

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 2286
TO BE ANSWERED ON 24.12.2018

COIR PRODUCTS OUTLETS

2286. SHRI G.M. SIDDESHWARA:

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

- (a) whether the domestic market for the coir and coir products is large enough to consume the entire coir production on an annual basis;
- (b) if so, the details thereof including the number of outlets which the Government has set up throughout the country for selling the coir products;
- (c) whether it is a fact that most of the outlets are in a miserable condition and need immediate renovation and if so, the details thereof and the remedial steps taken by the Government in this regard; and
- (d) whether there is any proposal to increase the number of outlets, if so, the details thereof?

ANSWER

MINISTER OF STATE (INDEPENDENT CHARGE)
FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a)&(b): The Domestic market includes sale of coir and coir products through Coir Board's Showrooms and sales outlets. Coir Board has 29 outlets throughout the Country for selling coir products. The list of Showrooms is at Annexure. However, the reach of the coir products in India is very limited and confined to only Metros and major cities. Considering the vast geographical area available in India and the huge population, it is expected that the domestic market potential available in India is large enough to consume the entire coir production on annual basis.

(c)&(d): Most of the Coir Board's Showrooms are old and need renovation. The Board has already completed renovation of its Showrooms at Indore, Navi Mumbai, Lucknow, Patna and Trivandrum. The renovation work of its Showrooms at Jammu, Jaipur, Ahmedabad and Chennai has already been initiated. The Board has no plan to set up new showrooms but, the Board is in the process of setting up of a network of franchisees connected to the Supplier base through a Marketing Portal, which will increase the reach of the product.

Annexure referred to in reply to part (a) & (b) of the Lok Sabha Unstarred Question No. 2286 for answer on 24.12.2018.

Coir Board Showrooms & Sales Depots

Sl.No.	Name of Showrooms
1	AGARTALA
2	AHMEDABAD
3	ALLAHABAD
4	BANGLORE
5	BHUBANESWAR
6	CHANDIGARH
7	CHENNAI
8	DEHRADUN
9	ERNAKULAM
10	GANGTOK
11	GUNTUR
12	GUWAHATI
13	HYDERBAD
14	INDORE
15	JAIPUR
16	JAMMU
17	KANPUR
18	KOLKATTA
19	LUCKNOW
20	MADURAI
21	NAVI MUMBAI
22	NEWDELHI (CONNAUGHT PLACE)
23	NEWDELHI(NEHRU PLACE)
24	PALAKKAD
25	PATNA
26	TRICHUR
27	TRIVANDRUM
28	VARANASI
29	VISAKHAPATANAM