

**GOVERNMENT OF INDIA  
MICRO, SMALL AND MEDIUM ENTERPRISES  
LOK SABHA**

UNSTARRED QUESTION NO:2266  
ANSWERED ON:23.11.2010  
MARKETING OF COIR PRODUCTS  
Owaisi Shri Asaduddin

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

- (a) whether it is a fact that the Coir Board has sought assistance from Sri Lankan government to evolve joint marketing strategy for marketing coir products globally;
- (b) if so, the details thereof;
- (c) whether a delegation from Sri Lanka visited India and had interaction with the senior officers of the Coir Board; and
- (d) if so, the details thereof along with the strategy chalked out by both the Governments for marketing of coir products globally?

**Answer**

MINISTER OF THE STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES  
(SHRIDINSHA PATEL)

- (a) to (c): No, Sir. However, a delegation headed by Shri Udalammatta Gamage, the Hon'ble Minister of Sports and Youth Affairs, Rural Industries and Rural Development, Tourism and Economic Development, Social Welfare from Sri Lanka on a study tour of coir industry visited Kerala from 16th to 18th September, 2010 and held discussion with the Chairman Coir Board and other senior officials on the development of coir industries.
- (d) In the meeting with Sri Lankan delegation, Coir Board highlighted that both the countries could work together to enhance their bargaining power in the international market and obtain competitive prices for coir products in the interest of both the countries.