

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 2960**  
TO BE ANSWERED ON 08.08.2024

**COIR PRODUCTION**

2960. SHRI C N ANNADURAI:  
SHRI NAVASKANI K:  
SHRI SELVAM G:  
DR. JAYANTA KUMAR ROY:

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

- (a) whether the Government has not been able to create infrastructure for domestic market to consume the entire coir production on an annual basis, if so, the details thereof and the reasons therefor;
- (b) whether sale of coir and coir products is done through Coir Board showroom and sales outlets;
- (c) the total number of outlets which the Government has set up and number of outlets allotted to SC/ST and other weaker section of the society throughout the country for selling the coir products;
- (d) whether 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;
- (e) whether the reach of the coir products is very limited and confined to only Metros and major cities and if so, the details thereof;
- (f) whether the Government would take the steps to tap domestic market which has huge potential for coir products and if so, the details thereof;
- (g) whether the Government has taken steps to popularize and ensure availability of coir products throughout the country, if so, the steps taken in this direction;
- (h) the other steps taken by the Government to create infrastructure for domestic market to consume the entire coir production; and
- (i) 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  
(SUSHRI SHOBHA KARANDLAJE)

(a) to (c): The Coir Board has established 29 Showrooms and 01 exclusive handicrafts outlet in the country for promoting the sales of coir and coir products in domestic market. The outlets are not allotted as per SC/ST category however, coir products from artisans belonging to all categories, including SC/ST, are sold in the coir sales outlets.

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(d): The Coir Board renovates its showrooms periodically and on need basis. The renovation work has been completed in showrooms at Indore, Navi Mumbai, Lucknow, Patna, Trivandrum and Varanasi. The showrooms at Jammu, Jaipur, Ahmedabad, Mumbai, and Chennai are under renovation.

(e): The reach of the coir products is not limited and confined to only Metros and major cities. The Board participates in exhibitions in small towns and tribal areas for making coir and coir products accessible to consumers. The Board's showrooms are functioning in metros and major cities due to potential of higher sales.

(f) & (g): Coir Board has established 29 Showrooms and 01 exclusive handicrafts outlet throughout the country and following steps have been taken to popularize and ensure availability of coir products throughout the country:

- i. Regular publicity campaigns for various coir products.
- ii. Training programs for young coir artisans and women.
- iii. Participation in national and international exhibitions.

Coir Board has formulated a marketing strategy with a view to promote the sale of coir and coir products in the domestic market and achieve a substantial leap in the sales through showrooms. Coir Board has implemented various measures and reforms such as procurement strategy, discount strategy for bulk sales & festival season, appointment of business development advisors for boosting the sales, publicity efforts like advertising through local cable network, ads on FMs, social media, etc.

(h): As replied at (a) above.

(i): At present, there is no proposal for increasing the number of outlets.

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