



सत्यमेव जयते

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA



MSME INSIDER

• APRIL 2019 • VOL VIII • COIR ISSUE •

Coir

FIBRE OF FUTURE



It is nostalgic to reminisce the good old days when every household in India, especially in the South had its own coir rope cots, while chit chatting in the spacious verandas. Be it mattings, coir plant pots, the natural fibre - coir was in vogue. But as time passed, global markets dissipated the use of natural fibre and its products. If history is tracked down to 2012, the golden fibre from Kerala lost its supremacy featuring little or no representation on global scale. This also had a huge negative impact on traditional industries. Needless to say, the melancholy underscores the relevance of the eco-friendly fibre in creation of sustainable environment while reinstating its importance as the fibre of future today.

Extracted from the husk of coconut, Coir hails from Kerala wherein there are huge coconut plantations, and everything from culture to dishes, the southern coastal belt evolves around coconut. Kerala, popularly known as the God's own country, alone accounts for 61% of total coconut production and 85% of total coir products. Coir has come a

long way from its small beginnings in the State of Kerala, centuries back. Today, it is a professional and modern industry that spreads over the coastal belt of India. It is interesting to note that on an average, thousands of women in Alappuzha district of Kerala carry heaps of coconut husk, feeding it into machines that turn it into useful thread on daily basis. Nevertheless, the drift towards western culture posed threat to home-grown industry transcending from coir. But time shifted, and old trends did revive as Government of India set up coir board in 1954 under an Act of Parliament viz, Coir Industry Act, 1953 (45 of 1953) for the development of coir industry in India and for the promotion of domestic as well as export markets of coir and coir products. Headquartered at Coir House, Kochi in Kerala, the Board runs 48 establishments set up in various parts of India. The Board envisions to promote growth and development of coir industry by providing support to existing enterprises and encourage creation of new enterprises and

in turn generating employment and income with the support of all stakeholders.

Coir as Livelihood source

Coir Industry is an agro based rural industry providing employment to over 7 lakhs workers in the major coconut producing states of the country. This is an export oriented industry which earned more than Rs.2192 Crores (upto Jan, 2019) of foreign exchange for the country during 2018-19. Processing activities centred on it provide employment opportunities to people in rural areas of coconut producing states of the country viz. Kerala, Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Odisha etc.

Since coir is a labour intensive and export oriented industry, the government has also played a vital role in reviving the lost fame of the traditional Indian industry by introducing various schemes and programmes to promote it.

[Read more here](#)





MSME DELEGATION VISITS ITALY

To have an insight into international manufacturing practices, Indian delegations led by high level dignitaries have visited various countries from time to time. This time, Dr. Arun Kumar Panda, Secretary (MSME) led a delegation

comprising officers of Ministry and industry representatives to Italy during 27-29 March, 2019 for exploring cooperation between India and Italy for promotion of SMEs in both countries.



MSME ORGANISES "AJEEVIKA FAIR 2019" IN NEW DELHI

Ministry of MSME facilitated participation of 57 MSEs in the "Ajeevika Fair 2019" organized by India Trade Promotion Organisation (ITPO) at Pragati Maidan, New Delhi from 26th February to 7th March 2019. The fair focused on varied sectors like handicrafts items, textiles, readymade garments, gem & jewellery, food items, organic foods, home furnishings, small electronic goods etc.



KVIC PARTICIPATES IN 'INDIA SHOW' EXHIBITION IN RUSSIA

KVIC participated in the 'India Show' exhibition in St. Petersburg, Russia. Indigenous swadeshi products were showcased by 10 units garnering a lot of interest from International Players. Participation in such events proves to be a great opportunity for exploring the export possibilities for indigenous products in the International Markets.

SCHEME CORNER

Coir Vikas Yojana



The Scheme "Coir Vikas Yojana" earlier known as Coir Plan (General) Scheme, encourages development of domestic and export markets, skill development and training, empowerment of women, employment/ entrepreneurship creation and development, enhanced raw material utilization, trade related services, welfare activities for the coir workers, etc.

The non-fiscal incentives like training, workshop, seminar etc aim at inculcating quality consciousness among the coir workers at grass root level and to educate them on applying proper methods of producing standard quality coir fibre, coir yarn and coir products.

It aims to create awareness among the coir workers, coconut growers, entrepreneurs etc. to set up coir based units and to modernise the existing coir units for enhancement of earnings and quality productivity.

SUCCESS STORIES



MRS. SMITHA:

SUCCESS LIES ON THE OTHER SIDE OF HARDSHIPS

Mrs. Smitha, Alappuzha, Kerala is the proprietor of Abhi Coir Works. She used to work with traditional coir spinning unit. But, she had always dreamt of being an entrepreneur and set up her own coir yarn producing unit. Nevertheless, finance was the main hindrance. As they say, every cloud has silver lining, she got an opportunity to attend a workshop on development of coir industry conducted by Coir Board wherein she came to know about 'Coir Udyami Yojana'. She decided to fulfil her earlier ambition by availing a loan of Rs. 1,00,000/-. By setting up of new coir yarn spinning unit, she is now able to look after her family and is providing employment to 2 other Coir Artisans. She expresses her gratitude to Coir Board for being the catalyst in transforming her life.

M/S. MAHENDRA COIR INDUSTRY: CONCRETE PLAN TO SUCCESS

Mr. Jayaraj.M, Kollam, Kerala was working in a traditional Coir Factory as a labourer. He had an opportunity to attend a workshop on development of Coir Industry conducted by Coir Board. This seemed to be a ray of hope there that filled him with inspiration to open a coir manufacturing unit of his own. But finance was the main hindrance. He came to know about CUY Scheme of Coir Board. He decided to set up a new Automatic Coir Yarn Spinning Unit by availing assistance of Rs.8,60,000/-. Currently, his unit, "M/s. Mahendra Coir Industry" yields a turnover of Rs.12 lakhs per year. He is now able to support his family and 7 other coir artisans. He expresses his deepest gratitude to the Government of India for helping him transform his misery into abundance.



KUM. ASINA SATYA SRI: IMAGE OF INSPIRATION

Kum. Asina Satya Sri is the pride owner and proprietor of M/s Sri Anjaneya Coir Rope Industry, in Andhra Pradesh. Since long, she always envisioned of being self-dependent. Setting goals is the first step in turning dreams into reality, and Asina knew it well. Her mind was set on starting a venture of her own. Thus, she established unit in her village under CUY Scheme of Coir Board by purchasing 4 Automatic Spinning Machines. Currently, the unit is producing 4 Metric Tonnes of Two Ply yarn per month. She is very prompt in repayment to the bank credit availed under the scheme. Her unit provides employment to 10 more artisans. With an annual turnover of Rs.17 lakhs, she feels grateful to coir board for grooming a village youth like her into a successful entrepreneur.



DEVELOPMENT OF BIO-CHEM TREATED FIBRE



Coir board undertakes R&D activities to develop improvised products that enable coir sector as a viable career option. This time, coir has developed a bio-chem treated fibre that yields fibre of superior quality. Bio-chem treated fibre has been used for manufacture of mattresses and pillows which are cost

effective as compared to rubberized coir foam mattress. The Bio-chem can also be applied to coir mats for finishing operations. The advantages of treating coir fibre with Biochem enlists fibre exhibiting a higher degree of fastness and a softer feel which is advantageous to women spinners.

DEVELOPMENT OF COCOLAWN



To address concern regarding the protection of environment and the growing demand for natural lawns for various applications, a readymade lawn viz, COCOLAWN has been developed using coir, replacing soil. It is made from coir bhoovastra netting and coir pith, which are mechanically bound together with the grass. This invention is the first of its kind and uses 100%

natural coir materials including the fertilizer (CPOM), for faster preparation of readymade, transportable lawns. The principle involved in this invention is to adopt an eco-friendly method for faster development of readymade lawns using natural coir products, instead of using synthetic lawns, which are costly, non- environment friendly and counter post disposal problems.

ACHIEVEMENTS

(2018-2019 upto March)

Prime Minister's Employment Generation Programme (PMEGP)

Margin money subsidy of Rs.1850.92 crore has been disbursed by the banks up to 29.03.2019 which will facilitate setting up of 65,906 micro enterprises creating employment of around 5,27,248 persons.

MSE- Cluster Development Programme

Three Common Facility Centres (CFCs), in Cashew Cluster (Ganjam, Odisha), Engineering Cluster (Ambattur, Tamil Nadu), Roofing Tiles Cluster (Murлу, West Bengal) have been commissioned in the month of March, 2019. Upgradation of five Infrastructure Development Centre at Ukhrul, Chandeel, Churachandpur (Manipur), Belonia (Sarasima) and Badharghat (Tripura) have been completed in March, 2019. A cumulative total of 17 Common Facility Centres (CFCs) have been commissioned and 11 Industrial Estates have been made functional /upgraded upto the month of March, 2019.

Credit Linked Capital Subsidy Scheme (CLCSS)

Under the CLCSS scheme, a cumulative of 14155 units benefitted with a cumulative expenditure of Rs. 973.15 crore upto March, 2019.

MSME Sampark

As at the end of March this year, 35038 passed out trainees (job seekers) and 5,053 recruiters (job provider) have registered on the portal against vacancies posted by recruiters. 7,033 resumes have been shared with recruiters and 2095 jobs have been offered.



M/o MSME ORGANISED "TECHNOLOGY SUPPORT AND OUTREACH PROGRAMME, (TECH-SOP) 2019"

Ministry of Micro, Small and Medium Enterprises organised "Technology Support and Outreach Programme, (TECH-SOP) 2019" on 28.02.2019 at India International Centre, New Delhi. TECH-SOP is an initiative to bridge the gap between technological innovations and MSMEs so that they can harness the technologies and grow in the global value chain. Reputed institutions such as Council of Scientific and Industrial Research(CSIR), National Innovation Foundation-India (NIF), Indian Council of Agricultural Research(ICAR), Institute for Design of Electrical Measuring Instruments (IDEMI, Mumbai) and Indian Institute of Technology (IIT), Delhi participated in the programme.



NSIC ORGANISED SC-ST CONCLAVE ON 10TH MARCH IN GANDHINAGAR

NSIC, Branch Office, Ahmedabad, organized a SC-ST Conclave on 10th March, 2019 at Entrepreneurship Development Institute of India (EDII), Village Bhat, Gandhinagar to bring together the CPSEs, Banks, Industry Associations and the State Government on a common platform and deliberate upon steps to be taken to fulfill the mandate of Public Procurement Policy for SC-ST entrepreneurs and also to build up their capacities. Industry Associations, Financial Institutions and Central PSEs also attended the conclave and assured cooperation with State Govt. and support to the Hub.

UPCOMING EVENTS/ TRAININGS/ ACTIVITIES FOR THE MONTH OF APRIL

NSIC

MSME-DI

TECHNOLOGY
CENTRES

NIMSME

CLICK ON THE CATEGORIES ABOVE FOR FURTHER DETAILS



Write to us at feedback-msme@gov.in