

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 1704
TO BE ANSWERED ON 05.12.2024

COIR PRODUCTS

1704. SHRI AZAD KIRTI JHA:

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

- (a) whether the Government has taken any steps to implement a scheme designed to increase the domestic market potential of coir products during the last three years and if so, the details thereof;
- (b) whether any schemes have been launched to utilize the market for eco-friendly coir products through blending of coir fiber with natural fibers and if so, the details thereof; and
- (c) whether any support has been extended to coir workers and entrepreneurs to enhance the marketability of coir products domestically and if so, the details thereof?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SUSHRI SHOBHA KARANDLAJE)

(a) & (c): Yes. Domestic Market Promotion (DMP) component of Coir Vikas Yojana (CVY) focuses on promoting domestic market potential by organizing exhibitions, sale of coir products through showrooms and sales outlets, popularizing coir and coir products by way of wide publicity through print, electronic media, etc. besides, providing financial support to the State Governments under Market Development Assistance (MDA) component for further assistance to the Co-operative Societies, Public Sector Enterprises (PSEs) etc. Details of various activities undertaken under DMP during last three years are annexed as Annexure-I.

(b): The Domestic Market Promotion component of Coir Vikas Yojana promote and develop the market for coir and eco-friendly coir products such as, mats, carpets, ropes and other articles in blending with natural fibers.

Annexure-I

Annexure referred to in reply to part (a) & (c) of Lok Sabha Unstarred Question No. 1704 due for reply on 05.12.2024.

Details of various activities under Domestic Market Promotion component of Coir Vikas Yojana (CVY) during last three years.

(Rs. in Lakhs)

Year	Nos. of exhibitions participated	Sales through Showrooms	Fund released as Market Development Assistance (MDA)	Fund utilized for publicity activities
2021-22	74	1648.35	959.61	245.55
2022-23	97	1939.18	688.05	200.21
2023-24	94	1987.92	386.20	416.87