

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO.49
TO BE ANSWERED ON 02.02.2023

SALE OF COIR PRODUCTS

49. SHRIMATI SANGEETA KUMARI SINGH DEO:
DR. JAYANTA KUMAR ROY:

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

- (a) whether sale of coir and coir products is done through Coir Board showroom and sales outlets;
- (b) if so, the number of outlets set up throughout the country;
- (c) whether the reach of the coir products is very limited and confined to only metros and major cities and if so, the details thereof;
- (d) whether the Government would take the steps to tap domestic market which has huge potential for coir products and if so, the details thereof;
- (e) whether most of the outlets are in a miserable condition and need immediate renovation and if so, the details thereof along with the remedial steps being taken by the Government in this regard; and
- (f) whether there is any proposal to increase the number of outlets and if so, the details thereof?

ANSWER

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

- (a) & (b): Yes, Coir Board is marketing coir & coir products through Coir Board Showroom & Sales outlets. 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): Coir and coir products are sold through Coir Board showrooms/outlets to customers belonging to almost all parts of the country including metro and major cities as well as rural areas also.
- (d): Coir Board is taking 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 (MG NREGA) product procurement through Coir Board Showrooms. Coir Board takes part in Exhibitions in various part of India and Portal based marketing system is underway to increase the reach of the product even in remote areas. Coir Board has taken steps for bringing in quality and innovative coir products for various application viz., coir buttons, coir pots etc., As a part of innovation Coir Board has developed coir reinforced injection moulded propylene composites products such as Garden pots, cloth hangers, chairs, stool etc., in collaboration with Central Institute of Petrochemical Engineering and Technology (CIPET), Kochi. Board has also developed fully green bio-degradable coir reinforced composite products like Automotive interior covers, ID card holder etc.
- (e) & (f): Coir Board has taken steps to renovate and upgrade few showrooms and also increase more number of showrooms to enhance the sales.
