

**GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA**

UNSTARRED QUESTION NO:1907
ANSWERED ON:05.12.2006
COIR BOARD NO
Fanthome Shri Francis

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

- (a): whether a Coir Trade Information Centre has been established at Coir Board, Kochi;
- (b): if so, the details thereof;
- (c): the details of the facilities provided at the centre for the benefit of the coir trade; and
- (d): the details of benefits envisaged by setting up of this centre?

Answer

MINISTER OF SMALL SCALE INDUSTRIES & AGRO AND RURAL INDUSTRIES (SHRI MAHABIR PRASAD)

(a): Yes, Sir.

(b): In order to provide Information Technology (IT)-enabled services to the coir industry, a Coir Trade Information Centre

(CTIC) was set up at the Coir Board headquarters at Kochi in September 2001. The Centre was set up with the technical support of National Centre for Trade Information (NCTI), New Delhi, a joint venture company of the India Trade Promotion Organisation

(ITPO) and National Informatics Centre (NIC).

(c): CTIC functions as a support service centre to provide useful information on trade and industry related matters to all concerned. The centre collects and stores trade information from national and international sources and other secondary data sources and disseminates it to the trade and industry as well as others seeking such information. CTIC also provides information on outcome of research undertaken in the Coir Board's research institutes, product information, details of schemes and services of the Coir Board, etc. An informative website has also been developed for the benefit of trade and industry.

(d): One of the important benefit of the CTIC is that visitors can access trade information through a `single window` operation. The centre provides the following benefits to the coir trade and industry`

- The coir portal website developed and maintained by the Centre provides up-to-date information to the trade and industry.
- The centre functions as a reference centre for coir trade and caters to the needs of academic and trade interests.
- The trade enquiries received by the centre are transmitted to all concerned in the coir trade.
- The centre periodically updates the data base of production, export, number of units, workforce, etc.