



A STUDY ON ROLE OF GOVERNMENT AND IT'S AGENCIES IN THE DEVELOPMENT OF COIR INDUSTRY

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Abstract

As the Coir Board enters the sixth decade of its operations, there is also the satisfaction that coir exports are actually looking up, a big turnaround from the days of a disappointing decline in the performance of Indian coir in world markets. The Centre and State agencies are playing a vital role for the development of coir industry such as Coir Board, Micro, Medium and Small Enterprise (MSME), the National Co-operative Development Corporation (NCDC), Tamil Nadu State Coir Co-operative Marketing Federation Limited (TANCOFED), Tamil Nadu Industrial Co-operative Rubberised Coir Products Ltd. (INCOFOM) and Department of Industries and Commerce and Government of Tamil Nadu. With the great efforts of Coir Board and the various industry stakeholders, the Indian coir sector has been able to launch a diverse array of coir products in recent years, ranging from coir pith and coir geo-textiles to rubber-backed coir mats and coir composite boards.

Key Words: *Development, Stake Holder, Coir Products, Government Agencies, Etc.*

Introduction

The strategy of the Second Five Year Plan was to build up the industrial base of the country by concentrating on heavy industries with long gestation periods and also to meet the needs of minimum consumption and employment by promoting Micro, Small and Medium enterprises. Micro, Small and Medium enterprises generate production at low capital, utilizing indigenous raw materials and local skills, maintaining balanced regional growth and preventing the migration of labour from rural to urban areas.

The coir industry is one of the most important traditional small enterprises in India which provides employment to about 6.5 lakhs of people and earns foreign exchange to the tune of Rs.807.07 crores in 2010-11 (Coir Board, Annual Report, 2010-11). The development of coir industry has taken place in areas where there is concentration of coconut cultivation and availability of coconut husks.

The Centre and State agencies are playing a vital role for the development of coir industry such as Coir Board, Micro, Medium and Small Enterprise (MSME), the National Co-operative Development Corporation (NCDC), Tamil Nadu State Coir Co-operative Marketing Federation Limited (TANCOFED), Tamil Nadu Industrial Co-operative Rubberised Coir Products Ltd. (INCOFOM) and Department of Industries and Commerce and Government of Tamil Nadu. The Coir Board is playing an important role in promoting the overall development of the coir industry and improving the living conditions of the coir workers. With this background the present paper analysed the role of Government and it's agencies in the development of Coir Industry.

Agencies for the Development of Coir Industry in India

I. Coir Board

Coir Board is a statutory body set up by the Government of India under an Act of Parliament (Sec. 45) of 1953 for promoting the overall development of the coir industry and improvement of the living conditions of the workers engaged in coir industry in India as a whole. The Board presently is under the administrative control of the Ministry of Industry and Ministry of Micro, Small and Medium Enterprises, Government of India. The present Board thus consists of a chairman and 26 members representing various interests. The Board is entrusted with the responsibility of motivating and guiding the coir producers and manufacturers in the country.

Mission of the Board

Mission of the Coir Board is overall development of the coir industry through:

- a) Research, development and extension
- b) Modernization and quality upgradation of the product
- c) Improving market facilities
- d) Human resources development and
- e) Improvement in the quality of life of all who are engaged in the coir industry.



Objectives of the Board

The objectives of the Board are as follows:

a. Social Objective

To improve the living conditions of workers and manufactures in Coir Industry.

b. Economic Objective

To generate additional employment opportunities, encourage production of quality products for the export and domestic markets and to facilitate reasonable returns to producers and exporters.

c. Overall Objective

To create active collaboration with all stakeholders for making self-reliant environment for healthy and sustainable growth of the industry.

Functions of Coir Board

The main functions of the Coir Board are given below:

1. It shall be the duty of the Board to promote such measures as it thinks fit for the development of coir industry under the control of the Central Government.
2. Without prejudice to the generality of the provisions of Sub Section (1), the measures referred to therein may relate to:
 - a. Promoting exports of coir yarn and coir products and carrying on propaganda for that purpose;
 - b. Regulating, under the supervision of the Central Government, the production of husks, coir yarn and coir products by registering coir spindles and looms for manufacturing coir products as also manufacturers of coir products, licensing exporters of coir, coir yarn and coir products and taking such other appropriate steps as may be prescribed;
 - c. Undertaking, assisting or encouraging scientific, technological and economic research and maintaining and assisting in the maintenance of one or more research institutes;
 - d. Collecting statistics from manufacturers of, and dealers in, coir products and from such other persons as may be prescribed on any matter relating to coir industry, the publication of statistics so collected or portions thereof or extracts there from;
 - e. Fixing grade standards and arranging, when necessary for inspection of fibre coir yarn and coir products;
 - f. Improving the marketing of coconut husk, coir fibre, coir yarn and coir products in India and elsewhere and preventing unfair competition.
 - g. Setting up or assisting in the setting up of factories for the producers of coir products with the aid of power;
 - h. Promoting co-operative organization among producers of husks, coir fibre and coir yarn and manufacturers of coir products;
 - i. Ensuring remunerative returns to producers of husks, coir fibre and coir yarn and manufacturers of coir products;
 - j. Licensing of retting places and warehouses and otherwise regulating the stocking and sales of coir fibre, coir yarn and coir products both for the internal market and for exports;
 - k. Advising on all matters relating to the development of the coir industry; and
 - l. Such other matters as may be prescribed.
3. The Board shall perform its functions under this Section in accordance with and subject to such rules as may be made by the Central Government.

Constitution of the Board

Section 4 of the Coir Industry Act 1953 empowers the Central Government to constitute the Coir Board with membership not exceeding 40. The present Board thus consists of a chairman and 26 members representing various interests represented on the Board are as follows:

- a) Growers of coconut and producers of husks and coir yarn.
- b) Persons engaged in the production of husks, coir and coir yarn and in the manufacture of coir products.
- c) Manufacturers of coir products.
- d) Dealers in coir, coir yarn and coir products including both exporters and internal traders.
- e) Parliament – two members to be elected by the Lok Sabha and one to be elected by the Rajya Sabha.
- f) Government of principal coconut growing states.
- g) Such other persons or class of persons who in the opinion of Central Government ought to be represented on the Board.

Section 8 of the Act empowers the Board to constitute an Executive Committee and other committee for exercising any power discharging duties of the Board.



Activities of the Coir Board

The activities of the Coir Board are as follows:

1. Training
2. Research and development
3. Co-operativisation
4. Quality upgradation
5. Domestic market promotion
6. Export market promotion

1. Training

With the development of coir industry in the various coconut growing states, there is more requirement for skilled manpower. The Board has set up the following training institution to impart training in coir processing and manufacture of value added products.

- a. National Coir Training & Design Centre, Kalavoor, Alleppey
- b. Regional Extension Centre, Thanjavur
- c. Training is being imparted through the Field Training Centres of Regional Offices at Pollachi in Tamil Nadu, Bangalore in Karnataka, Rajahmundry in Andhra Pradesh, Bhubaneswar in Orissa and Trivandrum in Kerala.

2. Research and Development

The overall objective of the Science and Technology Schemes of the Coir Board is to undertake research investigation on various aspects of coir industry covering developed and improved method of extraction of coir and processing of coir fibre and yarn, product betterment and diversification, design development, identification of new areas for potential utilization of coir, coir waste and other areas which contribute to the promotion and development of coir industry. The Coir Board also focuses on quality betterment and high productivity.

The Central Coir Research Institute (CCRI), Kalavoor, Alleppey and Central Institute of Coir Technology (CICT), Bangalore, are the two research institute through which the Coir Board has implemented the Science and Technology Programmes.

3. Co-operativisation

The main intention of the scheme of co-operativisation in coir industry is to assist the formation of viable coir co-operative societies and revitalization of the potentially viable and dormant societies and bringing up the coir workers under the co-operative field, so that the quality and quantity of production improves, workers get better wages and full employment and there is a high growth in coir sector. Protecting the workers against middlemen is another important objective of this scheme.

4. Quality Upgradation

The Coir Board has been organising Quality Improvement Programmes (QIPs) every year to motivate entrepreneurs to take up coir production and to create quality consciousness among the coir workers in various processing activities viz., spinning, dyeing and on improving the quality of yarn and coir products.

Under the quality up gradation scheme of the Coir Board, the following programmes are implemented.

- a) Quality camps
- b) Common facility centres
- c) In plant inspection
- d) Loom sheds
- e) Awards

5. Domestic Market Promotion

The Domestic Market Promotion includes efforts for enhanced sale of coir products through Board's showrooms and sales outlets and also popularizing coir and coir products by way of publicity, organizing exhibitions in different parts of the country, through audio and visual media, sales campaign, press advertisements and through pamphlets, etc.

6. Export Market Promotion

Export Promotion is one of the important programmes being implemented by the Coir Board for sustainable development of the industry. Under this programme, the Board in associated with trade and industry, is participating in major international fairs / exhibitions on a country / product specific basis, product promotion programmes, catalogue shows, extending external market development assistance to exporters, etc.



II. Micro, Medium and Small Enterprise (MSME)

Micro, Medium and Small Enterprise (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian Economy over the last five decades. The main objective of MSME is to provide employment, industrialization of rural and backward areas and thereby reducing regional imbalances and making equitable distribution of national income and wealth. To promote rural industry Ministry of Micro, Small and Medium Enterprise has two schemes like Scheme of Fund for Regeneration of Traditional Industries (SFURTI) and Rejuvenation, Modernisation and Technology Up gradation of Coir Industry (REMOT)

III. The National Co-operative Development Corporation (NCDC)

The National Co-operative Development Corporation (NCDC) was established by an Act of Parliament in 1963 as a Statutory Corporation under the Ministry of Agriculture. NCDC has provided an assistance of Rs. 316.26 lakh to the government of Tamil Nadu for the implementation of phase-I of integrated coir development project, with an approved project outlay of Rs.411.34 lakh. Under the project, fibre extraction, automatic yarn spinning, semi automatic looms and geo-textile units have been installed by 20 industrial coir cooperative societies and margin money assistance to Tamil Nadu State Coir Co-operative Marketing Federation (TANCOFED) have been provided. The subsidy assistance of Rs.84.24 lakh has also been provided by the Coir Board for the implementation of the project.

IV. Tamil Nadu State Coir Co-operative Marketing Federation Limited (TANCOFED)

TANCOFED is an Apex organization started in the year 1984 with its head quarters at Chennai. The main object of Tamil Nadu State Coir Co-operative Marketing Federation Limited is to improve the marketing avenues of coir and coir products produced by the Primary and Central Coir Marketing Societies in Tamil Nadu.

V. Tamil Nadu Industrial Co-operative Rubberised Coir Products Ltd. (INCOFOM)

Tamil Nadu Industrial Co-operative Rubberised Coir Products Ltd. at Palayamkottai, in the District of Thanjavur called as "INCOFOM" is the first venture in co-operative sector manufacturing rubberised coir products in the country. The capacity of the unit is 250 tonnes per annum and the cost of the project was Rs. 138.75 lakh.

VI. Department of Industries and Commerce, Government of Tamil Nadu

The primary objective of the Department is to promote Micro, Small and Medium Enterprises, Cottage Industries particularly Coir Industry. The development of coir industry is monitored by Secretary, Industries Department, Government of Tamil Nadu. The Department is providing the marketing assistance through the apex societies. It is also co-ordinating with Coir Board Regional Office, Pollachi in organizing the skill development programmes in various places of the State. An Integrated Coir Development Project has been launched with a cost of Rs.461.94 lakh for modernisation of the coir industry in 21 Primary Coir Co-operatives. In the recent years, all societies have been managed by Special Officers deputed from the Industries Department.

Conclusion

As the Coir Board enters the sixth decade of its operations, there is also the satisfaction that coir exports are actually looking up, a big turnaround from the days of a disappointing decline in the performance of Indian coir in world markets. With the great efforts of Coir Board and the various industry stakeholders, the Indian coir sector has been able to launch a diverse array of coir products in recent years, ranging from coir pith and coir geo-textiles to rubber-backed coir mats and coir composite boards.

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