

Trade and Industry Related Functional Support Services

Introduction

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 feed back 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.

Objective

Coir Industry and trade are to be assisted to adopt market oriented reforms to enhance their capabilities for marketing their products and to promote public private partnership. Collection of statistics pertaining to various aspects like production, productivity, labour, infrastructure, raw material, marketing etc. for providing periodical feed back to the trade, industry and policy formulators is an essential pre-requisite for the overall development of the Indian Coir Industry.

Strengthening of Coir Trade Information Centre, setting up of an exclusive IT department, engaging an IT expert at Head Office, upgrading of hardware component, updation of software, regular interaction with other national/ international data sourcing agencies and sourcing of information at global level pertaining to product development, diversification, marketing, funding support etc. through interaction with agencies like Inter Governmental Group on Hard Fibres of the FAO, IECA (International Erosion Control Association) etc. are envisaged under the programme. It is proposed to develop a virtual merchandising for window web shopping for upgradation of existing market techniques from business to business customer. For promoting coir and allied products through the web the activities will be by familiarizing coir through search engines and hyper linking from other sites and providing adlink facility for stakeholders in the coir industry. It is also proposed to provide video conferencing facility through provision of a video conferencing studio. The facility will be provided on user charge basis.

Under Economic Research regular market research/ studies are envisaged to be organized with the help of reputed agencies, strengthening of the Centre for Excellence for coir trade etc. As part of Human Resource Development activities it is proposed to organize tailor made HRD programmes for improving capabilities of the staff members and to provide effective market promotion support to the marketing organizations.

Infrastructure and Administration form part of this scheme. The allocation under the programme will be utilized towards meeting establishment charges of the Board's Head Quarters and sub offices, construction of quarters for officers of the Board and towards meeting the expenditure involved in furniture, fittings and repairs. Implementation of official language is another component under the head.

A major portion of the non plan expenditure is towards payments of pay and allowances to the staff, terminal benefits to retired staff and monthly pension to them. The yearly expenditure towards recurring pension payments and pension payments at the time of retirement / cessation of service of staff is mounting every year in view of the fact that the number of staff retiring from the services of the Board on superannuation is steadily on the increase year by year. Even though, the pension fund has been created as per the Gazette Notification No. SO 701 dated 17th February, 1977, Board finds it difficult to transfer funds from coir fund to the pension fund every year for making suitable investment that can fetch returns. Additional requirement over and above the resources available under coir fund will be met from the head "Infrastructure and Administration" for payment of monthly pension to the Coir Board employees.

Review of the scheme

The Coir Board has already set up LAN facility at Head Quarters. It is essential to have implementation of IT related activities under plan programmes. The internet and intranet facilities have to be augmented further for providing interconnectivity of various sections functioning at Head Quarters with other offices of the Board/ organizations concerned with development of coir industry. In the past surveys and studies have been conducted in various coir producing States but on a selective basis. There is the need for updating the information through fresh studies and surveys for dissemination to the trade and industry. The lack of human resource and funds constraints however, stood in the way of Coir Board undertaking IT related activities and strengthening trade and industry related information dissemination centre.

Reasons for shortfall in achievements during Xth Five Year Plan

Even though surveys on coir industry, techno economic feasibility studies and evaluation of various plan schemes of the Board had been proposed and action initiated its actual implementation will be done on approval of all TORs by the Ministry.

Regarding information technology activities, the Board has made significant progress but could not utilize the developments fully for want of a full fledged IT related activities at the Headquarters. Now the services offered by the National Informatics Centre, Kochi is utilized by the Board for the operationalisation of the IT facilities. Development of the IT activities can be achieved at the desired level with an exclusive IT section headed by a qualified and experienced personnel.

Proposals for the XIth Five Year Plan

Trade Information Services

For a better planning and direction of the industry, it is essential to have upto date statistics and for the purpose, Studies/Surveys and Techno-Economic Feasibility Studies have to be organized so as to make available the details of production, consumption of raw materials, capacity of production, export, workers engaged in the industry, wages paid to them, the support the industry needs, tariff barriers, freight rates, training facilities available in the industry etc.

To assess the potential for the coir industry in the states like Goa, Tripura, Gaujrath, Assam, Maharashtra etc. and to formulate strategy for development of the industry it is essential to organize Techno-Economic Feasibility Studies.

With a view to ensuring regular feed back to the stake holders of the industry, a data bank in the name Centre of Excellence for Coir Trade is proposed to be established during this Plan period.

A comprehensive market intelligence support facility is essential for the coir industry which will be developed with the assistance of external resource persons, organizations, etc.

Trade facilitation centers will be established in major coir producing areas in order to provide technical support to the farmers, producers etc. and to disseminate the research and development activities to the industry.

Information Technology related services for Coir industry

The existing IT infrastructure available with the Board has to be upgraded by adding new hardware and also by developing software for financial accounting, showroom accounting etc.

The internet and intranet facilities have to be augmented by providing interconnectivity to Board's sub-offices. Video Conferencing facility with Head Office will be provided to all sub-offices. The e-trading facility will be promoted in coir industry.

It is essential to expand the present portal site of the Board by linking the website with that of other organizations engaged in the coir industry. It is also proposed to develop facilities for window web-shopping, mail order, etc. to generate Market Intelligence. It is also necessary to develop activities for familiarizing coir products through search engines and hyperlinking from other sites and also providing Adlink facility for the stake holders of the industry.

Economic Research

With a view to improve the market prospects of coir products and for formulating strategies for improving the productivity, production techniques, and product diversification, market research studies will be organized.

Country/ product-wise, product wise studies are proposed to be organised during the 11th Plan for promoting coir and coir products in the international market.

Human Resource Development Training

A well structured human resources development programme is proposed to be implemented during the 11th Plan period for the Board's officials, stake holders of the industry, manufacturers, coir workers, and major market players.

Infrastructure and Administration

It is proposed to construct a multi storeyed building having three to four floor for providing accommodation to Secretary, Coir Board/ Guest House. Coir Board has already acquired 10 cents of land for this purpose. A part of the proposed building will also be utilized for holding various meetings and conferences for which appropriate rent will be levied from organizations utilizing the facility. This will help in promoting revenue generation. The other components included under the scheme are implementation of official language, meeting the expenditure towards salary under

plan and to supplement the additional funds required for meeting pension of Coir Board staff retiring on superannuation.

Financial Outlay (Rs. crores)

Sl. No.	Schemes	2007-08	2008-09	2009-10	2010-11	2011-12	Total
1	Trade Information Services	1.40	1.55	1.70	2.00	2.10	8.75
2	IT related services for coir industry	2.25	3.10	3.85	3.95	4.90	18.05
3	Economic Research	1.00	1.20	1.40	1.70	1.90	7.20
4	Human Resource Development Training	0.40	0.45	0.85	0.70	0.80	3.20
5	Infrastructure and administration	1.00	1.15	1.15	1.20	1.25	5.75
	Total	6.05	7.45	8.95	9.55	10.95	42.95



Physical Target

SI.No.	Schemes	2007-08	2008-09	2009-10	2010-11	2011-12
1	Trade Information Services	Surveys – 4 Techno Economic Feasibility Study – 4 Other Studies - 4 (on the various factors affecting the coir trade)	Surveys – 3 Techno Economic Feasibility Study – 4 Other Studies – 2 (on the various factors affecting the coir trade)	Surveys – 2 Techno Economic Feasibility Study – 2 Other Studies – 6 (on the various factors affecting the coir trade)	Coir industry census – 4 states Techno Economic Feasibility Study – 2 Other Studies - 4 (on the various factors affecting the coir trade)	Surveys – 2 Coir industry census – 4 states Techno Economic Feasibility Study – 2 Other Studies - 2 (on the various factors affecting the coir trade)
2	IT related services for coir industry	Purchase of Hardware (as per requirement), including Video Conferencing System Purchase of Software for the various activities of the Board Computerisation of Financial Accounting, Showroom Accounting, Office Administration – Phase I	Purchase of Hardware (as per requirement), including Video Conferencing System Purchase of Software for the various activities of the Board Computerisation of Financial Accounting, Showroom Accounting, Office Administration – Phase I Formulation of a Digital Library	Purchase of Software for the various activities of the Board Computerisation of Financial Accounting, Showroom Accounting, Office Administration – Phase II Purchase of Hardware – new generation Personal Computers and Laptops.	Computerisation of all official activities for making Head Quarters, a Paperless office Phase - I	Computerisation of all official activities for making Head Quarters, a Paperless office Phase - II
3	Economic Research	Market Research Studies – 4 Commodity Studies – 2 Operationalisation of Centre for Excellence for coir trade Quality Improvement Programmes – 6	Market Research Studies – 4 Commodity Studies – 2 Quality Improvement Programmes – 6 Establishment of Trade Facilitation Centres attached to five Regional Offices.	Market Research Studies – 4 Commodity Studies – 2 Quality Improvement Programmes – 6	Market Research Studies – 4 Commodity Studies – 2 Quality Improvement Programmes – 6	Market Research Studies – 4 Commodity Studies – 2 Quality Improvement Programmes – 6
4	Human Resource Development Training	Training Programmes for 100 officials Awareness programmes (6 work-shops) Two workshops for the benefit of the trade and industry.	Training Programmes for officials Awareness programmes (6 work-shops) Two workshops for the benefit of the trade and industry.	Training Programmes for officials Awareness programmes (6 work-shops) Two workshops for the benefit of the trade and industry.	Training Programmes for officials Awareness programmes (6 work-shops) Two workshops for the benefit of the trade and industry. In-house training for Board's officials	Training Programmes for officials Awareness programmes (6 work-shops) Two workshops for the benefit of the trade and industry. In-house training for Board's officials

Justification for continuance of the scheme

As coir industry is a rural labour intensive industry, expansion of its activities is highly essential for promoting this sector, to generate employment and also for empowering the weaker gender of the society and for bringing them to the main stream for which implementation of various programmes as suggested above and its continuation is unavoidable.

Evaluation of the Scheme

As desired by the Ministry of MSME, Coir Board had engaged the Centre for Research, Planning and Action, New Delhi for undertaking an evaluation of the programmes implemented under this scheme during the Xth Five Year Plan. The Centre in its report made a brief recommendation for strengthening the organisational structure at Head Quarters and to improve the Trade Information System and the Information Technology to make it more effective. The recommendations, particularly pertaining to strengthening of the system in the HQ with addition of more qualified professional staff are being examined for making suitable proposals to the Govt. The need for qualified statistician and economists for organising studies and surveys is an important recommendation of the centre. Strengthening of Coir Trade Information Centre with more staff, induction of a professional Statistician to take care of the statistical activities of the Board, appointment of Statistical Advisor, Economic Officer, Deputy Director and Statistical Investigators having qualification in statistics/ economics are other recommendations of the centre.

Expenditure during Xth Plan

During the Xth plan period an amount of Rs.9.04 crores was incurred towards implementation of various programmes under this scheme. The year wise break up of expenditure is indicated below.

Year	Expenditure in Rs. crores
2002-2003	1.04
2003-2004	1.22
2004-2005	1.13
2005-2006	2.48
2006-2007	3.17
Total	9.04

Approval of the SFC required

Approval of the SFC/ EFC is required for continuing the programmes with additional modules suggested under Trade and Industry Related Functional Support Services for the 11th Plan period with a total financial outlay of Rs. 42.95 crores.