

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO.3620
TO BE ANSWERED ON 03.04.2023

PROMOTION OF COIR PRODUCTS IN THE COUNTRY

3620. SHRI SANJAY RAUT:

Will the Minister of MICRO SMALL AND MEDIUM ENTERPRISES be pleased to state :

- (a) whether sale of coir and coir products is through Coir Board showroom and sales outlets;
- (b) if so, the number of outlets which Government has set up throughout the country for selling coir products;
- (c) whether the reach of coir products is very limited and confined to only Metros and major cities and if so, steps Government will take to tap domestic market which has huge potential for coir products; and
- (d) whether there is any proposal to increase the number of outlets, if so, the details thereof?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI BHANU PRATAP SINGH VERMA)

(a) & (b): Yes, Sir. Coir Board is running a total number of 29 Showrooms and one exclusive handicrafts outlet in popularizing and marketing of coir products all over India.

(c): No, Sir. Coir products are available in all parts of the country. In order to boost the marketing of coir products, Coir Board takes part in Exhibitions in various part of India which covers participation in remote areas too. Coir Board encourages Franchises so as to reach the products in places where availability of the coir products are rare. Coir Board has taken action for the mandatory procurement of Coir Geo Textile in bio-engineering applications including rural road construction through Pradhan Mantri Gram Sadak Yojana (PMGSY) and slope embankment protection, erosion control, through Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) product procurement through Coir Board Showrooms.

(d): Coir Board has taken up with other Central/State Government Organization to provide space for setting up of new Showrooms.
