

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 2188
TO BE ANSWERED ON 04.07.2019

GUIDELINES TO COIR BOARD

2188. SHRI AJAY MISRA TENI:

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

- (a) whether the Government has issued guidelines to Coir Board for not selling their products through their shopping centres and the products are not being made available to them for sale;
- (b) if so, the benefits likely to accrue to the Government as a result thereof;
- (c) whether the Government is considering to privatise showrooms/ shopping centres with large turnover; and
- (d) if so, the details thereof and the reasons therefor?

ANSWER

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI NITIN GADKARI)

(a)&(b): The Government has not issued any guidelines to Coir Board for not selling coir products through its Showrooms and for products not being made available to them for sale. Coir Board was in the process of revamping its showroom sales strategy as part of which the piled up damaged and dead stock has been liquidated. The face-lifting of the showrooms is being carried out on a priority basis. The showrooms of Coir Board are conducting sales. The Showrooms have been divided into 5 Zones as East, West, North, South & Central Zones. Each zone is being lead by one Zonal Director assisted by one Assistant Zonal Director.

Suitable efficient Managers have been designated as Zonal Directors and Assistant Zonal Directors. The showrooms are pursuing vigorous sales of coir products. Coir Board is in the process to set up a franchisee network throughout India through an online marketing portal and connecting the franchisees with the suppliers through the portal for increasing the reach of the products.

(c)&(d): The Government is not considering any proposal to privatize Showrooms/ Shopping Centres with large turnover.
