



कयर न्यूज़

COIR NEWS

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From the Desk of Chairman



The traditional coir industry in India can survive only through product development and diversification as it has been facing a lot of competition in the international market from synthetics and natural fibre products. Coir Board has been pursuing research and development programmes for diversification of coir industry and also to find new user areas. The major product in this category, I could understand, is the Coir geotextiles. It has been proved that the coir geotextile materials are ideal for use in soil erosion control in the road/rail embankments/cuttings etc. When we look at the total world requirements of geotextiles, more than 40% is consumed in road construction as an innerlay. Coir materials were not considered for

use in this area because of its biodegradability on the pretext that the roads have to survive for longer periods and therefore it is required to use synthetic material which will have longer life than natural fibre material like coir. But I feel that even if we use coir geotextiles there be a natural consolidation by 2 years before the coir materials get fully degraded. Meanwhile, there will be an extra advantage in using coir geotextiles as the coir nettings will serve as a conveyor of water through its plane to both sides so that the roads do not get damaged due to excessive water. The synthetic geotextiles are deprived of this property of coir geotextiles.

It is indeed a privilege for me to convey that the Ministry of Rural Development, Govt. of

India have approved the proposal of the Coir Board to use Coir Geotextiles in the construction of rural roads under the Bharath Nirman (Prime Minister's Gramin Sadak Yojana). The National Rural Roads Development Agency have given sanction to take up the project on an experimental basis for using Coir Geotextiles in rural roads construction in 8 States. Subsequently, based on my recommendation, the NRRDA have included Kerala State also in the list. A total length of 450 km (50 km. each in 9 States) will be covered under the study. I hope this will open up a huge market for Coir Geotextiles within the country.

I am extremely happy to report that the 5 coir clusters

From the Desk of Chairman

established under the SFURTI Scheme, Govt. of India has been launched on 27th January, 2011 by Shri. Pongalur Palanichamy, Hon'ble Minister for Rural Industries & Animal Husbandary, Govt. of Tamil Nadu in a function presided over by me at Velloore. I am really impressed with the pace of modernization of coir industry in Tamil Nadu and their willingness to adapt new techniques and technologies in coir industry. The Salem coir sector has been modernized with the introduction of fully automatic spinning machines by replacing the

traditional Salem charkas. Similarly, through the SFURTI coir clusters a few coir composite units have also come up. This is a good sign of development of coir industry in new lines without competing with Kerala coir industry by manufacturing traditional coir products.

With warm regards
and best wishes

V.S.Vijayaraghavan

From the News Desk

Science and Technology

- A team of students & Professors from Cornell University, USA visited the Central Coir Research Institute of Coir Board at Kalavoor, Alleppey on 10.01.2011. Dr. U.S. Sarma, Director, Research, Development, Technology and Extension made a presentation before the team on the achievements and activities of the Institute. The team was also taken to all the sections and departments in the CCRI and National Coir Training & Design Centre.

- Dr. U.S. Sarma, Director, R.D.T.E. attended a meeting taken by the Secretary to Govt. of India with Shri. Malaya Mishra, High Commissioner of India in Trinidad and Tobago at New Delhi on 13.01.2011. A note prepared by the Director, R.D.T.E. on the development of coir industry was discussed in detail in the meeting and the High Commissioner opined that there is

good scope for setting up coir industry in the Trinidad and Tobago. A suggestion was made in the meeting to send a delegation from the Ministry to Trinidad and Tobago during the 3rd week of March 2011.

- Dr. U.S. Sarma, Director, R.D.T.E. attended a meeting of the Superintending Engineers and Executive Engineers from all the districts of Andhra Pradesh convened by the Engineer-in-Chief, Panchayati Raj Department. The meeting was called to apprise the Engineers about the potential of use of coir geo-textiles in the construction of rural unpaved roads. The Director, R.D.T.E. made a presentation before the Engineers on the use of coir geo-textiles in the construction of rural unpaved roads. The NRRDA, Govt. of India had identified the Central Coir Research Institute as the nodal agency for projects utilising coir geo-textiles.

Coir Board Coir Workers' Group Personal Accident Insurance Scheme

Under the Coir Board Coir Workers Group Personal Accident Insurance Scheme, two claims were settled during the month of January, 2011 by paying an

amount of Rs.1,00,000/- as compensation to the legal heirs of two deceased coir workers.

Scheme of Fund for Regeneration of Traditional Industries (SFURTI)

Inauguration of Coir Clusters in Tamilnadu

Common Facility Centres of 5 coir clusters in Tamilnadu viz. Salem, Periyakulam, Gudiyatham, Pattukkottai and Cuddalore were inaugurated by Shri Pongalur Palanichamy, Minister for Rural Industries and Animal Husbandry, Govt. of Tamil Nadu on 27.1.2011 in the presence of Shri.V.S.Vijayaraghavan,

Chairman, Coir Board, stakeholders and workers of the industry and the general public. The function was held at Gudiyatham Cluster.

Inauguration of Chirayinkeezhu coir cluster

Shri V.S Vijayaraghavan, Chairman, Coir Board inaugurated the Common Facility Centre of Chirayinkeezhu SFURTI coir cluster on 31.1.2011. Shri Anathalavattom Anandan MLA presided over the function.

Coir Board organises Seminars at Pondicherry and Pollachi

A Seminar on Coir Industry was organized by the Board at Pondicherry on 25/01/2011. Shri. Vaithiyalingam, Chief Minister of Pondicherry inaugurated the seminar and Shri. V.S Vijayaraghavan, Chairman, Coir Board presided over the function. Shri. Valsaraj Minister for Home and Industry, Govt. of Pondicherry delivered a special address on the occasion. The participants of the seminar were enlightened on the schemes and services of the Board and

the new technologies developed by the Central Coir Research Institute.

An Agriexpo and a seminar on coir were organized jointly by Chamber of Commerce, Pollachi and Coir Board at Pollachi from 28th to 30th January 2011. Shri. V.S. Vijayaraghavan, Chairman, Coir Board inaugurated the exhibition on 28/01/2011. Experts from Coir Board presented papers on various subjects related to coir industry in the Seminar.

New Vice-Chairman for Coir Board

The 203rd Meeting of the Coir Board held at Hyderabad on 29.12.2010 elected Shri J. V. Seshagiri as the new Vice-Chairman of the Board, unanimously. Shri Seshagiri was elected on the expiry of the term of Shri Rameswar Goel as Vice-Chairman, Coir Board.



A view of the 203rd Meeting of Coir Board

◀ *Shri V.S. Vijayaraghavan, Chairman, Coir Board congratulating Shri J.V. Seshagiri, the new Vice-Chairman, Coir Board.*

Department Related Parliamentary Standing Committee on Industry visits Kochi

The Department Related Parliamentary Standing Committee on Industry visited Kochi and reviewed the functioning of Cochin Shipyard Ltd., Fertilisers and Chemical (Travancore) Ltd. and Coir Board from 9th to 10th January, 2011. The Committee had its sittings under the chairmanship of Shri Tiruchi Siva. Various schemes implemented and activities being

undertaken by Coir Board were reviewed by the Committee on 10.01.2011. It also reviewed the implementation of the Rejuvenation, Modernisation and Technology Upgradation Scheme of Coir Board and had detailed discussion with CMD, State Bank of Travancore and the General Manager, State Bank of Mysore, on the progress of extending loan facilities under REMOT Scheme to coir sector.

Coir Board convenes meeting of stakeholders of the coir industry at Pollachi

The coir product manufacturing sector of Kerala has been facing a severe shortage of coir fibre/yarn for some time. The prevailing price of coir fibre in Kerala is around Rs.23/- to Rs.25/- per kilogram and it is estimated that there is a shortage of coir fibre in Kerala to the tune of 50,000 MTs to 80,000 MTs annually. In order to discuss these issues and find a solution to the problem, the Chairman, Coir Board convened a meeting of the stakeholders of the coir industry in Kerala and Tamil Nadu at Pollachi on 04.01. 2011.

In the meeting, the Chairman, Coir Board said that if the price of coir fibre increases exorbitantly, coir products cannot be competitive in the national and international markets in terms of cost. At present, coir fibre manufacturing industry in Tamil Nadu is far ahead of Kerala in production due to high level of mechanization and abundant availability of coconut husk. The Chairman opined that for the survival of coir industry in India, it is imperative that the coir product manufacturing sector in Kerala is provided with adequate

quantity of coir fibre and yarn by the neighbouring coir producing states. The participants of the meeting also felt that it is not advisable for the fibre industry in Tamil Nadu to depend on the export market alone and the coir industry in Tamil Nadu should diversify its activities to the production of coir yarn and value added items progressively. In addition to 57 producers of coir fibre in and around Pollachi, the meeting was attended by Smt. Rani George, IAS, Special Secretary to the Govt. of Kerala Shri C.M. Kamaraj, Shri Shyam Sunder, Members, Coir Board, Shri Bahuleyan, President, Coirfed, Alleppey, Shri M. Kumara Raja, Secretary, Coir Board, Shri M. Kumaraswamy Pillai, Director (Marketing), Coir Board, Shri K.R. Anil, Director, NCRMI, and Shri Balagopal, Managing Director, Coirfed.

It was revealed in the meeting that there are around 600 coir fibre manufacturing units in and around Pollachi and these units produce around 1200 MTs coir fibre per day. Hence adequate quantities of coir fibre could be made available for export as well as the product manufacturing sector of Kerala. Representatives of the producers of the coir fibre informed the meeting that the shortage

of coir fibre is a temporary phenomenon only. This occurs every year according to the seasonal variations in the production and harvesting of coconuts in Tamil Nadu. They further informed that a reasonable price for coir fibre can be negotiated and arrived between fibre manufacturers in Tamil Nadu and the exporters of coir products of Kerala.

After detailed discussions, a

consensus was arrived at that a permanent mechanism should be formulated to collect and stock required quantities of coir fibre when the production is abundant in Tamil Nadu. Towards this end, a committee consisting of the representatives of Coir Board, Government of Kerala, and coir fibre manufacturers of Tamil Nadu was constituted by the meeting.

Delegation of Coir Product Exporters from Alleppey visits Salem for sourcing Coir Yarn.

For the first time in the history of Coir Industry, the Coir Board organized visit of a delegation of coir product exporters of Alleppey to Salem in Tamil Nadu to source coir yarn. The visit was in the background of the shortage of coir yarn experienced in the export oriented production centres of Kerala. It was organised in connection with a Workshop cum Interactive Session on Marketing of Coir Yarn for Value Addition organised by Coir Board at Salem on 05.01.2011.

The members of the delegation visited various coir yarn production units in and around Salem and saw themselves the facilities available at the units and the quality of yarn produced there.

A total number of 86 exporters from Alleppey and coir yarn manufacturers/dealers from Tamil Nadu participated in the Workshop. The workshop was inaugurated by Shri V.S. Vijayaraghavan, Chairman, Coir Board. The speakers on the occasion included S/Shri Shyam Sunder, Kulandaivelan, Members, Coir Board, M. Kumara Raja, Secretary, Coir Board, M.Kumaraswamy Pillai, Director (Marketing), Coir Board, T.V. Mohanan Nair, Regional Officer,

Coir Board, S. Parameswaran, Joint Director, Department of Coir, Govt. of Tamil Nadu, Manivannan, Managing Director, TANCOFED, Palanyswamy, General Manager, District Industries Centre, N.C. J. John, M/s. N.C. John and Sons, Alleppey.

In addition to the above, the representatives of coir yarn manufacturers and traders also expressed their views on how to tackle the shortage of coir yarn being experienced in the product manufacturing centres of Alleppey and how to use the coir yarn produced in Salem for value addition.

At present, the major chunk of the coir yarn produced in and around Salem is sent to the North Indian market without any value addition. The yarn being produced at Salem is of tight twist and the product manufacturers in Kerala require yarn with medium twist quality. The Coir Board has offered that it is ready to provide required training to the workers and necessary adjustments could be made on the existing machinery to produce the required variety of yarn at the production centres.

The meeting observed that the coir yarn manufacturers at Salem cannot depend solely on the North Indian Market for their survival as the demand for the item may subside if

there emerge some substitute. Hence it is better to have as many options as possible. It is the necessity of the yarn producers of Tamil Nadu as well that the coir industry in Kerala survives so that in the case of a decline of demand from other sources, the yarn producers in the state could revert upon.

The representative of the coir product exporters from Kerala said that they are willing to pay reasonable prices to the yarn manufacturers of Tamil Nadu and the yarn producers of Salem should make available adequate quantity of coir yarn required by the coir product manufacturers of Kerala.

It was decided in the workshop

that a permanent mechanism should be formulated to collect adequate quantities of coir yarn from Salem and supply it to the product manufacturers/exporters of Kerala. Accordingly, a Committee consisting of the representatives of the stakeholders of the industry in both the States was proposed to be constituted to sign a Memorandum of Understanding on the terms and conditions of the trade between the yarn producers at Salem and the product manufacturers/exporters in Kerala.

The implementation of REMOT Scheme of Coir Board in the State of Tamil Nadu helped the coir industry to make rapid strides in the State.

Developmental Activities

The Board undertook the following developmental activities during the month of January, 2011:

Activity	Karnataka	Maharashtra	Gujarat	Orissa	Tamil Nadu	Pondicherry	Andhra Pradesh	Kerala	N E R	West Bengal
Training on value addition	230	--	10	--	15	--	--	172	--	15
Training under Mahila Coir Yojana	--	--	20	--	47	--	--	138	--	15
Quality Improvement Programme	1	1	1	1	--	--	--	1	--	--
E D P	--	--	--	1	--	--	--	2	1	--
Workshop	1	1	--	--	1	--	1	2	--	--
Awareness Program	--	2	2	--	--	--	--	--	1	--
Seminar	--	--	--	--	--	1	--	--	--	1

Rejuvenation, Modernization and Technology upgradation scheme (REMOT)

The Ministry of MSME had released an amount of Rs.1052.25 lakhs to Coir Board for implementation of various projects under REMOT Scheme during the year 2010-11. So far an amount of Rs.480.80 lakhs was transferred to the Nodal Banks in the State of Kerala, Tamilnadu, Karnataka and Orissa. During the month of January 2011, the following transfers were made to the Nodal banks:

State	Name of Bank	Spinning Units	Tiny Units	Total units	Amount released (Rs. in lakhs)
Kerala	SBT, Cherthala	8	0	8	5.20
	Total	8	0	8	5.20
Tamilnadu	Central Bank of India, Pollachi	0	7	7	14.00
	Indian Overseas Bank, Pollachi	4	2	6	7.20
	Punjab National Bank, Pollachi	0	6	6	12.00
	State Bank of India, Pollachi	0	1	1	2.00
	Union Bank of India, Pollachi	0	2	2	4.00
	Total	04	18	22	39.20
Karnataka	Canara Bank	0	2	2	4.00
	State Bank of India	0	5	5	10.00
	Total	0	7	7	14.00
Andhra Pradesh	State Bank of India	0	30	30	60.00
	Total	0	30	30	60.00
Orissa	Bank of Baroda	0	1	1	2.00
	UCO Bank, Bhubaneswar	1	0	1	0.80
	Central Bank of India, Suryabnagar	0	1	1	2.00
	Indian Bank, Bhubaneswar	0	1	1	2.00
	IOB, Cuttack	0	1	1	2.00
	Total	1	4	5	8.80
Grand Total		127.20			

Domestic Marketing

During the month of December 2010 the Coir Board participated in 32 exhibitions held in the country.

Sl.No.	Name of the Exhibition	Place	Period
1	34th Sunderban Merla 2011	Kolkatta	03.01.2011 - 12.01.2011
2	Global Expo 2011	Mumbai	27.01.2011 - 29.01.2011
3	Build Expo 2011	Madurai	24.01.2011 - 26.01.2011
4	5th Indian National Dev. Festival 2011	Kolkatta	23.01.2011 - 31.01.2011
5	21st Fish Expo 2011	Thrissur	06.01.2011 - 16.01.2011
6	Saras Fair 2011	Agarthala	05.01.2011 - 14.01.2011
7	G Festiny2011	Ernakulam	04.01.2011 - 10.01.2011
8	National Vender Dev. Programme	Mumbai	06.01.2011 - 09.01.2011
9	Wollen Expo 2011	Jaipur	01.01.2011 - 10.01.2011
10	The Hindu Metroplus Lifestyle	Chennei	13.01.2011 - 16.01.2011
11	Coco Fest 2011	Bangalore	12.01.2011 - 13.01.2011
12	Udaipur Mega Trade Fair 2011	Jaipur	08.01.2011 - 16.01.2011
13	National Ind. Exhibition cum Vender Dev. Pro	Hyderabad	22.01.2011- 23.01.2011
14	21st Tripura Ind. & Commerce Fair	Agarthala	28.01.2011 - 06.02.2011
15	Magh Mela Exhibition	Allahabad	10.01.2011 - 10.02.2011
16	18th International Trade Fair	Guwahati	26.01.2011 - 10.02.2011
17	Ind-expo 2011	Indore	20.01.2011 - 23.01.2011
18	2nd Barak Valley Expo 2011	Guwahati	14.01.2011 - 25.01.2011
19	Times Utsav	Mumbai	19.01.2011 - 23.01.2011
20	19th Sanchita Mela 2011	Kolkatta	12.01.2011 - 19.01.2011
21	Asian Pacafic Aquaculture 2011	Ernakulam	17.01.2011 - 20.01.2011
22	Regional Gramodyog Exhibition	Gorakhpur	17.01.2011 - 26.01.2011
23	33rd Thrissur Flower Show	Thrissur	21.01.2011 - 27.01.2011
24	Thiruvalla Pushpamela & Agri. Ex.	Ernakulam	21.01.2011 - 26.01.2011
25	Pollachi Chamber Agri Expo	Madurai	28.01.2011 - 30.01.2011
26	16th Agri. Ind. Tourism & Science Fest.	Ernakulam	21.12.2010 - 02.01.2011



RETIREMENT

Shri. Jagdish Pratap Singh, Hamal cum Stitcher, retired from the Board's services on 31st January, 2011 on superannuation. Shri. Jagdish Pratap Singh put in more than 26 years' of service in Coir Board.

Coir News wishes a long, happy and contented retired life to Shri. jagdish Pratap Singh.

Export Promotion

Participation in DOMOTEX INTERNATIONAL TRADE FAIR, Hanover, Germany.

Coir Board organized participation of Indian Coir sector in the **DOMOTEX International Trade fair**, held at Hanover, Germany from 15 - 18 January, 2011. Shri. M. Kumarswamy Pillai, Director (Marketing) Coir Board was deputed to organize participation of Indian Coir Sector in the Fair.

An attractive display of coir and coir products was made at the exhibition along with display of blow-ups and posters. Different publicity materials and other product catalogues were distributed to the visitors of the booth. On conclusion of the fair, the exhibits were handed over to the Consulate General of India, Germany for display at the Mission. The response was very much encouraging and the Board as well as the exporters received genuine trade leads from the exhibition.



The pavilion of Coir Board at Domotex, Germany.

Export Statistics for December, 2010

As a computer system upgradation was in progress in the Customs House, the Coir Board is unable to collect, compile and publish the export data on coir and coir products in the month of December, 2010. The export statistics for the month will be duly published.

Coir Pith Found Ideal for New Technique in Planting Rubber Trees



A recent study conducted by the Rubber Board of India has found that coir pith is the most ideal potting material available indigenously for growing rubber plants in the newly developed *root training method*. Root trainer planting has been developed as an alternative to poly bag planting which was prevalent as a plantation technique. In the new method, poly bag covers are replaced with scientifically designed *root trainer* containers and top soil is substituted with cured coir pith as the potting medium. Coiled tap root and scanty development of lateral roots were two important draw backs found with the poly bag planting. Another defect of the poly bag plantation was its weight which made it inconvenient to handle in the nursery, transportation to the field and transplantation to pits.

A good potting medium plays a vital role in the root trainer planting technique. The ideal potting medium should have basic properties like light weight, good aeration and porosity, good water holding capacity, easy blendability, lack of any inherent fertility, less acidity, free from dangerous spores and weed seeds etc. Top soil used to fill poly bags possess none of the above characteristics.

Peat moss (*Sphagnum Moss*) is considered as an ideal container medium. But for developing countries like India, it is too expensive to import peat moss. Coir pith was found to be the most apt potting medium after the researchers experimenting with a number of media like rice husk, sugar cane waste, compost, bio-gas slurry etc. Being a by product of the coir industry, easy access to this renewal source of containing medium was another factor which attracted scientists of the Rubber Board to coir pith. The water retention capacity of the coir pith also made it the most favoured medium since the property was found to safeguard the plant against unexpected delay in rain immediately after planting in the field.

It is expected that the *root trainer planting* technique will attain quick popularity among rubber planters in the country and large quantities of coir pith would be required by the rubber planters for potting purpose.



COIREEDS FROM ALLEPPEY COIR CLUSTER

M. Kumaraswamy Pillai, Executive Director, ACCDS

The details of activities undertaken by the ACCDS during the month of January 2011 are reported below:

54th meeting of the Executive Committee of ACCDS held

The 54th meeting of the Executive Committee of ACCDS was held on 22.01.2011 at the office of ACCDS, Alleppey. The Executive Committee among other things discussed in length about the PVC tufted unit of Kuthiyathode Coir Mats & Mating Co-op Society Ltd No A-763 and the additional works required to be carried out for the PVC tufted unit jointly by ACCDS and Coirfed at Kanichukulangara. The Executive Committee also approved the change in name of the PVC tufted unit of Association of Consignors to Coir Board showrooms (M/s. Alleppey Coir Consortium (P) Ltd., Alappuzha) to 'Malayalam Coir Tuft Pvt. Ltd'. The committee also sanctioned a toilet block for the Common Facility Centre of M/s. Alleppey Small-scale Coir Mats & Matting Manufacturers Co-op Society Ltd. No. A-743. It was also decided to release the 10% State share sanctioned to the projects of Small-scale coir manufacturers by the Govt. of Kerala. The Committee also decided to extend the period of establishing the De-fibering unit of M/s. Gramasree Purusha Swasraya Sangham, Aarattupuzha.

Meeting with the officials of Coirfed.

A meeting was held with the officials of Coirfed on 28.01.2011 at the office of ACCDS, Alappuzha to finalise the MoA and AoA of the JV Company by ACCDS and Coirfed. The Executive Director, ACCDS made a presentation on the progress achieved under the project. Shri. S.Bahuleyan, President, Coirfed, Dr. M.Balagopal, Managing Director, Coirfed, Shri. T.N.Shyam,

General Manager (Production), Coirfed, Adv.K.R.Bhageeradhan, President, ACCDS, Shri. M.P.Pavithran, Vice-President, ACCDS, Shri. V.A.Joseph, Treasurer, ACCDS, Shri. M.Kumaraswamy Pillai, Executive Director, ACCDS and Shri. Antony Malayil, Chartered Accountant, ACCDS participated in the meeting. The meeting discussed at length on the points to be included in the MoU and MoA and AoA of the new Company and decided to lease out 25,000 sq. ft area of the building owned by Coirfed at Kanichukulangara for the proposed JV Company to install the PVC tufted machine and fix the lease period initially for 30 years with a provision to extend further upon mutual consent. It was also decided to register the new Company as a Section – 25 Company and limit the maximum number of members in the Board of the new Company to 9 including the Director, Coir Development and the Secretary, Coir Board. The meeting decided to pay an amount of Rs. 10 lakhs as annual contribution to ACCDS.

Seminar on 'Quality Management Standards for Coir Industry'.

The Kerala State Small Industries Association Alleppey chapter organized a one day seminar on 'Quality management standards for coir industry' as part of their Annual meeting held at Hotel Royale Park, Alappuzha on 29.01.2011. Shri. A.A.Shukkoor MLA inaugurated the programme. Shri. M.Kumaraswamy Pillai, Executive Director, ACCDS handled a session on 'Modernization of coir industry in the Alleppey Coir Cluster'. In his presentation, the Executive Director emphasized the need for upgradation of the technology in the production of coir products so as to eliminate drudgery in the manufacturing process and enhance the productivity. He said by this it will be possible to make coir products, cost effective and competitive in

the international market. The Executive Director also highlighted the advantage of promoting the 'GI Alleppey Coir' as brand equity for coir products produced in this part of the state. The meeting was attended to by around 60 members of the Association.

Semi-automatic Coir Matting unit established jointly by ACCDS and Kerala State Coir Corporation.



Coir industry in India is an export oriented one from the very beginning and the income from the industry is depending on foreign trade. But the export of coir mattings is progressively declining for the past 10 years. This is due to the severe competitions coir mattings faced from synthetic substitutes and other natural fibre products like sisal mattings and jute mattings. To overcome this, it is required to develop some technology by which

the coir yarn can be smoothened and also spun in a uniform texture. Modernisation and mechanization of the coir industry is the only way to sustain the coir industry in Kerala. Modernisation and mechanisation of the industry can attract more women workers to the industry. This will not only resolve the problem of shortage of male workers, but will ensure empowering women in the society. To sustain the coir matting industry, it is required to develop the domestic market for coir mattings.

The semi-automatic loom mattings have great demand in the domestic market as it offers all the required qualities of the power loom mattings but comparatively cheaper than the power loom mattings. However barring a few exporters and leading manufacturers, there have not been many units created for production of semi-automatic loom mattings in Alleppey Cluster. Keeping in mind the great demand for semi-automatic loom mattings in the domestic sector, M/s. Kerala State Coir Corporation have submitted a project proposal for establishment of a semi-automatic loom unit jointly with ACCDS under the IIUS. It is proposed to establish the unit by floating a separate JV Company by KSCC and ACCDS. The proposal was to establish the unit in the land owned by KSCC at Coir Park, Kanichukulangara. The project is envisaged as a part of the modernization of the coir industry by installing semi-automatic looms, automatic spinning machines, etc. This will also reduce the labour component and ensure better working condition to the workers. The project envisages a total financial outlay of Rs.195.70 lakhs which includes a building of 45,000 sq. ft and semi-automatic looms. The unit once established will help to produce coir mattings at low cost involving new technology.

