



# Export of coir and products

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Coir Board has targeted to double the export of coir and coir products from India within the next three years. During 2015-16, the growth percentage of exports, compared to the previous year, was 20 in terms of quantity and 16.6 in terms of value. During 2016-17 the growth percentage was increased to 27.3 in terms of quantity and 20 in terms of value. There has been an increasing trend in the exports of coir and coir products year to year, it is expected that the trend will continue during the coming years also.

The total export of coir and coir products during the last three years are as under:

Years	2014-2015	2015-2016	2016-2017
Quantity (In Metric Tonnes)	626666	752020	957045
Value (Rs. in lakhs)	163033.77	190142.52	228164.82

In order to boost the export of coir and coir products, the Coir Board plans to implement vigorous and target oriented export market promotion programmes. The programme titled “Export Market Promotion” under the ongoing plan scheme, Coir Vikas Yojana envisages to promote and make Indian Coir products competitive in the global market. The promotional measures undertaken by Coir Board, inter alia include participation in international trade fairs and conferences within India and abroad, providing External Market Development Assistances to the coir entrepreneurs /exporters for meeting the expenses of air fare and stall rent for participation in international fairs, undertaking publicity propaganda besides sponsoring market delegations, undertaking demonstration projects on the functional applications of coir and organizing warehousing facilities to cater to the requirements of products in small quantities, for creating the market pull for coir products in the global market. Under these programmes, financial subsidy and technical support for setting up of coir industrial units and marketing of their products are provided to the coir workers and entrepreneurs. In addition, Coir Board has been implementing an Insurance Scheme for the coir workers of the country against death and disablement caused by accident. Under the scheme, the entire premium amount of coir workers of the country was borne by Coir Board. The scheme has been merged with Pradhan Mantri Suraksha Bima Yojana (PMSBY).

This Press Release is based on information given by the Minister of State for MSME Shri Giriraj Singh in a written reply to a question in Rajya Sabha on 26.07.2017 (Wednesday).

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