports, 10/120, Muthur Road, Periakattupathi, Nathakadayur, Kangayam, Tirupur, Tamilnadu, India Pin - 638 108 Mobile: +91 9840036384 / +91 9786707672 Email: cce03selva@gmail.com/ cce04viji@gmail.com Web: www.cloudcoirexports.com</p>	<p>Mr. Vijayakumar Chellappan India Business Head Mobile: +91 9840036384 +91 9786707672</p>
6	<p>Suga Coco Products Pvt. Ltd. 198/1 sK.Nagoor Road, Kanjampatti Pollachi,Tamilnadu –India -642003 Phone : +91 4259284305 Fax No :+914259284482 Mobile No:+919884301001 Email: suga@sugacoco.com www: sugacoco.com</p>	<p>Mr. Sugakumaravel Managing Director Mob:+919884301001</p>
7	<p>SSS Global 68, Arokianathar Street, Pollachi-642 001, Tamil Nadu, INDIA Tel: +91 4259 235829</p>	<p>Mr. Suresh Kumar Kalimuthu Mob: +91 9965255055</p>



Export Market Promotion

	Fax: +91 4259 235829 Email: sssglobal@ymail.com Web: sssglobal.net	
8	Santhigiri Koottukudumba Coir, K.R.Puram, Pallipuram, Thavanakadavu, Cherthala, Alappuzha - 688 556 Kerala, India T: + 91 478 2874962 M: +91 8547995925 Email: santhigiritse@gmail.com	Mr. Pushparaj B S Chief of Export M: +91 8547995925
9	U. K. V Agro Farms, 92, Minorpadi, Pollachi – 642 133, Tamilnadu Mob: +91 9976669999 Email: ukvagrofarm@gmail.com	Mr. Dhanaprakash, Export Manager +91 9965961555
10	Kannan Fibres 481/1 V K Nagoor, Ambarampalayam P.O. Pollachi – 642 001, Tamil Nadu, India Email: kannanfibres2009@gmail.com	Mr. T Suresh Kannan, Proprietor Mob: +91 9750988555
11	Kali Coir Industries Udumali Road, Unjavelampatti, Pollachi-642 003, Tamil Nadu, India Email: babukalicoir@gmail.com	Mr. Kalanithi Babu Proprietor Mob: +91 98652 66240

6. DOMOTEX-2017, Hannover, Germany, 14-17 January, 2017



Export Market Promotion

SL. No.	Name & address of the firm	Name of the representative	Contact Details
1	M/s. Estera Polymers 10, Development Plot Vaikom – 686 141 Kerala	Mr. JOSEPH MATHEW	T: +91 484 2242289 F: +91 484 2665428 M: +91 9895261182
		Mr. JACOB JOSEPH	
		Mr. MATHEW JOSEPH	
2	The Natural Floors No. 46/693A, Canal Ward, North post office, Alleppey – 688007, Kerala	Mrs. TEENA WILSON	T/F : + 91 477 2262002 M: + 91 9539067008/ 9539067005 E-mail: teena@tnfglobal.net ; joseph@tnfglobal.net Web: www.tnfglobal.net
		Mr. K A JOSEPH	
		Mr. KALESH PONNAPPAN	
		Mr. ROY GEORGE	
3	M/s. Santhigiri Koottukudumba Coir, K.R.Puram, Pallipuram, Thavanakadavu, Cherthala, Alappuzha, Kerala	Mr. B S PUSHPARAJ	T: + 91 478 2874962 M: +91 8547995925 Email: santhigiritse@gmail.com
4	M/s. Floor Gardens, VI/BLDG. V/149-B, Kanjikuzhi Panchayat, Mayithara P.O-688 539, Cherthala, Alleppey, Kerala	Mr. SUJITH SUMESH BHAVAN SUGATHAN	T: +91 4782861051 M: +91 9388467257, +91 9746071404 Email: info@floorgardens.com ; achu@floorgardens.com Web: www.floorgardens.com
5	M/s. Marari Coir Rub Post S L Puram – 688 523 Cherthala, Alleppey, Kerala	Mr. K S SUMESH	T:+91 478 2861051 F: +91 478 2861051, M: +91 9447505809 Email: info@floorgardens.com Web: www.floorgardens.com
		Mr. P ACHUTHAN KUTTY	
6	M/s. Meta Classic Fibres, Varanam P.O, Puthanangadi, Cherthala, Alleppey-688 555 Kerala	Mr. M T MOHANAN	T: +91 478 2583894 M: +91 9447457558/ 9400583894 Email: mcfibres@gmail.com , Web: www.mcfibres.com
7	Seven Seas Trading Company South of Vellakinar, Alleppey – 688 001, Kerala.	Mr. S PONNAMPALAM	Tel: 0477-2261763, 2262463 Mob: +91 98471 80654 Email: sseas@md3.vsnl.net.in
		Mr. VIPIN PONNAMBALAM	
8	M/s. K S Gangadhara Iyer & Co., PB No. 3836, A C Street, Mullakkal, Alleppey – 688 010, Kerala	Mr. K S GANGADHARA IYER	T: +91 477 2251321 M: +91 9846034326 F: +91 477 2251315 Email: ksgiyer@vsnl.com Web : www.ksgiyer.com
		Mr. HARI KALPATHY GANGADHARAN	



Export Market Promotion

9	Marottikkal Coir Works, Manapuram P.O., Cherthala, Allepey – 688 582 Kerala	Mr. SHAJI MAROTTIKKAL KARUNAKARAN Mr. SHALI NARAYANAN	T: +91 478 2532551, M: +91 9544300297, 8592999297 Email: coirproduct111@gmail.com web: www.marottikkalcoir.com
10	M/s. Roco World, Ward No. VIII/588, Mammood P O, Changanacherry, Kottayam, Kerala-686 553	Mr. ROJO JAMES	T: +91 9447399698 M: +91 8289914698/ 9447481270 Email: rojo@rocoworld.com Web: www.rocoworld.com
11	M/s. Coir Mates India, CMC X/259 E, Cherthala-688524 Kerala	MR. NANDANAM DEVADAS MR. K SAJITH MENON	T: +91 478 2810688 M: +91 9747965575 Email: coirmatesindia@gmail.com , sindhu@coirmatesindia.com Web: www.coirmatesindia.com
12	M/s. Kuthiyathode Coir Mats & Matting Co-operative Society Ltd. No-A763, 11/244, Thuravoor P.O, Cherthala - 688 532, Alappuzha, Kerala	Mr. VINEETH RAMANATHAN	T: +91 478 2562548 M: +91 99478 29298 E-mail: cmmcsa763@gmail.com Web: www.coirsoc.com
13	M/s. Kanti Floor Furnishers, PB No-54, 688 001, Alleppey, Kerala	MR. C ANIL KUMAR MR. M KALYANASUNDARAM MRS. BHAI GEETHA MR. MUKUNDA MENON RAMACHANDRA MENON MR. GOKUL K M	T: +91 477 2251053/ +91 477 2251153 F: +91 477 2251265 Email: kantifloor@vsnl.com Web: www.kantifloor.com
14	United Coir Factories A S Road, Kommady, Alleppey - 688 007	Mr. VISHNURAJ BHOOPATHY Mr. VISAKH BHOOPATHY	T: +91 477 2243832 M: +91 9895299052 Fax: +91 477 2243119 Email: unicoir@gmail.com Web: www.unitecoir.com
15	Coco Fibre Tex P B No. 2633, A.S.Road Alleppey – 688 007	Mr. BAIJU SATYAPALAN Mr. RIYAZ RAMLATH BEEVI	T: +91 477 2241935 F: +91 477 2241935 Email: cocofibre@gmail.com Web: www.cocofibretext.com



Export Market Promotion

16	B. S. Rubbers, Development Plot, Poovanthuruth, Kottayam-686 012, Kerala	Mr. PHILIP ABRAHAM BABU	T: +91 4812341778 M: +91 9947441778 Email: bsrmats@gmail.com Web: www.bsmats.com
17	EMVEE Associates Industrial Park, SIDCO, Thiruvapur P.O., Kottayam – 686 020, Kerala	Mr. RIYAS BABU MUNDARA ASSO	T: +91 9388943115 Email: mariyas2001@tahoo.com
		Mr. HARISS MUNDARAVEETIL AHAMED	
18	Vembanad Rubbers V/69, Holycorss Church Building Cherpunkal, Kottayam – 686 584 Kerala	Ms. CHANDNI SEBASTAIN	T: +91 9567314336 Email: vembanadurubbers@gmail.com
19	M/s. Golden Fibre Products S F No. 57/1 A, Zamin Uthukuli Road, Singanallur, Akilandapuram Post, Pollachi – 642 004, Tamil Nadu	MR. SURYAA BALASUBRAMANIAM RANGARAJ	T: ++91 99407 33990 M: +91 9940733990 / 9655509697 Email: goldencoir@yahoo.com Web: www.goldencoirtufts.com
		Mr. CHANDRA KAANT RANGARAJ	

7. IPM Essen 2017, Essen, Germany 24-27 January, 2017

SL. No.	Name and address of the Co-exhibitor	Contact person	Contact details
1	ASHJITH AGRI PRODUCTS Royal Cottage, Royal Jn., Anchal P.O. Kollam District – 691 309, Kerala, India	Mr. P T KUNJUMON	Tel:+91 475 2273752, 2277601 Mob: +91 98950 22288; 94470 72240 Email: kunjumon@royalsgroup.co
2	ASWINI AGROTECH Plot No. 42 & 43, KIADB Industrial Area, Somanahalli - 571 429, Maddur Taluk, Mandya District, Karnataka	Mr. C A SEKHAR	Tel:+91 8232 233224 Mob: +91 98452 23896 Email: aswiniagro@gmail.com
3	COIR-ON FOAM PRODUCTS 1, Industrial Estate, Udumalai Road, Pollachi – 642 003.Tamil Nadu, India	Ms. NEETHU HARIRAJAN	Tel: + 91 4259 237377/237477 Email: coironfoam@gmail.com
4	DELTA COIRS 96, USS Street, Gandhi Nagar,	Mr. N RAJKUMAR	Tel:+91 4252 224360, 226120 Mob + 91 98422 06000



Export Market Promotion

	Udumalpet – 642 154, Tamil Nadu, India		Email:nrk6delta@gmail.com
5	FAIR TRADE INDIA Parsa's, Building No. 828A, Opp. CCRI, Kalavoor P.O., Alappuzha – 688522, Kerala, India	Mr. SAYED ASIF	Tel: +914772258786/88/89 Mob +914772258786/88/89 Email:info@fairtradeindia.in export@fairtradendia.in
6	FIBRE FAMILY 382 A/PP-VI, Pattanakad, Cherthala, Alappuzha (Dt.) Pin-688 531, Kerala, India	Mr. C S SURESH	Tel: +91 478 2595560, 2593160 Email: suresh@fibrefamily.com info@fibrefamily.com
7	GANAPATHY COCO PEAT Rasampalayam P.O., El-Mangalam, Kodumudi, Erode (DT.) - 638151, Tamil Nadu, India	Mr. M PALANISAMY	Tel:+91 94435 63228 Mob: +91 94435 63228 Email:ganapathy.cocopeat@gmail.com
8	HARISH COCONUT PRODUCTS PVT. LTD, 2/141, Kanjampatti Pirivu, Unjavelampatti (P.O), Pollachi – 642 003,Tamil Nadu, India	Mr. C M HARIRAJAN	Tel: +91 4259 236777, 284201 Mob: +91 9843088887 Email:harishcoco@vsnl.net
9	KUMARAN FIBRES 159/2C1, Koolanaickenpatti Village, Kolarpatti (PO),Pollachi (Tk- 642 107, Tamil Nadu, India	Mr. N ANBURAJ	Tel:+ 91 98421 20701 Mob: + 91 98421 20701 Email:kumaranfibre@gmail.com
10	MADHAVAN ECO CRAFT 4/312, Saral Building, Thuravoor, Alappuzha - 688 522, Kerala, India	Mr. ANIL MADHAVAN	Tel:+91 477 4050801 Mob: +91 98470 12000 Email:madhavanecocraft@gmail.com
11	MAYUR GREENTECH 21 Kunjipalayam, Zamin Uthukuli Post, Pollachi Taluk, Coimbatore District, Tamil Nadu, India - 642 004.	Mr. G MADHAN MOHANRAJ	Tel:+ 91 99521 52585 Mob: + 91 99521 52585 Email:madhu@mayurgreentech.com mayurgreentech@gmail.com
12	MEADOW S F No. 14/1 & 14/2, Kumarapalayam (Tk), Coimbatore – 641 669, Tamil Nadu, India	Mr. S M JEEVA BAARATHI	Tel:+91 4255 266301 Mob; +91 9442519105 Email:meadowagroproducts@gmail.com jeeva@meadowindia.com
13	NEELAVENI COIR PRODUCTS	Mr. K SARAVANARAM	Tel:+ 91 97154 05818



Export Market Promotion

	Porasan Kadu, Periya Vaikalmettu Thottam, Devanampalayam P O, Pollachi-642 120, Tamil Nadu, India		Mob: +91 9686200435 Email:neelavenicoirs@gmail.com
14	PREMIER COIR PRODUCTS S F No. 61/4E, Kanjampatti Road, Unjavelampatti Post, Pollachi - 642 004, Coimbatore Dt., Tamil Nadu, India	Mr. S MAHESH KUMAR	Tel:+91 4259 284690, Mob: +91 98430 10886 Email:coirplus@gmail.com
15	R SHANMUGAM CO COIRS S F No. 434, 435 /1, d No. 10A, 10A1, Vetrikonarpalayam, Vengambur P.O., Kodumudi, Erode (Dt.), - 638 151, Tamil Nadu, India	Mr. R SHANMUGAM	Tel:+ 91 94431 33059 Mob: + 91 94431 33059 Email:siva.hp@gmail.com
16	RAJAHRANI IMPEX PRIVATE LIMITED F1/A, SIDCO Industrial Estate, K.Pudur, Madurai-625007, Tamil Nadu, India	Mr. MATHANCHAKKRAVART HI RAJA	Tel:+91 97158 57772 Email:md@rajaraniimpex.com
17	RAJARANI IMPEX F1, SIDCO Industrial Estate, K. Pudur, Madurai - 625 007, Tamil Nadu, India	Mr. RAJA SIVASAMY	Tel:+91 452 2566750 Mob: +91-98421 39080 Email:md@rajaraniimpex.com; raja@rajaraniimpex.com
18	RENUGA GLOBAL EXPORTS 63, Mariyamman Kovil Street, Alambadi (PO), Kangayam-638701, Tiruppur, Tamil Nadu, India	Mr. N S SENTHILKUMAR	Tel:+91 9788009492 Mob: +91 94898 44666 Email:renugaimpex@gmail.com
19	S R COIR 5/365, Rangasamuthiram, Zamin Kottampatti, Pollachi - 642 006, Tamil Nadu, India	Mr. S GOPU	Tel:+91 99445 56221 Mob: +91 99445 56221 Email:srcoir@gmail.com
20	SHRI GANAPATHY FIBRES 3/115, Thottam Salai, Vaickenpalaam, Karuppampalayam (P.O), Coimbatore, Pollachi - 642 004, Tamil Nadu, India	MR. A HEMNATH	Tel:+ 91 99420 44133 Mob: + 91 99420 44133 Email:sgf.hemnath@gmail.com
21	SRI RAGAVENDRA COCO PEAT S. F. No. 268/3-B, Sakkarapalayam, Muthur P O, Kangayam T K, Tiruppur-638 105, Tamil Nadu, INDIA	MR. P BHARANITHARAM	Tel:+ 91 95249 49444 Mob: + 91 95249 49444 Email:sriragapeat@gmail.com



Export Market Promotion

22	SRI RAGAVENDRA COIR FACTORY S. F. No. 268/3-B, Sakkarapalayam, Muthur P O, Kangayam T K, Tiruppur-638 105, Tamil Nadu, India	Mr. POOCHAMY PONNUSAMI	Tel:+ 91 9976449444 Mob: + 91 9976449444 Email:sriragavendracoir@gmail.com
23	SUGA COCO PRODUCTS PVT LTD 198/1, K. Nagoor Road, Kanjampatti, Pollachi-642 003,Tamil Nadu, India.	Mr. SUGAKUMARAVEL KUMARAVEL	Tel:+91 4259 284305 Mob: +91 98843 01001 Email:suga@sugacoco.com sales@sugacoco.com
24	SUN BIO SYSTEMS 30 E, 2nd Main Road, Anna Nagar, Peelamedu, Coimbatore, Tamil Nadu - 641 004	Mr. R NARENDRAKUMAR	Tel:+91 422 5293917 Mob: + 91 94431 61181 Email:sunbiosystemsce@yahoo.com
25	THURAN COIR MILLS 179/2A, Rangasamuthram, Suleeswaranpatti Post, Pollachi - 642 006, Tamilnadu, India	Mr. VIGNESH NAGARAJAN	Tel:+ 91 4259 291059 Mob: +91 9750588800 Email:thurancoirmills@gmail.com
26	U K V AGRO FARMS 92, Minorpadi, Sethumadai, Pollachi - 642 133, Tamil Nadu, India	Mr. SURESHKUMAR KALIMUTHU	Mob: + 91 99766 69999 +91 94866 69000 Email:ukvagrofarm@gmail.com
27	VIVA AGTECH PRODUCTS S F. No. 270/1B, Door No. 120, Meenkari Road, Zamin Uthukuli, Pollachi – 642 004, Tamil Nadu, India	Mr. R VISHNU VARTHAN	Mob:+91 90470 09950 Email:vivaagtechproducts@gmail.com

8. IECA Expo 2017, Atlanta, Georgia, USA - 21-24 February, 2017

Sl. No.	Name & Address of the participants	Name and designation of Representative	Contact No. & Email ID
1	Akshaya Chemicals Regd.Office : 218/5, Ashok Nagar,Poondurai Road, Erode -638002,Tamil Nadu, India	Mr. N S Raja, Proprietor	Tel: +91 424 22 838 66 Mob: +91 90433 66166 Email: nsraja@akshayachemicals.com
2	Harish Coconut Products Pvt. Ltd,	Ms. Geetha Harirajan, Director	Tel: +91 4259 236777, 284201 Fax: +91 4259 236747



Export Market Promotion

	2/141, Kanjampatti Pirivu, Unjavelampatti (P.O), Pollachi – 642 003, Tamil Nadu, India		Mob: +91 9843088887 E-mail: harishcoco@vsnl.net
3	Kelachandra Exports and Trades 18/789, Market Road, Chingavanam P O, Kottayam, Kerala-686531	Mr. Anish Zachariah, Partner	Tel: +91 481 2432393 Mob: +91 9895008617 Email: anish@kelachandraexports.in Web: www.kelachandraexports.in
4	Madhavan Eco Craft 4/312, Saral Building, Thuravoor, Alappuzha - 688 522, Kerala, India	Mr. Anil Madhavan, Export Manager	Tel: +91 477 4050801 Mob: +91 98470 12000 Email: madhavanecocraft@gmail.com
5	Mangalath Coir Mills, 15/545 B, Marathorvattom P.O., Cherthala, Alapuzha, Kerala – 688 539	Mr. Rajesh Seetharam, Marketing Manager	Mob: +91 9446512502 Email: mangalathcoirmills@gmail.com
6	Marottikkal Coir Works Manappuram.P.O, Cherthala, Alleppey, Kerala, India-688526	Mr. M.K. Shaji, Proprietor	Tel: +91 478 2532551, Mob:+91 9544300297, 8592999297 Email: coirproduct111@gmail.com web: www.marottikkalcoir.com
7	Royals Novelty Cloth Bazar Pvt. Ltd. Royal Junction, Anchal P O, Kollam, Kerala -691 306, INDIA	Mr. P. T Kunjumon, Managing Director	Tel: +91 475 2277601 Mob: +91 9447072240/ 9895022288 Email: kunjumon@royalsgroup.co Web: www.royalsgroup.co
8	Santhigiri Koottukudumba Coir, K.R.Puram, Pallipuram, Thavanakadavu, Cherthala, Alappuzha - 688 556 Kerala, India	Mr. Pushparaj B S, Chief of Export	Tel: + 91 478 2874962 Mob: +91 8547995925 Email: santhigiritse@gmail.com
9	SSS Global 68, Arokianathar Street, Pollachi-642 001, Tamil Nadu, INDIA	Mr. Sureshkumar Kalimuthu, Proprietor	Tel: +91 4259 235829 Mob: +91 9965255055 Fax: +91 4259 235829 Email: sssglobal@ymail.com Web: sssglobal.net
10	St. Antony's Coir Works Marathorvattom P.O.,Cherthala, Alapuzha, Kerala – 688 539, India	Mr. Antony Abraham	Tel: +91 9539741749 Mob: +91 85898 96000 Email:



Export Market Promotion

			st.antony'scoirworks@gmail.com
11	The 'S' Exporters Nellippuzha Road, Aroor P.O., Alappuzha – 688 534, Kerala, India.	Swamy Gurumitran Jnanatapaswi	Tel: +91 478 2874962 Mob: +91 94470 19170
12	VRS Coirs 607/4 Narasingapuram, Krishnapuram (P.O.), Udumalpet, Tamil Nadu, India	Mr. N Rajkumar, Manager (Tech)	Tel: +91 4252 226120 Mob: +91 98422 06000 Email: nrk6delta@gmail.com
13	M/s. HNP Dye Chem, 1332/A, Opp. Shukal Khadaki, Dhanasuthar Pole, Kalupur, Relief Road, Ahmedabad, Gujarat - 380001	Mr. Hemal Piyushkumar Kapadia, Partner	Mob: +91 8866881646 Email: hnpdyechem@gmail.com , info@hnpdyechem.com

Trade and Industry Related
Functional Support Services
(TIRFSS)

INDEX - TIRFSS

Sr.No	Particulars	Page NO
	Executive Summary	
1	Introduction <ul style="list-style-type: none">• <i>Back Ground</i>• <i>Components of TIRFSS</i>	1
2	Evaluation Methodology <ul style="list-style-type: none">• <i>Objectives of the Study</i>• <i>Research Method</i>	7
3	Data Analysis and Interpretation <ul style="list-style-type: none">• <i>Coir Board IT activities</i>• <i>UPS System at Coir Board</i>• <i>E-office maintenance and upgradation</i>• <i>Video Conferencing</i>• <i>Export Data Maintenance</i>• <i>Residential Quarters and Amenities</i>• <i>E-Tendering</i>• <i>Organisation Structure Of ERS Department</i>• <i>About Government E-Marketplace (GeM)</i>• <i>Online Trade Directory and Enquiry</i>• <i>Effective way of setting E-Office</i>	11
4	Findings in Relation Standard Review Criteria	21
5	Summary of Recommendations	22
6	Directions for Future Evaluations	26
Annexure		
1	Training inside Kerala 2016-17	i
2	Training outside Kerala 2016-17	ii-iii
3	Training inside Kerala 2015-16	iv-v
4	Training outside Kerala 2015-16	vi



CHAPTER 1

CVY- Trade and Industry Related Functional Support Services (TIRFSS)

INTRODUCTION

1.1 Background

Development of coir industry in India is vested with the Coir Board under the Ministry of Micro, Small and Medium Enterprises, Government of India. With the passage of time, the global environment for coir sector has become highly competitive. In the fast changing global economic scenario, the coir industry has to face a lot of challenges and the industry has to be modernized according to the changing needs.

The trade now need to be assisted to adopt market oriented reforms to enhance their capability for marketing the product and to possibly to promote public private partnerships. Collection of statistical data pertaining to various aspects like production, productivity, labour infrastructure, raw material, marketing etc. is required for providing feedback to the trade and industry and for evolving appropriate policy for the overall organized and systematic development of the coir industry.

Introduction of updated and effective IT related management information system can be ignored only at the peril of development in this competitive sector. The past few years in particular have witnessed growth in production, product diversification and other areas of development including technology, marketing and skill development, which has also necessitated a systematic feedback of information assisted by modern information technology to impose the effectiveness of delivery of services and identifying appropriate policy initiatives by Coir Board for the planned and rapid development of Coir Industry.

The need for HRD requires implementation of new development techniques. In view of this background, a need has been felt to continue the “Trade & Industry Related Functional Support Services” during the XIIth Plan period for which Coir Board; Cochin will continue to be the nodal agency for implementation.



Trade & Industry Related Functional Support Services

1.2 Components of TIRFSS

The scheme Trade and Industry Related Functional Support Service have the following sub-components viz;

- Knowledge Management
- Information Management
- Infrastructure Creation
- Human Resource Development

1.2.1 Knowledge Management

1.2.1.1 Coir Industry Survey

Collection and compilation of various aspects pertaining to the coir industry is the main objective of conducting coir industry survey in the major coir producing states of the country. Survey will be outsourced by the Coir Board for ascertaining the availability of raw material for the coir industry, utilization of the raw material, production of coir fibre and allied product, infrastructure availability and the man power available for the coir sector of the respective states and the existence of the coir units in the country.

The survey shall be conducted once in five years and suggestions and recommendations incorporated in the survey report will be taken as a guiding parameter for the preparation of schemes and programmes in respect of the coir industry according to the requirement of the respective area and their subsequent implementation.

The outcome of the implementation of the schemes and other activities will be reviewed by Coir Board by taking up an evaluation study through outsourcing.

1.2.1.2 Market Analysis

Market analysis study will be undertaken by outsourcing the services by Coir Board for the specific product range and market targeting both the domestic and international markets. Such market analysis will help the industry for effective diversification of the product range for better end use and value realisation. This is also essential for preparation of focussed and well directed schemes and programmes by Coir Board that are relevant to the coir industry, including those activities that are market driven and intended for expanding the domestic market for coir and allied products.



1.2.1.3 Techno Economic Feasibility Studies

Techno Economic Feasibility studies will be undertaken, through outsourcing for the development of coir industry including non-traditional areas. This will help in development of prospective-entrepreneurs for setting up of coir based units and increased utilization of raw material potential besides enhancing the market demand for coir and allied products through studies on logistics support, market feasibility economics and scales of production, skilled man power requirement etc.

Economic feasibility study report will form a part of the base document for the respective states of Coir Board for formulating schemes and programmes to adopt implementation procedure as per regional environment.

1.2.1.4 Economic Research

The role of the Coir Board has to be seen increasingly as a promoter and facilitator of the industry and its focus should be on facilitating market oriented development of the coir sector. Promoting the use and consumption of coir, both in domestic and international market, would have to be facilitated by the Board through activities that would provide a sound understanding of the products, markets, economic scenario – India and International, competition, technology, sales promotion, etc. This would require that meaningful information is available to the Board and industry that would facilitate proper planning and framing of policy so as to achieve the objectives.

Coir Board would also need to shift the focus of the Industry from supply management role to the role of demand creator. Similarly, creation of additional demand for coir products in both domestic and international market would call for an in-depth understanding of:

- Customer needs trends and preferences
- Products
- Competition from both substitutes and synthetic products and other coir or natural hard fibre producing countries
- Technology to meet customer needs
- Promotional techniques
- Branding
- Government Promotional Assistance
- Logistics



Trade & Industry Related Functional Support Services

- Other areas to augment the consultancy services of field experts, catering to the requests of Board to facilitate the industry.

With a view to achieving the above objectives, market research studies and technical consultancy will be organized by Coir Board through outsourcing/the field experts/ consultants and agencies.

1.2.2. Information Management

1.2.2.1 Data Collection

Periodical Collection and compilation of data on production of coir material and coir products, domestic consumption, export and other trade related information will be done by Coir Board. Details of export of coir and coir products will be collected by Coir Board from various ports and customs offices located in India, compiled, analyzed and disseminated to the Ministry, trade and public for the development of the industry. The expenditure in this regard shall be met by the Board from the Head earmarked for the scheme as per the Government of India norms.

1.2.2.2 Data Management

An integrated management system with the following advantages will be developed;

- Integrated Financial accounting system with Planning and budgeting tools
- Integrated Direct Beneficiary Transfer(DBT) through PFMS system
- Integration of e-procurement System
- Human resource management system
- Database management system
- Data storage application
- Inter-phase for data collected from external source
- Tools for data analysis
- E-Marketing and online sale of coir products
- Online franchisee based inventory system
- Total computerization best suited to the Digital India context

For discharging the above works in software development the service of the National Informatics Centre (NIC) will be availed and the work will be executed with the



Trade & Industry Related Functional Support Services

supervision of IT department of the Board. EDP/ data entry personnel will be engaged on contract basis to implement the works related with the IT activities.

1.2.2.3 Library

The existing library will be covered through the integrated e-governance system and also proposed to introduce web based library so that every employee can easily access the details of the books/ periodicals available at library. In order to update the knowledge/developments in various fields, essential books will be procured after following the prescribed procedures.

1.2.2.4 Connectivity

Development of a web based E-governance system will help the public to exchange the information in a speedy manner and this will provide a platform for online interaction with the Coir Board to all external stake holders. The work of web based E-governance system will be carried out from the empanelled outside agencies.

1.2.2.5 Hardware & Networking

The hardware such as computers, printers network equipments are essential for strengthening the overall IT functions of the Board. The Annual Maintenance Contract for the existing hardware is also to be carried out for the smooth functioning of Boards IT activities. The computer and other hardware equipments will be procured as per the Government norms after observing usual formalities in GFR.

The internet leased line for the Board is to be renewed every year for the inter and intra connectivity of the same. This will be done through the Internet Service Provider on payment basis.

1.2.2.6 Necessary improvement/ Updation of the Website/Portal

The Updation & Improvement of the Website/Portal of the Board will be made under the supervision of National Informatics Centre, meeting the expenditure from this plan head.

1.2.3. Infrastructure Creation

For developing infrastructure for trade related activities, essential physical requirements for the implementation of IT related and other activities will be undertaken by the Board at its Head Quarters and Sub- Offices. The expenditure on the following items is proposed.

- Creation/ Maintenance of the physical structure and providing infrastructure facilities at the Head Quarters/ Sub-offices.
- Developing trade facility centres at coir producing areas



Trade & Industry Related Functional Support Services

- Construction of Secretary Quarters/ Guest House.
- Module for furnishing IT related infrastructure.

1.2.4 Human Resource Development

A well structured human resources development programme for the Boards officials, stake holders of the industry, manufacturers, coir workers and major market players will be formulated.

As a part of the above requirement, Coir Board will organize tailor made HRD programmes through well equipped Organization of reputed firms including Central/State/others for improving the capabilities of the human resource of the Board as a part of capacity building and, inter- alia, to provide effective market promotion support to industry.

Central/ State Government organizations engaged in organizing HRD programmes will be approved by Coir Board for providing training to its/ officials in trade related/ administration/ IT/ Marketing/ Technology/ RTI Act matters etc.

The Board will also organize, in consultation with trade and industry, training programmes for the stake holders engaged in the industry in market & other Promotional activities for creating awareness about incentives available under different schemes of Government of India.

Coir Board will outsource the work of preparation of manuals, project reports and other documents for capacity building developmental activities etc.



CHAPTER 2

EVALUATION METHODOLOGY

2.1 Objectives of the Study

- To assess the present method and approach of conducting surveys and studies and suggesting improvements/modification. To evaluate the steps taken for conducting survey on marketability of coir products in India and abroad and making suggestions/recommendations for improving its scope/strategy.
- To assess the possibility of getting world trade statistics of coir and coir products and suggesting ways and means for its updation/analysis etc.
- To evaluate the present data collection mechanism and suggestions for improving the same.
- To assess the Economic Research activities in coir sector and suggesting changes if any required based on current trade/economic situation world over.
- To assess the impact/results of HRD activities and making suggestions for modifications if any.
- To assess the need for Policy impact studies (GST, Export/Import regulations) and making suggestions thereof;
- To analyze the competitions faced- for products like jute, sisal, grass and from other producing countries of Coir Products.
- To suggest new areas/subjects for surveys/studies for the development of the coir industry.
- To review the existing organizational structure of IT department in Coir Board HQ and sub offices and recommend appropriate measures to strengthen it. To review the existing mechanism and recommend measures for generating income through Board's existing IT infrastructure and trade facilitation services.



Trade & Industry Related Functional Support Services

- To review the existing workflow of the organization including the use of information and communication technology and recommend measures best suited in the Digital India context. To review the revamped mechanism of receiving applications from beneficiaries and recommend measures best suited to the Digital India context.
- To review the existing mechanism and recommend measures for strengthening of Database and inter-agency information sharing, not only between Coir Board and its sub offices but also with the banks, Ministries, Economics & Statistics departments, Customs, etc and use of tools for utilization of such information to optimize the benefits.
- To review the existing mechanism and recommend measures for collecting data like monthly returns of export data from exporters, export data from ports, information of all stake holders in coir etc. online.
- To assess the scope of introduction of Online Trade Directory & Trade Enquiry (Domestic and international). To assess the prospects of online marketing of coir products through Coir Board and setting up/evolving channels for e-marketing and to recommend suitable measures to achieve the same.
- To assess the existing facilities towards of Internal/External Video Conferencing System and suggest appropriate steps for improving the system.
- To assess the feasibility of procurement of equipments/services through Government e-Market portal (GeM)
- To review the existing mechanism of e-office and suggest the cost effective methods to implement e-office in the sub offices of Coir Board.
- To review the existing mechanism of calling tenders and to asses and recommend whether e-tender will suit to the Boards requirements.
- To recommend in-house software development team of ideal size with either Board's own personnel or on outsourcing basis to meet the requirements of our organization's software development.
- To evaluate the current functioning of Coir Board library and suggest measures for improvement.
- To assess the current infrastructural facilities at Board's Head Office and sub offices and suggestions for scaling up and improvement. To assess all the other infrastructural facilities like residential quarters, staff amenities available at Boards HQ and sub offices and suggestions for improvement.



Trade & Industry Related Functional Support Services

- To evaluate the possibility and making a cost benefit analysis of installing a centralized UPS system. To evaluate the possibility and economic viability of installation of UPS based on solar power.
- To evaluate and recommend the need or otherwise for continuation of the Scheme beyond 12th plan along with justifications.
- To suggest modification if any needed in the scheme in terms of content, size and budget outlay.

2.2 Research Method

Both primary and secondary sources of data will be collected for this study.

2.2.1 Primary Data

Primary data is collected through interview methods from exporters with the help of a structured interview schedule using questionnaire. Respondents belong to participants in HRD Training.

2.2.2 Secondary Data

At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Trade and Industry Related Functional Support Services (TIRFSS). For this purpose govt. policy, departmental documents, internal records, Coir Board plan etc, was surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of TIRFSS

Research Instrument-Questionnaire in Printed Form

Sampling Size-HRD Programme Participants-150

Sampling Technique- Simple Random Sampling (Probability Sampling)

Tools for Analysis- Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data. After the data has been collected, it has been interpreted and presented to come at the conclusion.



Trade & Industry Related Functional Support Services

Limitations of the Study

The investigators would like to point out some unavoidable limitations, which have been entered into the study. They are the following:

1. It was difficult a difficult task to come at conclusions through qualitative statements
2. Problems which are inherent with attitude measurement were encountered in this study also.



CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

This chapter is allocated for analysis and interpretation of data regarding the responses of HRD participants. Preparing percentage analysis does the analysis of key factors that determine the variation in terms of reference which is directly extracted from the questionnaire. The variations from the stipulated terms of reference can be measured with different variables.

The present method of conducting surveys is through collecting primary information and secondary information and tabulating the results and interpreting the results and suggesting recommendations thereof. As the stakeholders of Coir are people at the grass root level, using Google Forms and online Data Collection may not hold good and hence it is requested to carry on with the existing system.

As part of Detailed Project Report on Cluster Development, marketability of coir products are analysed. Studies were conducted on Market Development Assistance and Export Market Assistance. It is high time to conduct a study on marketability of value added products.

Currently, the global annual production of coir fiber is about 5,00,000 metric tons (MT). Yet, even in the world's top two producers, India and Sri Lanka, which account for about 90% of global coir fiber production, combined, this renewable resource is underutilized; local coir mills process only a fraction of the available husks, which accrue more or less year round as a waste during coconut processing.

Coir products are eco-friendly products falling under the category of CG's (Environmental Goods) as per W.T.O. It is recommended to have the World Trade Statistics information through Ministry of External Affairs and Micro Small and Medium Enterprises.

The present system of Economic Research is well and good as the data is widely scattered and the respondents are at the grass root level, it is recommended to continue with existing system



Trade & Industry Related Functional Support Services

Coir Board is investing a lot on Training and Development, especially in HRD training, the first two days are allotted for training and the final Day is allotted for allotted for medical camp. Topics which are normally covered are given below. Coir Board conducted a lot of HRD Programmes for its employess also.

- Entrepreneur's motivation.
- Project preparation and cost Analysis.
- Setting up of Coir Based Industries.
- Mobilization of Finance & Finance Management
- Marketing Intelligence, Market Analysis and Development and book keeping
- Salesmanship
- Industrial Rules & Regulations
- Consortium approach and cluster based networking in coir.
- Zero wastage concept in Coir Industry
- Personality Development & Confidence Building Experience
- Awareness of Schemes implementing by Coir Board
- Group discussions / case study

Participants are having good opininin on topics like Coir Board Schemes, State Govt coir Schemes, DIC Industrial Support Scheme and Bank industrial Support Scheme. Coir Board conducted a lot of HRD Programmes for its employess also on different dimensions of management and digital technology. Details of the same are provided in Annexure 1, Annexure 2, Annexure 3 and Annexure 4

It is highly recommended to conduct a policy impact study on GST and Export/Import regulations. Such studies will help to understand the changing macro economic environment and it would help coir board to make changes in the existing policies and framework. Smaller Coir manufacturers are having apprehensions on GST, according to them Coir is a traditional industry and GST is an extra burden on them. The coir industry, which was so far tax-free, has been placed in the five percent tax category under the GST. According to Mr. Sajan B. Nair, Secretary-General, Federation of Indian Coir Exporters' Association "We are told the tax is refundable. But there will be delay in reimbursement. If the taxes are levied at each point in the value chain and the exporter has to pay all this and wait long for refund, it will put a huge burden on the cash flow. The industry will come to a standstill. There should be



Trade & Industry Related Functional Support Services

a provision for fast-track refund of taxes to the coir industry with the advent of GST.”
(Source : Deccan Chronicle, July 1).

Table 1 Response on Availability of Substitute Products-Show Rooms

SL No.	Substitute Available	Substitute Products
1	Yes	Jute and Plastic and Rubber mixed products
2.	Yes	Chinese products are there and they are using chemicals also
3	Yes	Rubber, Plastic, Jute
4	Yes	Synthetic mats, Cheaper Rubber mats
5	Yes	Synthetic Matting, synthetic door matting

Substitute products are available at cheaper rate, so in order to be competitive in the domestic market, blended products with rubber and plastics are suggested

A detailed study is required on the production and marketing of Coir Products, especially to develop the rural employment and the economic development of the marginalized sector.

3.1 Coir Board IT activities

- Maintenance and monitoring of Oracle database (Database Server Administration)
- Maintenance and monitoring of Application server (Application Server Administration)
- Maintenance and monitoring of internet communication through CISCO firewall and proxy server
- Maintenance and monitoring of Linux Operating system (RHEL3,4,5)
- Maintenance and monitoring of Windows server (windows Server Administration)
- Maintenance and monitoring of Internet Information server (IIS)
- Maintenance of mail servers (provided by Google) for the domain mail.coirboard.org
- Clustering/Replica/backup of all servers
- Virtualization of servers
- Maintenance and monitoring of LAN in the Head office of Coir Board
- Maintenance and error fixing and training of existing software packages like Paybill Accounting, Personal Information System, GPF, HBA, Pension, Store, etc



Trade & Industry Related Functional Support Services

- Hardware and operating system trouble shooting of PC, printer, scanner, Network devices, etc.
- Maintenance and up keeping of Coir Board website
- Migration of Board's website into NIC cloud service
- Hosting of tenders in NIC's tender service(for global publishing)
- Guiding of in house software development
- Coordinating with NIC for software development related activities for schemes, franchisee monitoring system, recruitment system, etc
- Coordinating with NIC e-office division, mail server division, LDAP division, NICNET division etc for the smooth running of e-office
- Coordinating with BSNL, Railtel and Tata Communication for the smooth running of leased line connectivity of e-office and internet.
- Trouble shooting and reinstallation of BAS(Biometric Attendance System) at various offices of Coir Board
- Monitoring and co-ordination of UPS system with suppliers
- All IT related activities as and when required.

Files in connection with IT related activities are as follows:

- Procurement of IT equipments like, PC, Server, laptop, tablet, Printer, Scanner,Router, Network equipments, etc at HO and Sub office
- AMC of IT equipments at HO and Sub office
- Maintenance and up keeping of e-office
- Renewal and maintenance of leased lines for e-office and internet
- DBT implementation and its correspondence with ministry
- My Coir web and mobile application development
- Security auditing of Board's website
- Procurement and maintenance of UPS/battery at HO and Sub office
- Renewal and upkeeping of Board's website, e-mail service, domain server service,etc
- Training of software developed for showroom sales
- Engagement of EDP assistants at HO and Sub office
- Implementation of Biometric Attendance System
- Procurement and maintenance of Digital Signature
- Software development of Scheme Monitoring system
- Software development of franchisee Monitoring System
- Software development of recruitment management system
- Procurement of application software for windows, android, IOS, etc



3.2 UPS System at Coir Board

UPS systems installed at Coir Board act a tremendous role in the implementation of IT infrastructure. The IT division at Coir Board ensures it remains in peak operating condition, protects critical systems, and keeps them reliably operating.

3.3 E-office maintenance and upgradation

Coir Board had implemented e-office, with this system, the movement of receipts and files becomes seamless and there is more transparency in the system since each and every action taken on a file is recorded electronically. The following records show the status of implementation of e-file system During 2015-16

Table 2 E-Files in Coir Board 2015-16

Total Number of e-files created	1544
Total number of existing Physical files scanned	1787
Total number of old physical files migrated	1011
Total number of e-receipt movement	35906
Total Number of e-receipt created	22287
Total Number of e-files movement	47181

3.4 Video Conferencing

The Board has implemented video conferencing for communicating with Ministry, Departments, etc.



3.5 Export Data Maintenance

Export Data is getting collected and compiled on regular basis. Export Data is collected through major ports of India. It is really appreciable that Coir Board makes such a strenuous effort to maintain the Export Data.

3.6 E-Marketing

The Board can get tied up with the major e-marketers of the country and display the catalogue, price and procurement system, insurance charges etc in the Home page as it is happening in the case of Handloom products. It would generate income because the young generation is tech savvy and they are amenable to e-commerce.

3.7 Residential Quarters and Amenities

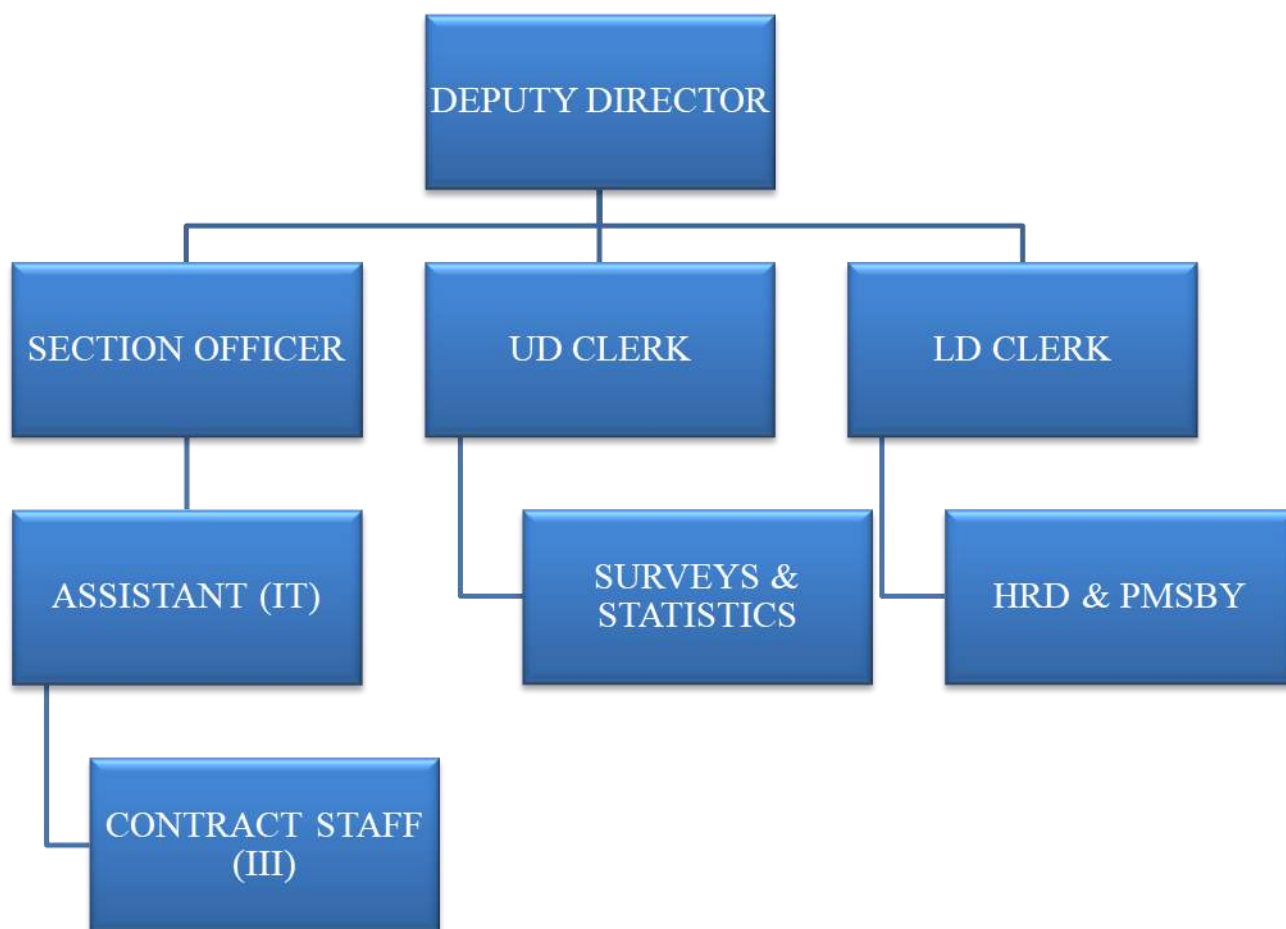
Facilities for residential quarters and other amenities need to be developed and maintained. Canteen facility needs to be improved in terms of infrastructure and services

3.8 E-Tendering

E-tendering may pose security issues like confidentiality, integrity and authentication. It may also pose problems in connection with legal and business model. In order to execute the e-tender, digital signature is required, in certain cases digital signature does not configure with JAVA platform or vice versa. As bidders are not familiar with technical aspects, they depend on e-tendering consultants, hence confidentiality cannot be assured.



3.9 ORGANISATION STRUCTURE OF ERS DEPARTMENT



3.9.1 Status of Library & Activities at Coir Board Head Office

- ERS Section is taking care of distribution of books and its custodian.
- No Librarian/or Library in charges are appointed for maintaining library/books
- The Board is giving facilities to the students of various sector to undertake project study and these students are depending the library for the preparation project report and documents.
- Every year around 20 students will be doing projects under the Board.
- In addition, some entrepreneurs/researchers are visiting the library gather information related to industry.
- There are around 1000 Nos. of books in the library which includes books related legal studies, management, accounts, exports, IT, journals, Annual Reports, Hindi books, Stories, Novels etc.
- The staff of ERS Section is now looking after the library.
- ERS section is having a lot of works which the staff of ERS section cannot maintain as an additional task because of their routine works.



Trade & Industry Related Functional Support Services

- There is no sanctioned post of Librarian in Coir Board office. In CCRI and CICT, Librarians are engaged on outsourcing basis. Therefore, in HO also a Librarian with a degree in Library Science for maintaining the stock register of books, issuing of the books and arranging the periodicals and for maintaining the library intact may be engaged for a period of 3 years with a consolidated pay of certain amount.
- There is currently no precise method to maintain the routine works of the library.
- Library has not procured any books for the past several years.

3.10 About Government E-Marketplace (GeM)

Based on recommendations of Group of Secretaries made to Hon'ble Prime Minister, the Government decided that DGS&D will create a one stop Government eMarketplace (GeM) to facilitate online procurement of common use Goods & Services required by various Government Departments / Organizations / PSUs.

GeM aims to enhance transparency, efficiency and speed in public procurement. It provides the tools of e-bidding, reverse e-auction and demand aggregation to facilitate the government users achieve the best value for their money. DGS&D took appropriate actions to align the existing rules to cater to GeM including swift payment to Suppliers / Sellers after successful delivery of Goods & Services.

3.10.1 GeM Advantages for Buyers

- Offers rich listing of products for individual categories of Goods/Services
- Makes available search, compare, select and buy facility
- Enables buying Goods and Services online, as and when required.
- Provides transparency and ease of buying
- Ensures continuous vendor rating system
- Up-to-date user-friendly dashboard for buying, monitoring supplies and payments
- Provision of easy return policy

3.10.2 GeM Advantages For Sellers

- Direct access to all Government departments.
- One-stop shop for marketing with minimal efforts
- One-stop shop for bids / reverse auction on products / services
- New Product Suggestion facility available to Sellers
- Dynamic pricing: Price can be changed based on market conditions
- Seller friendly dashboard for selling, and monitoring of supplies and payments
- Consistent and uniform purchase procedures



3.11 Online Trade Directory and Enquiry

Every business wants maximum exposure and a high degree of visibility among a large number of potential clients. This approach is particularly applicable to the online world where every business is vying for the consumer's attention. One means of online marketing is to use an online business directory which gives the opportunity to a business to get maximum exposure for their business (www.linkedin.com)

Persons desirous of buying coir products and coir from India and abroad can approach Coir Board or any exporter who offer the product in question through online trade directory. Spices Board has implemented it effectively

3.12 Effective way of setting E-Office

A large number of companies invest a lot on setting up e-offices. Companies shell out too much money on setting up LAN and WAN. VPN (Virtual Private Networks) are an option. Instead of setting up local server companies depend on cloud computing. Companies like CISCO and Google provide effective cloud computing.

3.13 Development of software for monitoring and submission of applications online under Board's Schemes

Coir Board through the National Informatics Centre has developed software for online submission of applications for availing of assistance under all schemes of the Board. Beneficiary can apply online for the schemes and can track the status of their application. Mobile and e-mail alert is given to the beneficiaries at each stage of processing the application. Online monitoring of the status of the applicant can also be made from the Head Office. It will reduce the time consumption considerably. For instance in the case of DPI, earlier the application was submitted to the DIC, now through the online system application can be submitted directly to the Coir Board website directly.

Tamil Nadu produces 60 per cent of the total coir yarn, but only a little is being used for making value-added products. This curtails India's opportunities in the global markets, where demand is increasing for natural fibre-based products. India misses the opportunity of exporting value-added products in the world market, which is mainly dominated by countries like Sri Lanka and China. A detailed study is recommended on production and marketing of value added Coir Items.



Trade & Industry Related Functional Support Services

3.14 Substitute Products for Coir

In India, approximately 5 lakhs tones of *banana* trunk is discarded as waste every year , after harvesting. Insted, we can extract *fiber* from hose trunks which has extensive *uses* in industries like textile, paper, and composite materials. *Banana fiber* is a very good replacement for synthetic *fiber*.

Pineapple fibre is also used as a substitute product for coir. Test results showed that properties of pineapple fibre are much closer to those of jute than to sisal. Through proper processing pineapple fibre can be used as a substitute for coconut fibre and it can be considered as a substitute product for coconut fibre. Such substitute products are prevalent in countries like Vietnam and Indonesia.

Table 3 Target VS Achievement of TIRFSS

SI No.	Name of the Scheme /Programme	2012-13		2013-14		2014-15		2015-16		2016-17 (31.03.2017) (Provisional)	
		Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach	Tar	Ach
	Trade and Industry related Functional Support Services										
	a) Survey	4 Nos	---	3 Nos	---	6 Nos	---	8 Nos	3 Nos.	1 No	--
	b) H R D training for Board's officials. Evaluation study of schemes/components	100 Nos	62 Nos	--	548 Nos	1410 persons	538 persons	90 persons	34 persons	50 persons	102 persons
										8 Nos	--

Source : COIR Board

From the Table 3, it can be found that achievements in terms of survey, HRD Training and Evaluation Study need to be improved in order to achieve the targets.



CHAPTER 4

FINDINGS IN RELATION TO STANDARD REVIEW CRITERIA

The present method of conducting surveys is through collecting primary information and secondary information and tabulating the results and interpreting the results and suggesting recommendations thereof.

As part of Detailed Project Report on Cluster Development, marketability of coir products are analysed. Studies were conducted on Market Development Assistance and Export Market Assistance.

Coir products are eco-friendly products falling under the category of CG's (Environmental Goods) as per W.T.O.

Participants of HRD training are having good opinion on topics like Coir Board Schemes, State Govt coir Schemes, DIC Industrial Support Scheme and Bank industrial Support Scheme.

The coir industry, which was so far tax-free, has been placed in the five percent tax category under the GST. Presently IT department is working under ERS department.

UPS systems installed at Coir Board act a tremendous role in the implementation of IT infrastructure.

Coir Board had implemented e-office, with this system, the movement of receipts and files becomes seamless and there is more transparency in the system since each and every action taken on a file is recorded electronically.

ERS section is taking care of the library. GeM website contains a lot of information on procurements of items, but the accuracy of the information cannot be completely depended upon. The online trade directory is a reliable source for getting information on sellers and range of products.

Companies find virtual private networks and cloud computing as cost effective way of setting e-offices. Coir Board through the National Informatics Centre has developed software for online submission of applications for availing of assistance under all schemes of the Board. Beneficiary can apply online for the schemes and can track the status of their application. Over the last five years, 872 persons have undergone HRD training and 3 surveys were taken up by the Coir Board.



CHAPTER 5

SUMMARY OF RECOMMENDATIONS

5.1 Justification for Continuation of the Scheme

Since the scheme was sanctioned only in the end of 11th five year plan hence many of the goals envisaged in the plan document could not be fulfilled. However this is a very aspiring plan and is very significant for the sustained development of the Coir Industry. In fact, TIRFSS scheme provides backbone to all other schemes and it facilitates strategic planning and development of Coir Industry. Hence we recommend TIRFSS scheme to be continued with certain modifications.

5.2 Key Recommendations

- As the stakeholders of Coir are people at the grass root level, using Google Forms and online Data Collection may not hold good and hence it is requested to carry on with the existing system.
- As part of Detailed Project Report on Cluster Development, marketability of coir products are analysed. Studies were conducted on Market Development Assistance and Export Market Assistance. Data collection efforts should be augmented through appropriate means like outsourcing.
- It is high time to conduct a study on marketability of value added products. Coir products are eco-friendly products falling under the category of CG's (Environmental Goods) as per W.T.O. It is recommended to have the World Trade Statistics information through Ministry of External Affairs and Micro Small and Medium Enterprises.
- Participants are having good opinion on topics like Coir Board Schemes, State Govt coir Schemes, DIC Industrial Support Scheme and Bank industrial Support Scheme. Coir Board conducts a number of HRD Programmes for its employees focused on management and Information Technology. It is suggested to increase the number of HRD Programmes.
- It is highly recommended to conduct a policy impact study on GST and Export/Import regulations. Such studies will help to understand the



Trade & Industry Related Functional Support Services

changing macro economic environment and it would help coir board to make changes in the existing policies and framework.

- Substitute products are available at cheaper rate, so in order to be competitive in the domestic market, blended products with rubber and plastics are suggested. A detailed study is required on the production and marketing of Coir Products, especially to develop the rural employment and the economic development of the marginalized sector.
- It is suggested to have a separate IT Department for the smooth functioning and effective implementation of Digital India. Though all efforts have been made to ensure accuracy and correctness of content on GeM website/portal, the same should not be construed as a statement of law or used for any legal purposes.
- As complete accuracy cannot be ensured and there is chance for loss of data, e-procurement system is not suggested for Coir Board. Online Trade Directory and Enquiry approach is particularly applicable to the online world where every business is vying for the consumer's attention.
- Persons desirous of buying coir products and coir from India and abroad can approach Coir Board or any exporter who offer the product in question through online trade directory. Hence it is highly suggested an online trade and enquiry system. The Board can get tied up with the major e-marketers of the country and display the catalogue, price and procurement system, insurance charges etc in the Home page as it is happening in the case of Handloom products. It would generate income because the young generation is tech savvy and they are amenable to e-commerce.
- E-tendering may pose security issues like confidentiality, integrity and authentication. It may also pose problems in connection with legal and business model. In order to execute the e-tender, digital signature is required, in certain cases digital signature does not configure with JAVA platform or vice versa. As bidders are not familiar with technical aspects, they depend on e-tendering consultants, hence confidentiality cannot be assured. Hence e-tendering is not suggested.
- Companies shell out too much money on setting up LAN and WAN. VPN (Virtual Private Networks) are an option. Instead of setting up local server companies depend on cloud computing. Companies like CISCO and Google provide effective cloud computing. It is recommended to have VPN and cloud computing for setting up e-offices in regional offices of Coir Board. Video conferencing traffic tends to be definitely recognized at the LAN edge, typically by some sort of differentiated services packet marking. Prioritizing outbound real-time traffic on the wide area network (WAN) can be done using edge routers and firewalls. Within a building, it is recommended to employ quality of service (QoS) engineering to separate and prioritize voice and video traffic.



Trade & Industry Related Functional Support Services

- It is recommended to have an Android App in addition to 'My Coir' that can incorporate all the services of Coir Board, as it is being done in the case of Hind Rail for Indian Railway. Android is a comprehensive software stack of mobile devices that includes an operating system, middleware and key application. This rich source of software bunch is used in Mobile Technology through its innovation module of The Android Software Development Kit (SDK). Coir Board Data are scattered through different Regional Centers, so a centralized database management system is highly recommended.
- Enterprise resource planning (ERP) is a process by which a company (often a manufacturer) manages and integrates the important parts of its business. An ERP management information system integrates areas such as planning, purchasing, inventory, sales, marketing, finance and human resources. It is recommended to have an ERP System for effective integration and execution of the work.
- Coir Board is effectively managing and integrating data through ports and the data gets updated on regular basis. Major exports are happening through Chennai and Cochin ports. Export Records need to be collected from Indian Customs, and from all Ports based on Shipping Bills and Invoices. The data need to be collected, cleaned and converted in RDBMS Format (Relation Data Base Management System) and stored in MS-access and MY SQL Server Database.
- China is turning out to be a major importer of Indian Coir Products. Of the total receipts from exports, 24.42 per cent were from China. In terms of quantity, 36 per cent went to China alone. India had exported products to 116 countries during 2016-17. It is suggested to continue the existing system of compiling data of exports. For instance in the case of DPI, earlier the application was submitted to the DIC, now through the online system application can be submitted directly to the Coir Board website directly. It is suggested to continue this system for avoiding inordinate delays for beneficiaries.
- Tamil Nadu produces 60 per cent of the total coir yarn, but only a little is being used for making value-added products. This curtails India's opportunities in the global markets, where demand is increasing for natural fibre-based products.
- India misses the opportunity of exporting value-added products in the world market, which is mainly dominated by countries like Sri Lanka and China. A detailed study is recommended on production and marketing of value added Coir Items.
- Though the ERS department conducts HRD training, the participants suggested more duration and scaling up of activities in terms of duration



Trade & Industry Related Functional Support Services

and contents. Now the ERS department takes care of library, it is recommended to appoint a librarian on contract basis.

- As certain data are sensitive, it is suggested a separate IT team and inhouse software development for the Board. The central solar UPS system needs to be installed after making the cost benefit analysis through experts in technical division.
- A well run canteen is suggested at HO and Regional Offices. It is also suggested to develop facilities like staff quarters and provide facilities like Wifi. In order to implement all these measures budgetary provisions may be scaled up by atleast by twenty percent in the next plan period.
- Infrastructure creation at the Board's Headquarters, Research Institute and field offices has to continue so as to meet the requirements of the trade and industry.
- This plan programme viz. Trade and Industry Related Functional support Services is found to be quite effective and has to be continued beyond 12th plan in the larger interests of the Coir Board as well as the Coir Industry.



CHAPTER 6

DIRECTION FOR FUTURE EVALUATIONS

The Indian coir industry is an important cottage industry contributing significantly to the economy of the major coconut-growing States and Union Territories such as Kerala, Tamil Nadu, Andhra Pradesh, Karnataka, Maharashtra, Goa, Orissa, Assam, Andaman & Nicobar, Lakshadweep and Puducherry.

About 5.5 lakh people get employment, mostly part time, from this industry. Exports from the coir industry are around Rs. 70 crore. Coconut husk is the basic raw material for coir products. At least 50 per cent of the available coir husk is used to produce coir products. The rest is used as fuel in rural areas. Hence, there is scope for growth of coir industry.

Various development programmes undertaken so far by the Union Government has aimed at revitalisation of coir cooperatives, improvement in quality and products diversification. Efforts have also been made to widen export markets for coir and coir products. Judged from the increase in production and employment, the progress has been rather slow and exports in physical terms have remained more or less static.

Since 2001, rising Chinese demand for coir, an expanding market for coir-based erosion control products, and the spread of coir pith as a peat moss substitute in horticulture resulted in higher production and prices. It is recommended an evaluation study on diversified Coir Products and its Marketing.



Annexure 1

TRAINING INSIDE KERALA 2016-17						
Sl.No	Name Of Training Programme	Venue	Date	Fee	Name Of Organisation	Name Of Officers
1	Building High Power Teams	at Panampilly Nagar, Cochin.	on 27th April, 2016	14,313	Kerala Mangement Association	1.Shri. George SO(SF) 2.Shri.Deepak, Sfurti section.
2	Frontline Work Excellence		on 28th April, 2016			3.Smt. Shyamala SO(MRS) , 4.Smt.Ramya subramaniam , Jr steno, 5.Shri. Mr.Sunil , Jr steno
3	ISO:9001:2015 Lead Auditor Course	Abad Plaza, Kochi	On 8th to 12th August 2016	62,100	DNVGL Bussiness Assurance India pvt ltd	6.Smt. M K Vasanthi amma, 7.Smt. Josphine Girly 8.Shri.K R Muralidharan Nair
4	GI's for or Producers, Attorneys and Advisors	Hotel Vivanta by Taj Malabar, Kochi.	16.01.2017	No participation fee	Confederation of Indian Industry	9.Smt. Das Anitha Ravindranath Director (RDTE) 10.Shri.C M Unnikrishnan Development Officer 11.Shri. V Babu Deputy Director 12.Shri. K A Baby Senior Scientific Officer (PD) 13.Shri S Radhakrishnan Senior Scientific Officer (Micro) I/c. 14.Shri K K Renjith Kumar Senior Scientific Officer (Mech) I/c. 15.Smt. Sumy Sebastian Senior Scientific Officer (Poly) I/c.
			Total	76,413		



Annexure 2

TRAINING OUTSIDE KERALA 2016-17						
Sl. no	Name of training programe	venue	date	expenditure	name of organistion	name of officers
1	Effective Office Administration & Financial Management	Port Blair, A & N Islands	7th to 11th Nov, 2016	148,350	National Productivity Council, New Delhi	1. Shri. Poopalan, Regional Officer, Regional Office, Pollachi 2. Shri. K.V Reji, Accounts Manager, Head Office, Kochi 3. Shri. Syed Baba, Sahib, SRO Port Blair
2	Modern Management & Office Procedures	Goa.	24th to 28th Oct 2016	162,150	National Productivity Council, New Delhi	4. Shri. Jitendra Kumar Shukla, Manager Gr.I, Coir Board Showroom & Sales Depot, Connaught Place, New Delhi. 5. Shri S Kesava Murthy, Manager Gr.III, Coir Board Showroom & Sales Depot, Hyderabad. 6. Shri. S Venkataraman, Assistant Showroom Manager, Coir Board Showroom & Sales Depot, Visakhapatnam
3	Leadership & Team Work for Excellence	Puducherry	14th to 18th Nov, 2016	162,150	National Productivity Council, New Delhi	7. Shri. Hendry Thomas, Extension Service Officer, Regional Office (CMS) Alappuzha 8. Shri. Tomichan V.K, Extension Service Officer, SRO, Kannur 9. Shri. Suresh Kumar.M, Extension Service Officer, REC, Thanjavur



Trade & Industry Related Functional Support Services

4	Implementation of Pay Fixation Allowance, MACP and Other Service Matters as per The CPC Rules and Instructions Including Overview of Pension Rules and NPS	New Delhi	19 th to 21 st January 2017	20,700	Society for Economic Research & Social Development, New Delhi	10. Shri. Sunil Kumar CB, UDC, Coir Board
5				84180		11. Shri. M Krishna, Manager, SR&SD 12. Shri. Gunrunam Singh, Manager, SR&SD
				577,530		



Annexure 3

TRAINING INSIDE KERALA 2015-16						
Sl.No	Name Of Training Programe	Venue	Date	Expenditure	Name Of Organisation	Name Of Officers
1	3 days certification programme for practicing exporters for updating Knowledge on International trade related matters	Hotel Pearl palace Chittoor Road Kochi	24-26 june 2015	7980	Ferdration of Indian Export Organisation	1.Smt. M K Vasanthiamma, SO(TC) 2.Smt N Sudharma SO, EM
2	Breakfast Session on Sexual Harasment of Women at Workplace	Gateway Hotel ,Marine Drive,	19.06.2015	4,560	Cochin Chamber of Commerce and Industry.	3.Smt. Anita Jacob,DD(TC)) 4.Smt Sumana KV, CVO/RO
3	CEO Breakfast Meeting on "Challenges Facing India-Foreign Policy/ International affairs"	Gateway Hotel , Marine Drive, Cochin.	18th September 2015	4,560	Cochin Chamber of Commerce and Industry.	5.Shri. P.R Ajithkumar , Director(M) 6. Shri .V D Dineshan,
4	"National colloquium on Public Service Accountability and Public Resource Management"	Hotel Travancore Court, Kochi.	27th November 2015	18,468	Corporate Relations Private Limited	7.Smt C.P Swamala, Section Officer (CUY) 8.Smt. M.K Vasanthi Amma, Section Officer (TC) 9. Smt. K.T Valsala, Section Officer (SR Accounts)
5	CEO Breakfast Meeting on "Emotional Intelligence and Management	Gateway Hotel ,Marine Drive,	13th November 2015	4,560	Cochin Chamber of Commerce and Industry	10.Shri. P.R Ajithkumar , 11.Shri. G Pradeepkumar



Trade & Industry Related Functional Support Services

6	Two Day Management Development Program on " Business Analytics for Managers	XIME, Kinfra HI-Tech Park, HMT Road, Kalamassery.	27th and 28th November 2015	11,400	XIME	12.Shri George Abraham 13.Shri R Goplakrishna Pai 14.Shri. K V Reji
7	Legal Aspects of Central Excise & Service Tax”	Hotel Residency Tower, Trivandrum.	17th December 2015	9,404	Corporate Relations Private Limited, Trivandrum	15.Sh. V.C. Raghunandan, A.O.B&A 16.Sh. Amal Mathew
8	One Day Workshop on “NEW REPORTING REQUIREMENTS UNDER THE INCOME TAX LAW”	Gokulam Park Convention Centre, Kaloor, Cochin-17.	23rd of January 2016	3,864	Cochin Chamber of Commerce & Industry	17. Shri V C Reghunandan, Accounts Officer (B&A) 18.Shri K V Reji, Accounts Manager 19. Shri Amal Mathew, Salesman
				43992		



Trade & Industry Related Functional Support Services

Annexure 4

TRAINING OUTSIDE KERALA 2015-16						
Sl.No	Name Of Training Programme	Venue	Date	Expenditure	Name Of Organisation	Name Of Officers
1	Contact Labour Act	Solatire Hotel Bangalore	19-20 June 2015	42,696	Institute of Public Administration	1.Shri. V P Gopalakrishan 2.Shri V K Unnikrishnan Nair
2	Domestic enquiry and Disciplinary action and Discipline	Solatire Hotel Bangalore	22-24 June 2015	80,898	Institute of Public Administration	3.Smt. Sumana K V 4.Smt.Bindhu A S 5.Shri Muraleedharan Nair
3	Creating and Managing Digital Presence for Citizen / Customer Connect	Hyderabad	30th November to 2nd December, 2015	36,822	ASCI	6.Shri C M Unnikrishnan,
4	IT Enabled Knowledge Management	Hyderabad	11-13, January, 2016	103,554	ASCI	7.Smt. M K Vasanthi Amma 8.Shri C G Midhun 9. Smt. Josephine Girly
5	MDP for Women Executives	Hyderabad	18th 22nd January, 2016.	216,383	ASCI	10.Smt. K Premalatha 11. Smt. C P Swamala 12.Smt. Ragini, S 13.Smt.C S Syamala,
6	Pensionary benefits under NPS, Obligation of DDO under NPS, etc.	New Delhi	4th to 6th Feb. 2016	40,040	Society for Economic Research & Training	14.Shri R Gopalakrishna Pai, 15.Shri M C Ajithkumar
7	RTI Act 2015-Latest Development - Salient Features of Lokpal & Lokayuktas Act	New Delhi	8th February, 2016	5,700	Society for Economic Research & Training	16.Shri K R Muraleedharan Nair,
8	Essential of Contract Management - Outsourcing of Services including Tendering & Purchase Mechanism and Procurement Procedures	Kolkatta	24th 26th February, 2016.	21660	Society for Economic Research & Training	17.Shri.V K Unnikrishnan Nair
				547,753		

**GROUP PERSONAL ACCIDENT
INSURANCE SCHEME FOR COIR
WORKERS**

INDEX – Welfare Schemes

Sr.No	Particulars	Page NO
	Executive Summary	
1	Introduction <ul style="list-style-type: none">• <i>Back Ground</i>• <i>Scheme Coverage</i>• <i>Benefits of the Scheme</i>• <i>Premium</i>• <i>Claim Procedure</i>• <i>Settlement of Claim</i>• <i>Convergence to PMSBY</i>	1
2	Evaluation Methodology <ul style="list-style-type: none">• <i>Objectives of the Study</i>• <i>Research Method</i>• <i>Primary Data</i>• <i>Secondary Data</i>• <i>Limitations of the Study</i>	5
3	Data Analysis & Interpretation	7
4	Findings in Relation Standard Review Criteria	16
5	Summary of Recommendations	17
6	Directions for Future Evaluations	18



CHAPTER 1

CVY- GROUP PERSONAL ACCIDENT INSURANCE SCHEME FOR COIR WORKERS

INTRODUCTION

1.1 Background

Coir Industry is a traditional cottage industry employing more than 7 lakh coir workers of which 80% are women and belong to the poorest sections of the society. The coir processing activities such as extraction of fibre, spinning of coir yarn, manufacture of rope and finished products involve drudgery, strain and hardship. Basic amenities of life are very often not available in this sector and the people are unable to find their own resources to acquire such facilities. Though mechanization / modernization are taking place in some sectors of the industry, the fibre extraction in white fibre sector is still being undertaken manually under different working conditions.

The coir workers engaged in the extraction of fibre with the aid of machinery like crusher, disintegrator, defibering machine, decorticating machine, spinning on motorized ratt and fully automatic machine, and manufacture of products on looms etc, are prone to minor and major accidents.

In the background of demands for limited resources from various interests, it is essential to implement a developmental scheme for the benefit of marginalized group like coir workers. Because of the economic backwardness, coir workers are not in a position to get them covered under any insurance scheme for securing their life against accident/accidental death.

It was in 1998 that the Coir Board Coir Workers Group Personal Accident Insurance Scheme was first introduced in coir sector to secure the life of coir workers against accidents. The scheme has been got evaluated through an independent agency and based on its recommendations and other factors; the scheme is proposed to be continued during XII Plan.

The Group Personal Accident Insurance Scheme for Coir Workers is aimed at providing insurance coverage against accidental death, permanent total disability and permanent partial disability to the coir workers in all coir producing states in India. The



Welfare Measures

insurance coverage will be taken on an annual basis by Coir Board by inviting bids from the Insurance Companies registered under the IRDA from time to time.

1.2 Scheme Coverage

Coir Workers working anywhere in India are covered under the scheme. Coir worker means any person who is employed for wages to do any work in connection with the various processes in coir industry and who gets his wages directly or indirectly from the employer, dealer or producers of coir products and includes any person employed by or through a contractor or through an agent and depends mainly on coir industry for his livelihood.

The coir worker may be self-employed, employed in the organized coir industry working in the organization of any of the recognized body or unrecognized body but identifiable by the Coir Board as being a bonafide coir worker. Coir worker aged 18 years and above engaged in the industry (no upper age limit) are covered under the Insurance Scheme.

If there arises a question as to whether a person is a coir worker or not for the purpose of insurance coverage, the decision of the Coir Board shall be the final.

1.3 Benefits of the Scheme

The Insurance Company shall provide financial compensation to the nominee of the deceased/disabled person. The cover provided is only for accidental death and disability caused by any external violent and visible means. Drowning, snake bite, automobile accident, poisoning, falling from tree, lightning and other natural calamities, accident at worksite while using machine etc. are some of the accidents which will come under the purview of the Insurance Company.

In addition to the definition of the accident, given here, considering welfare of the women who form majority of the group proposed, the accident in their case will include death and disablement and traceable to sterilization and consequent complications, arising out of pregnancy, child birth, caesarian hysterectomy, removal of breast as well as murder and rape etc.



Welfare Measures

Table 1 Compensation Payable

Accidental Death	Rs.50,000/-
Permanent Total Disability	
a) Loss of two limbs/ two eyes	Rs.50,000/-
b) Loss of one limb and one eye	Rs.50,000/-
Permanent Partial Disability	
a) Loss of one limb/one eye	Rs.25,000/-
b) Provision for finger cut	Depending upon finger and limited to applicable percentages of capital sum

1.4 Premium

The Coir Board will pay full amount of premium for Group Insurance of Coir Workers to the Insurance Company every year. The Insurance Company will issue one policy favoring Coir Board indicating other interested agencies and various beneficiaries in numbers as proposed by the Coir Board. It would not be necessary to furnish individual name of coir workers proposed for insurance.

1.5 Claim Procedure

In the event of an eligible admissible claim, the claim intimation shall be routed through Coir Board. The documents required to be produced are as follows:

Table 2 Claim Procedure

1	Accidental Death	1. Death Certificate
		2. Police Report/FIR
		3. Post-Mortem Report wherever available
		4. Identification of beneficiary, Certificate Issued by the Coir Society/Unit/Establishment/Nominated Officer of Coir Board.
2	Permanent Total Disability (PTD)	1. Police Report/FIR
		2. Disability Certificate from a Reg. Medical Practitioner



Welfare Measures

		3. Identification of beneficiary, Certificate Issued by the Coir Society/Unit/Establishment/Nominated Officer of Coir Board.
3	Permanent Partial Disability (PPD)	1. Police Report/FIR 2. Disability Certificate from a Reg. Medical Practitioner 3. Identification of beneficiary, Certificate Issued by the Coir Society/Unit/Establishment/Nominated Officer of Coir Board.

1.6 Settlement of Claim

The claim will be settled by the Insurance Company within 15 days from the date of receipt of claim, full in all respects, from the authorized officer of the Coir Board. The Insurance Company will transfer the compensation to the beneficiary's / nominee's bank account under intimation to the authorized officer of the Board.

1.7 Convergence to PMSBY

As directed by the Ministry, the scheme Coir Board Coir Workers Group Personal Accident Insurance Scheme has been converged to Pradhan Mantri Suraksha Bima Yojana. Accordingly During May, 2016, action has been initiated to enrol the estimated 7 lakhs coir workers under the scheme through the field offices of the Board, SFURTI coir clusters, coir societies, exporters, etc.

As it was found difficult to complete the work of enrolment of coir workers under the PMSBY with the limited strength of the sub offices, the work has been outsourced by inviting open tenders and awarded to the agencies as detailed below:

As per the agreement, the agencies will complete enrolment of 50,000 coir workers before 31st March, 2017 and enrolment beyond 50,000 workers will be continued during 2017-18. However, up to March, 2017 only 16138 coir workers have been enrolled. The work of enrolment of coir workers under PMSBY is running slow when compared with the target to be finished.



CHAPTER 2

EVALUATION METHODOLOGY

2.1 Objectives of the Study

- To study and evaluate the impact of the coir workers Group Personal Accident Insurance scheme on the welfare of coir workers.
- To study and recommend in the context of convergence of the scheme with PMSBY the suggested modalities for getting quicker coverage to the coir workers in the country.
- To study and recommend on the need for providing Health Insurance Coverage for coir workers.
- To study and recommend on appropriate health Insurance Package/Scheme to coir workers and their family.
- To study the housing requirements of coir workers in each coir producing areas and to suggest the possible methods to provide housing facilities to coir workers family.
- To study and recommend the scheme of Central and various state Govt. that can be dovetailed/utilized for providing housing facilities to coir workers.
- To study and suggest any other welfare measures needed by the coir workers in the country.

2.2 Research Method

- Both primary and secondary sources of data are collected for this study.

2.3 Primary Data

- Primary data is collected through interview methods from exporters with the help of a structured interview schedule using questionnaire. Respondents belong to beneficiary category. Total respondents are 154

2.4 Secondary Data

- At the explorative stage of the study, a detailed survey of literature was undertaken in order to familiarize with various aspects of Group Insurance Scheme. For this purpose govt. policy, departmental documents, internal records, Coir Board plan etc, was surveyed. A detailed survey of literature helped the researcher to collect and synthesize prior studies and to discover the important variables relevant to the problem. A pilot study was conducted with help of a draft schedule for evaluating the status quo of PMSBY.



Welfare Measures

- Sampling Technique- Simple Random Sampling (Probability Sampling)
- Sample Domain- Respondents from Tamil Nadu, Kerala and Gujarat
- Tools for Analysis- Tabulation of Collected Data, Percentage Analysis and Graphical Solutions were used in order to get a comprehensive picture and analysis of the Data. After the data has been collected, it has been interpreted and presented to come at the conclusion.

2.5 Limitations of the Study

The investigators would like to point out some unavoidable limitations, which have been entered into the study. They are the following.

- Problems which are inherent with attitude measurement were encountered in this study also.
- PMSBY Scheme itself is at the launching stage
- In line with terms of reference only impressing factors for taking term insurance under PMSBY have been taken as variables and other variables have been excluded from the scope of the study, which has confined the generalization of findings.



CHAPTER 3

DATA ANALYSIS AND INTERPRETATION

This chapter is allocated for analysis and interpretation of data regarding the responses of PMSBY Beneficiaries. Preparing percentage analysis does the analysis of key factors that determine the variation in terms of reference which is directly extracted from the questionnaire. The variations from the stipulated terms of reference can be measured with different variables.

Table 3 A Comparative Analysis of Group Personal Accident Insurance Scheme and PMSBY

SL No.	Nature of Eventuality	Compensation through GPAI (Rs)	Compensation through PMSBY (Rs)
1	Accidental Death	50,000	2,00,000
2.	Permanent Total Disability	50,000	2,00,000
3.	Partial but Permanent Disability	25,000	1,00,000

Source : GPAI & PMSBY Websites

There is four fold increase in the benefits received through the PMSBY Scheme in comparison m with Group Pesonal Accident Insurance Scheme. It gives a clear picture that PMSBY Scheme is much more beneficial than the tearlier group insurance scheme.

Table 4 Common Diseases of Coir-workers

Sl. No.	Name of disease	Traditional workers		New entrants	
		Number	Percentage	Number	Percentage
1	Chest and respiratory Ailments	38	16.67	9	12.50
2	Skin-lesions	15	6.58	6	8.33
3	Contagious ailments	10	4.39	8	11.11
4	Work related diseases	45	19.74	12	16.66
5	Life style diseases	40	17.54	12	16.66

Source: Report of the Minor Research Project Submitted to the UGC- SWRO- Bangalore,2015



Welfare Measures

Rapid life-saving medical campaigns like pulse polio, preventive tuberculosis, are some of the initiatives being popularised by the government authorities; but exclusive programmes for preventing commonly diseases among coir-workers have been gained little momentum in the public health scenario of the government.

However, many individuals, private organizations including religious ones have taken up this challenge very effectively. Consequently the number of victims has significantly been reduced over the years. It is also suggested a Health Insurance Scheme for the Coir Workers.

Table 5 Housing Status of Coir Worker Households in Percentage-Kerala

SL No:	Level of Housing	Districts			Total (%)
		Thiruvananthapuram	Kollam	Alappuzha	
1	Multi Storied	8.00	3.00	0	4.00
2	Concrete	32.00	16.00	4.00	17.00
3	Tile	37.00	42.00	48.00	41.00
4	Sheeted	14.00	29.00	19.00	21.00
5	Thatched	9.00	10.00	29.00	17.00
6	All	100.00	100.00	100.00	100.00

Source: Chapter VI Socio-economic profile of Coir Workers:
Shodhganga.inflibnet.ac.in

It appears that the coir worker households have multi-storied buildings though it is found to be only 4% and another 17% have concrete buildings. On a detailed examination it was observed that people with better housing have their income shared from other sources also.

Workers living in sheeted and thatched houses constitute 38% and these houses, according to the workers, were constructed with the assistance of local bodies and not from the income earned from coir work.



Welfare Measures

Table 6. Housing status of coir worker households in percentage-Andhrapradesh

Sl. No	Level of housing	Districts		Total
		East Godavari District	West Godavari District	
1	Multi storied	10	6	8
2	Concrete	29	17	22
3	Tile	34	37	35
4	Sheeted	17	30	25
5	Thatched	10	10	10
6	All	100	100	100

Source: Asian Journal of Agricultural Extension, Economics & Sociology 9(2), 1-9, 2016

The Table 6 (above) shows that the coir worker households have multi-storied buildings though it is found to be only 8% and another 22% have concrete buildings.

On a detailed examination it was observed that people with better housing have their income shared from other sources also. Workers living in sheeted and thatched houses constitute 35% and these houses, according to the workers, were constructed with the assistance of local bodies and not from the income earned from coir work.

Table 7 Satisfaction level in Connection with PMSBY

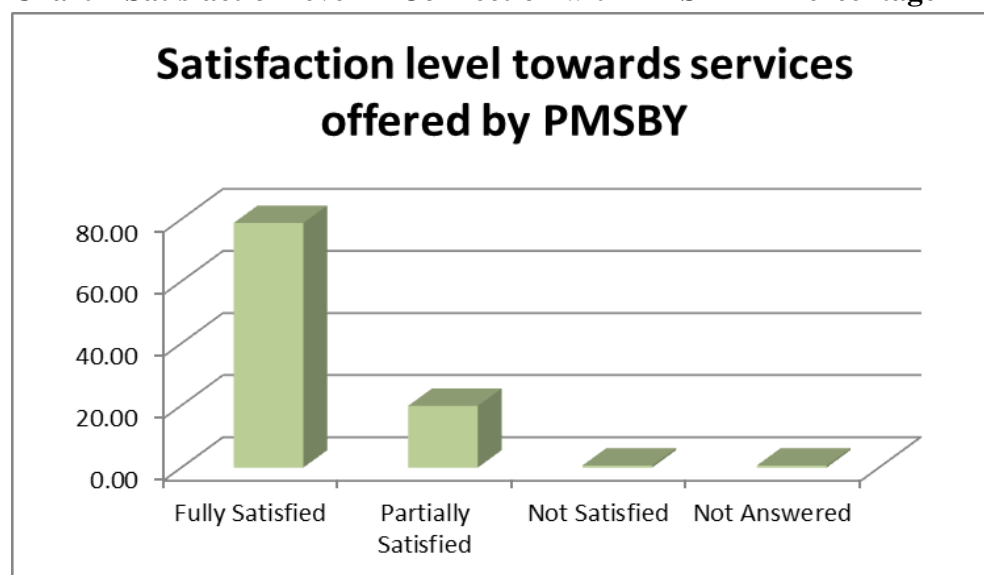
Satisfaction level towards services offered by PMSBY	
Satisfaction Scale	Responses (%)
Fully Satisfied	78.81
Partially Satisfied	19.87
Not Satisfied	0.66
Not Answered	0.66

Source : EDII Survey



Welfare Measures

Chart 1 Satisfaction level in Connection with PMSBY in Percentage



From the table and figures it can be deciphered that 78% of the respondents are fully satisfied with PMSBY while 19% are partially satisfied with PMSBY. At the same time very small percentage of the respondents did not approve of PMSBY Scheme.

Table 8 Response in Connection with Procedural Formalities of PMSBY

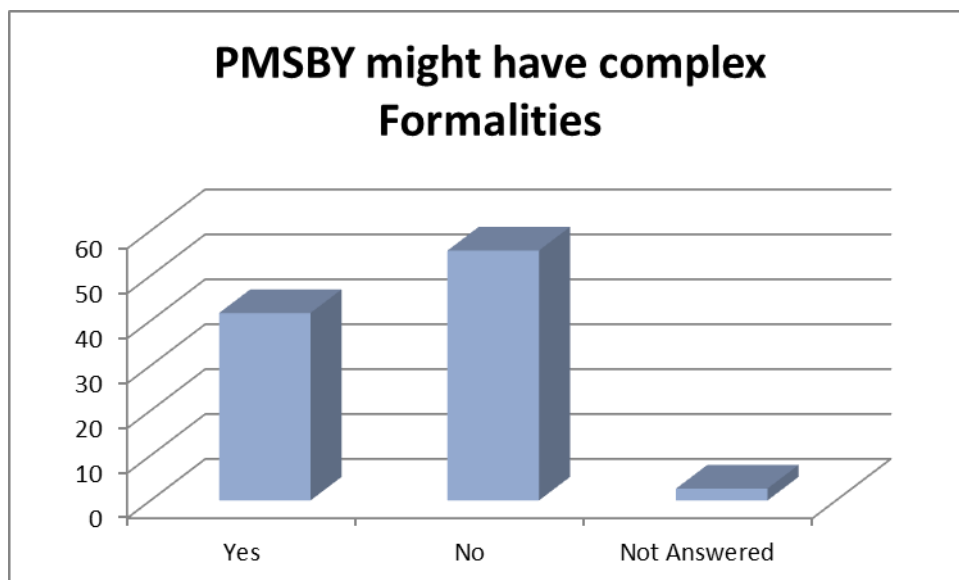
PMSBY might have complex Formalities	
Type of Response	Responses (%)
PMSBY might have complex Formalities	41.72
PMSBY doesnt have complex Formalities	55.63
Not Answered	2.65

Source : EDII Survey



Welfare Measures

Chart 2: Response in Connection with Procedural Formalities of PMSBY in Percentage



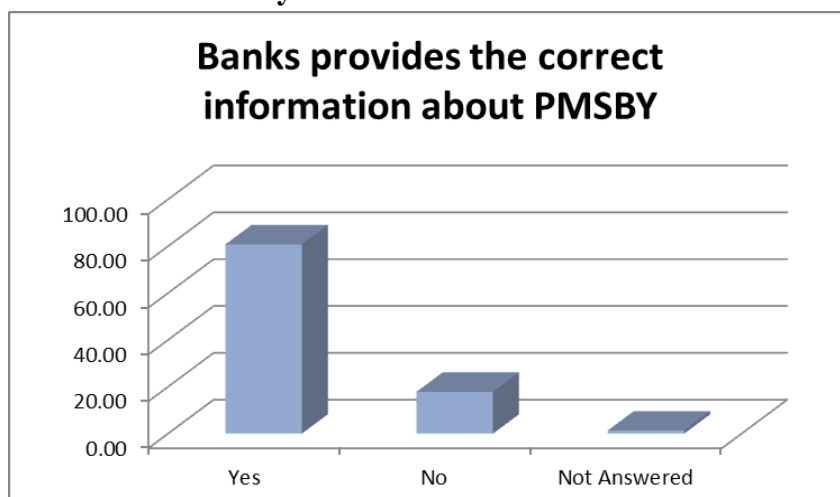
From the table and the figure it can be explained that majority of the respondents agree the fact that PMSBY will not be having complex formalities in its Process.

Table 9 Accessibility to Banks

Ease of Access to banks for the beneficiaries	
Type of Response	Responses (%)
Yes	80.79
No	17.88
Not Answered	1.32

Source : EDII Survey

Chart 3 Accessibility to Banks





Welfare Measures

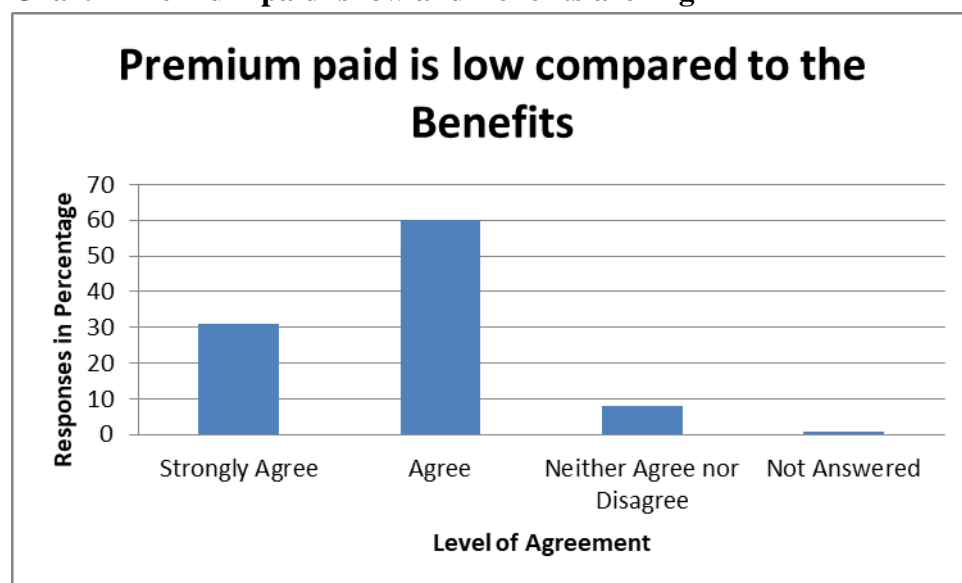
From the table it can be explained that more than 80% of the respondents are of the opinion that Banks give accessibility to PMSBY customers.

Table 10 Premium paid is Low and Benefits are Higher

Premium paid is too low as compared to the benefits derived	
Level of Agreement	Responses
Strongly Agree	31.13
Agree	60.26
Neither Agree nor Disagree	7.95
Not Answered	0.66

Source : EDII Survey

Chart 4 Premium paid is low and Benefits are High



From the table it can be inferred that all the respondents either agree or strongly agree the fact that premium paid is low and benefits are higher. It is a heartening thing to place in records that most of them are not having any negative opinion on the insurance scheme (PMSBY).



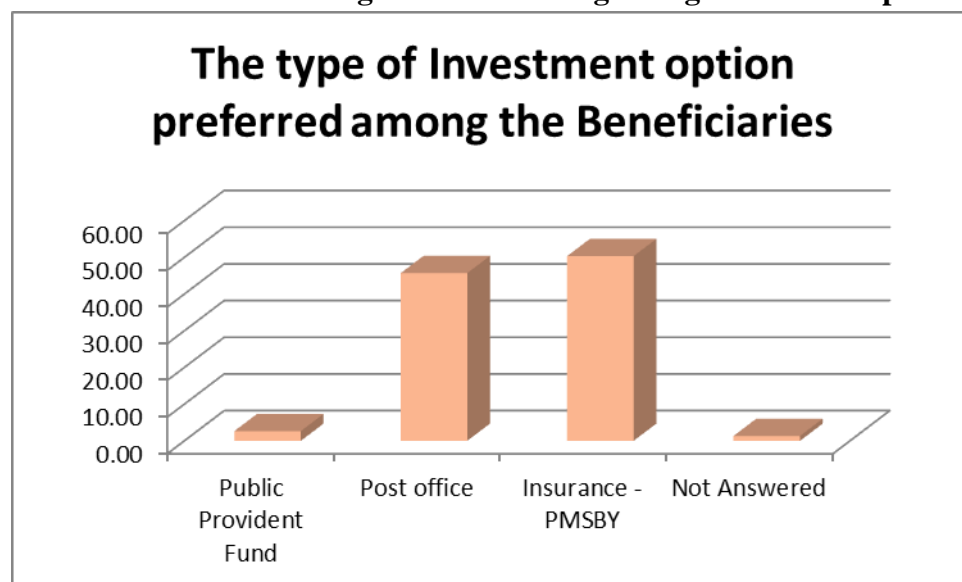
Welfare Measures

Table 11 Preference among Beneficiaries regarding investment options

The type of Investment option preferred among the Beneficiaries	
Type of Investment	Responses (%)
Public Provident Fund	2.65
Post office	45.70
Insurance - PMSBY	50.33
Not Answered	1.32

Source : EDII Survey

Chart 5 Preference among Beneficiaries regarding investment options



From the above table and figure it could be comprehended that beneficiaries give almost equal importance to PMSBY and Post Office Life Insurance Scheme. So it is recommended to make a good marketing campaign from the part of policy makers to make PMSBY more popular among the general populace.



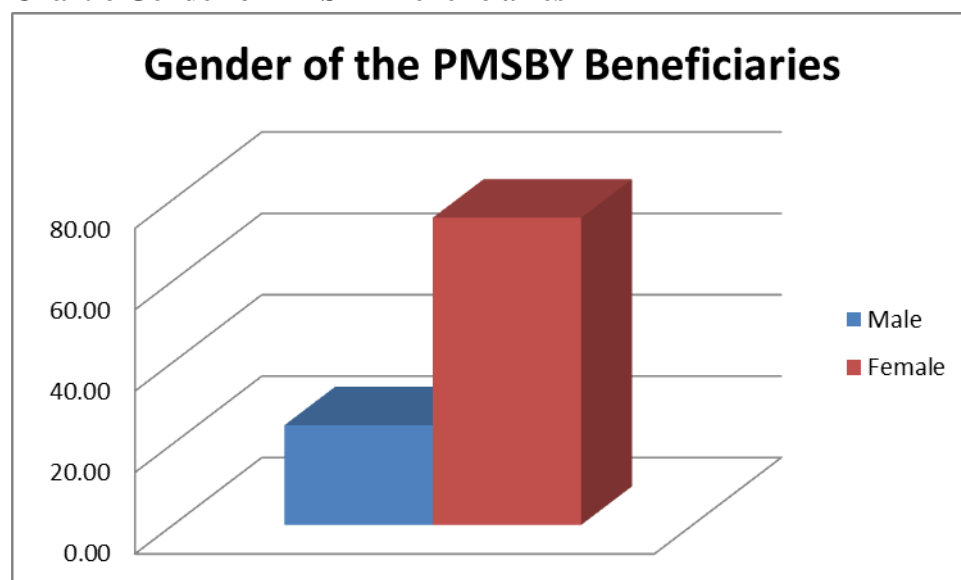
Welfare Measures

Table 12 Comparative Analysis of Rural Post Office Life Insurance (RPLI) and PMSBY

Insurance Scheme	Premium Paid (Rs)	Maximum Amount Assured
PMSBY	12	2 lakhs
RPLI	24-33	3 lakhs

Source : RPLI & PMSBY Website

Chart 6 Gender of PMSBY Beneficiaries



From the comparative analysis, it could be found that PMSBY and RPLI are positioned equally good among beneficiaries. As most of the beneficiaries belong to the women category, it is suggested to have a good marketing campaign among women beneficiaries to have a better acceptability for the insurance product PMSBY. While we analysed further it was exposed that Coir Board brand equity is the predominant reason for PMSBY acceptance, even though it is happening at slow pace. The statistics and figure from the primary data reveal the same facts.



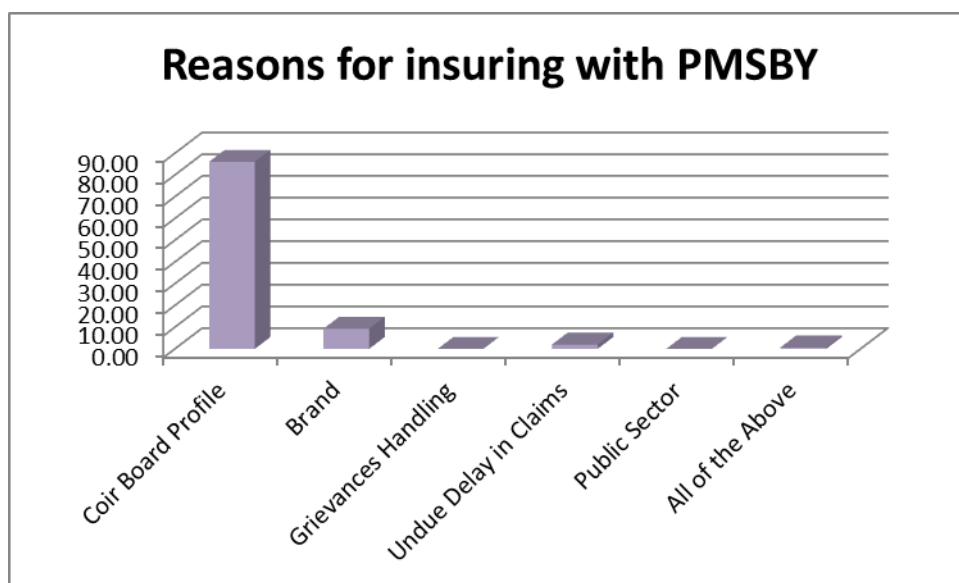
Welfare Measures

Table 13 Reasons for insuring with PMSBY

Reasons for insuring with PMSBY	
Highlighted Feature	Responses (%)
Coir Board Profile	86.09
Brand	9.27
Grievances Handling	0.00
Undue Delay in Claims	1.99
Public Sector	0.00
All of the Above	0.66

Source : EDII Survey

Chart 9 Reasons for Insuring with PMSBY



The above figure and table show that Coir Board played a vital role in making PMSBY popular among Coir Workers.



CHAPTER 4

FINDINGS IN RELATION TO STANDARD REVIEW CRITERIA

There is four fold increase in the benefits received through the PMSBY Scheme in comparison with Group Personal Accident Insurance Scheme. It can be deciphered that 78% of the respondents are fully satisfied with PMSBY while 19% are partially satisfied with PMSBY. At the same time only a very small percentage of the respondents are dissatisfied with PMSBY. It should also be noted that majority of the respondents agree the fact that PMSBY is not having any complex formalities. 80% of the respondents are of the opinion that Banks give accessibility to PMSBY customers. Most of the respondents either agree or strongly agree the fact that premium paid is low and benefits are higher. It is a heartening thing to place in records that none of them are having any negative opinion on the insurance scheme (PMSBY).

From the analysis, it has been found that beneficiaries are struggling to distinguish the benefits of Rural Post Office Life Insurance and Prathan Manthri Suraksha Bhima Yojana. Coir workers' loyalty to Coir Board is the main reason for PMSBY enrollment.

Rapid life-saving medical campaigns like pulse polio, preventive tuberculosis, are some of the initiatives being popularised by the government authorities; but exclusive programmes for preventing commonly diseases among coir-workers have been gained little momentum in the public health scenario of the government. However, many individuals, private organizations including religious ones have taken up this challenge very effectively. Consequently the number of victims has significantly been reduced over the years.

It is also suggested a Health Insurance Scheme for the Coir Workers. In Kerala, it appears that the coir worker households have multi-storied buildings though it is found to be only 4% and another 17% have concrete buildings. On a detailed examination it was observed that people with better housing have their income shared from other sources also. Workers living in sheeted and thatched houses constitute 38% and these houses, according to the workers, were constructed with the assistance of local bodies and not from the income earned from coir work.

The analysis from Andhrapradesh shows that the coir worker households have multi-storied buildings though it is found to be only 8% and another 22% have concrete buildings. On a detailed examination it was observed that people with better housing have their income shared from other sources also. Workers living in sheeted and thatched houses constitute 35% and these houses, according to the workers, were constructed with the assistance of local bodies and not from the income earned from coir work



CHAPTER 5

SUMMARY OF RECOMMENDATIONS

5.1 Justification for Continuation of the Scheme

Group Insurance Scheme has been scrapped and it has been augmented with new scheme PMSBY. It is a great support for the poor and needy Coir Workers. As it got started two years back, it has created only a limited number of beneficiaries. But the study revealed that it is well accepted among Coir Workers. Hence it is suggested to continue the scheme.

5.2 Key Recommendations

- The untouched market with uninsured customers may be targeted by the insurers to bring them within the sphere of the schemes based on the elements highlighted in the study.
- The policymakers could use the results in designing a proper marketing communication strategy for growing their customer base.
- Since PMSBY can only be taken by savings bank account holders, the schemes would work as a substitution for financial inclusion and inspire the unbanked population to join the formal banking system which, in turn, would not only add the number of accounts for banks but would also boost their bottom lines.
- It is suggested an effective Health Insurance Scheme for Coir Workers in tune with Public Sector Insurance Companies. Once the health insurance scheme is in place, coir workers could avail themselves of treatment at designated hospitals without initial payment. The final bill would be paid by the insurance company, via the government, to the hospitals.
- Insurance facility could also be available to outpatient treatments. The scheme could be designed such that existing illnesses are also eligible for insurance. The scheme could only be entrusted to public sector companies.
- Coir workers construct houses through other sources of income and hence it is suggested to formulate a housing finance scheme after considering the other variables concerned with the problem.
- It is proposed a pension scheme for Coir Workers in States where it is not in place. Such a scheme would help the Coir Workers to make a living even when they are unable to carry out their routine chores.



CHAPTER 6

DIRECTION FOR FUTURE EVALUATIONS

In the upcoming periods, intra-district, inter-district and inter-state studies may be undertaken. Studies may also be endeavored on a broader scale by seeing a greater study population, sampling frame and greater sample size to validate the differences between the customers' expectations and insurers' offerings of term plans.

It is highly recommended to have an evaluation study on the housing requirements of Coir Workers in different regions. Because housing requirement is a problem that differs considerably in different regions of the country based on per capita income and Gross Domestic Product. Demographic characteristics also influence a lot in housing requirements of Coir Workers. So another exhaustive study is suggested in this regard.

It is suggested a comprehensive comparative study between PMSBY and RPLI to identify the best and the most beneficial Scheme of the both, and thereby to incorporate any suggestions in this regard.