

**1<sup>st</sup> Day**  
**"International Coir Tech Expo – 2012"**  
**On 12th August, 2012**



The International Coir Tech Expo was inaugurated on 12th August, 2012 by Shri Oommen Chandy, Hon'ble Chief Minister of Kerala at a function presided over by Shri Valayar Ravi, Hon'ble Union Minister for Overseas Indian Affairs, MSME and Science and Technology . Prof. G. Balachandran, Chairman, Coir Board welcomed the gathering. He said that the Coir Board in its glorious 59 years of existence has dedicated a good number of innovative products, machineries and technologies to the coir industry through R&D. He added that the Coir Board proposes to transfer the technologies free of cost to all those who evince interest so that the



industry will be modernized over a period of time. In his presidential speech, Shri Vayalar Ravi said that traditional coir industry in Kerala has kept away from adopting modern methods of production and this has been hindering the progress of this industry. He added that if we want to expand our volume of business the coir products should be made more attractive and thereby acceptable to the customers. He informed that for the XIIth Plan period, an allocation of Rs.870 cores has been proposed for coir industry which was only Rs.282 Cores during the XIth Plan. Shri. Vayalar Ravi congratulated the Coir Board in

achieving an over all export figures of ` 1,052 crores during 2011-12. He said that the exporters should be complemented for their hard work but he has expressed his concerns over the present plight of the small scale manufacturers and coir workers in Kerala. Shri Vayalar Ravi informed that the REMOT Scheme is a boon to coir sector but the implementation of the



Scheme was tardy. He cautioned that unless we rectify the mistakes committed, the Scheme may not yield desired results. Shri Oommen Chandy, in his inaugural address opined that coir industry is on the threshold of a resurgence caused by the technological advancements. The Government of Kerala is ready to extend all support to the coir industry in the state and there is

a need to attract more workers to the mechanized sector of this industry. The Coir Technology Manual brought out by Coir Board was released by Shri Shri K.C. Venugopal, Hon'ble Union Minister of State for Power. Shri K. Babu, Hon'ble Minister for Excise, Fisheries & Ports, Govt. of Kerala inaugurated the exhibition. S/Shri K.P. Dhanapalan, M.P, Ramasubbu, M.P, Hybi Eaden, MLA, Benny Behanan, MLA, Dominic Presentation, MLA, Anwar Sadath, MLA, Shri Eldose Kunnappally, President, District Panchayath, Shri N. Venugopal, Chairman, GCDA, Shri Subrata Hazarika, Vice Chairman, Coir Board etc. spoke on the occasion. Shri M. Kumara Raja, Secretary, Coir Board proposed vote of thanks.



A craft competition using coir fibre of different colours was organized for the benefit of school children so as to make them aware of the coir fibre and its products. The competition was inaugurated by Shri Ramesh, Chennithala, MLA in the afternoon of 12<sup>th</sup> August, 2012. There were 70 participants in the competition organised for children of various schools

in Ernakulam district. All of them were provided with required quantities of coir fibre dyed in different colours. A judging panel consisting of S/Shri Yesudasan, M.V. Devan and Thomas Antony selected the winners of the competition.

An inter-collegiate Coir Fashion Show competition was organised in the evening in association with the Club FM 94.3 for popularising coir among the younger generation. All the teams participated in the competition in a spirited manner wearing coir products as dress material/ornaments/handicrafts etc. The show was much appreciated by the general public and the potential of coir for use as a trendy dressing material was revealed vividly through the show. A few professional models also took part in the Coir fashion show.

