



Government of Maharashtra



# MAGNETIC MAHARASHTRA

CONVERGENCE 2018  
Global Investors Summit - Feb 18-20

## MAHARASHTRA COIR POLICY - 2018



सत्यमेव जयते

Government of Maharashtra  
Department of Industries



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## 1. INTRODUCTION

In coastal area of the country Coir and coir based industries has been developed substantially. It is agro based export oriented cottage industry, which provides large employment. The coir and coco pit is derived from coconut husk and same is used as main raw material for making different useful products. Coconut producer pays very vital role in development of rural economy and social development. This sector is providing more no of employment opportunities to local populace especially to women from economically weaker section. State has a large coastline and more than 22,750 Hectares area is under coconut plantation comprising districts of Konkan Region. Although, the State has huge quantity of raw material availability required for coir industries, there is negligible consumption of husk for coir & coir based Industries, therefore there are huge potentials for development coir & coir base industries in the state.

State has taken various initiatives and announced industrial policy - 2013 for creating conducive atmosphere for industrialization & to become competitive at international level. The government has decided to form a dedicated policy for this sector for the overall economic development of rural areas and to bring the entrepreneurs of these sectors in the main stream of industrialization of the state.

## 2. COIR INDUSTRY - CHALLENGES

Coir industry is mainly dominated by women from economically weaker section. For the development of coir based industry, the skill development and entrepreneurship development are the key factors. Currently, utilization of coir plywood in construction and furniture manufacturing is negligible. Therefore, there is need of advance technology in this sector. The coir industry is agro based and labor oriented industry to sustain large number coir worker and improve this socio economic condition. The banks, financial institution should extend credits facilities at lower interest rate. In India only 22 % husk is used for coir industries therefore, there ample opportunities for the utilization of naturally available raw material.

## 3. COIR INDUSTRY - STATUS IN MAHARASHTRA

Maharashtra has a coastline of about 720 km. Coconut is predominantly grown in the coastal belt especially in Sindhudurg & Ratnagiri district of Konkan region including other parts of state. Annual availability of coconut husk is about 52000 MT. There is increase trend of coconut production, but coir & coir based the value added products are not been produced in the State. Presently only 27 Coir processing micro units are working in the state. Currently, Coir industry is at the fledgling stage with an estimated husk utilization of only 1%, much below the national average.

## 4. POLICY OBJECTIVES

- A. To promote & develop the rural entrepreneurship across the Konkan region of the state with view to creates more employment opportunities.



- B. Women entrepreneurship development and their empowerment through the value added coir products.
- C. To promote consumption of sustainable and ecofriendly coir products in India.
- D. To Established incubation Centre for speedy balance development of coir industries
- E. To encourage the higher cultivation of coconut by enhancing the utilization of coconut husk in the state.
- F. To developed market for coir and coir based products in domestic as well as International market. promote ecologically sustainable & eco friendly coir products.
- G. To promote coconut cultivation by maximum utilization of coconut husk available in the state.

## 5. POLICY TARGETS

- A. To create the 50,000 employment in the state in coir sector in the next five years.
- B. To enhance the the present utilization of coconut husk from 1% to 50% for manufacturing of coir and coir based products.
- C. To establish new 8000 coir based MSME's in Konkan region of the state.
- D. To establish five common facilities Centre for capacity building of coir based industries. Develop at least five CFC's for development of coir based industries under cluster development program of centre/ state.
- E. To establish Incubation and research development center at MAHACOIR (Maharashtra coir production, training and demonstration center), Kudal Dist. Sindhudurga.

## 6. POLICY INTERVENTIONS

In order to develop coir and coir based industries in the state, "Maharashtra State Coir Policy- 2018" suggests following Interventions:

- A. Improving Raw material availability
- B. Special Incentives scheme
- C. Enhancing competitiveness
- D. Skill development and entrepreneurship development in coir sector
- E. Assistance for market development and marketing

The coir policy proposed for development of coir and coir based industries in the state, especially in coastal belt has following main features.

- **Scope of Policy**

The Micro, Small & Medium enterprises having Udyog Aadhar Memorandum (UAM) under micro, Small & Medium enterprises development Act- 2006 and eligible enterprises under existing package scheme of incentives would be eligible for special incentives scheme under this policy.

- **Additional benefits under package scheme of incentives**

The coir industries in A and B zone will be eligible for benefits available for the industries in C zone. The coir industries in C and D zone will be eligible for benefits available for industries in D+ zone. The industries in D+ and no industrial districts will be eligible for the benefits available to industries in naxal affected area



- **Special Capital Incentives**

Taluka-wise classification under the package scheme of incentives new as well as expansion MSMEs will be eligible for special capital subsidy at the rate 30% to 35 % on the fixed capital investment limited to maximum Rs. 50 lacs. The capital subsidy will be disbursed in five equal annual installments from the date of commercial production.

Sr. No.	Classification of Talukas as per PSI- 2013.	Capital Subsidy (% fixed capital investment)	Maximum ceiling for Special Capital Subsidy (in Rs. lacs)
1.	A & B	30	20
2.	C	35	30
3.	D	35	40
4.	D+	35	50
5.	Non-Industry and naxal affected area	35	50

The industries are eligible for capital subsidy under other scheme of state government or Central government will be eligible for the benefits of the said scheme, however, the total admissible capital subsidy will be restricted up to 50%.

- **Enhancing Competitiveness**

- **Cluster Development**

Under the scheme of Maharashtra state industrial cluster development programme (MSI-CDP) five common facility centers will be established for coir based MSMEs. They will be provided assistance in the form of subsidy up to 90 % of the project cost. The funds required setting up common facility canters would made available from the budgeted provision of Industries Department.

- **Coir industries incubation, research and development**

The coir industries, Incubation, research and development Centre will be set up at (MAHACOIR) Kudal developed by Maharashtra Small Scale industries Development Corporation. MIDC would make available the necessary land / plot on priority as per the requirement for establishing and strengthening of this center. Budgetary provision of Rs. 10 Crores will be made for this.

- **Skill & Entrepreneurship development**

To promote the coir industries in the state syllabus as per the requirement of the Entrepreneur will be prepare with help of Maharashtra center for entrepreneurship development. These institutions will organize workshops and training for entrepreneurship development, management, professional and technical skill. For residential training program and non -residential training program financial assistance of Rs. 18,000 and Rs. 10,000 respectively for per trainee will be provided. For extending financial and technical assistance dovetailing of schemes of central and state government will be done.



- **Market development and Marketing Assistance**

- **Participation in Exhibitions**

Coir Entrepreneur will be given Incentives for participation in the domestic and international exhibitions and fairs to explore the market for coir products. Assistance / facilities would be provided for organizing visit of delegation to foreign countries & buyers / seller meet. Grant- in aid up to 75 % of space rent Maximum up to Rs. 0.50 lakh will be given for participation and Rs. 30.00 lacs in international Exhibitions.

- **Organizing Exhibitions**

The state level as well as National exhibitions, maximum duration of 5 days will be organized for promotion and trade of coir & coir based products manufactured the Coir Industries from the state. The special financial assistance would be made available with to approval of state level implementing committee.

- **Preferential Procurement**

The Government department will be directed to use coir products. The Government Departments like Agricultural and Soil Conservation, Public Work Department, water Conservation etc. shall be directed to use geo-textile product manufactured using coir. Procurement of Coco Pith from Coir Entrepreneurs will be made compulsory for Agriculture and Forest Department for Horticulture and Nursery. Necessary Amendment will be done in State procurement policy.

- **Setting up Exhibition-cum Sales center**

Permanent Exhibition-cum Sales center's will be established by the State government at least at 5 tourist location through MSSIDC for creating market for the Coir based industries. Identification of these locations will be done by State implementation committee. A fund of Rs. 5 Cr will be made available for creating these centers.

## **7. Management Framework**

A State Level Committee will be constituted under chairmanship of Development Commissioner with members from respective departments for implementation and monitoring of the policy as follows.

1. Development Commissioner ( industries )	Chairman
2. Managing Director , MSSIDC	Member
3. Chief Executive officer, MSKVIB	Member
4. Jt. Commissioner , GST Commissionerate	Member
5. Jt. Director Industries ( MSME )	Member Secretary

## **8. Implementing Agency**

Various incentives under Package Scheme of Incentive as well as Cluster development would be implemented by Directorate of industries and Marketing assistance, Skill & entrepreneurship development and Incubation & R & D center etc. schemes will be implemented by MSSIDC.

## **9. Policy Validity**

The policy will be valid for FIVE years from the date of issue of relevant government resolution.



Government of Maharashtra

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