

# Mission 1000 and the way Forward

- The Kerala Government has already initiated industrial facilitation through Mission 1000 and related MSME support programs.
- The Industries Department is providing handholding support to entrepreneurs.
- The vision articulated by the Hon'ble Minister and Industry Secretary towards modernisation and scaling traditional sectors provides an enabling foundation.
- The recommendations **are sector-specific extension aligned with the Government's direction — not a departure from it.**
- Repositioning to Global Sustainable Floor Covering Hub

# Kerala Coir Sector – The Next Evolution

- The coir sector can no longer be positioned merely as a traditional material-based manufacturing activity.
- Top 10 exporters contribute nearly **80% of export turnover**
- Only about **60% of turnover comes from coir doormats**
- The remaining turnover comes from rubber, polypropylene, jute and sisal products
- **70% of profit margins arise from non-coir products**
- The industry has already diversified.
  
- Diversify into floor covering & technical fiber solutions

# The Global Market Shift

Global buyers are procuring **performance-based floor covering and surface solutions**, not individual raw materials.

Products today are evaluated on:

- Safety performance
- Weather durability
- Fire Resistance
- Slip resistance
- Functional entrance systems
- Kerala must therefore reposition its export ecosystem within the broader international **floor covering and technical fibre solutions sector** encompassing:
  - Coir • Jute • Rubber • Sisal • Advanced synthetic materials

# Kerala's Strength

- Kerala's strength lies in combining:
- Natural fibre heritage
- Skilled labour base
- Export marketing capability
- When integrated with engineered materials, Kerala can supply:
- Entrance systems
- Safety flooring
- Weather-resistant surfaces
- Future growth will arise particularly from:
- Sustainable recycled synthetic tufting technologies
- Advanced synthetic weaving systems
- Hybrid natural–synthetic composite structures

## TESTING Needed

- Slip resistance, flammability, anti-static, weathering: 1 to 6 Lakhs
- REACH compliance- Rs 6 Lakhs
- OEKOTEX certification for natural and composite products- 10- 12 Lakhs
- **Certification Cost Reimbursement: 50%**  
reimbursement of testing and sustainability audit expenses

# Policy Shift

- From Coir Industry to Floor Covering Industry
- Merging Multiple Central Boards like **Coconut development Board & Coir Board**
- **Integrating multiple Corporations for development of Coir moving coir research to Alleppey and make projects result oriented. MERGE Kerala State Coconut Development Corporation, Kerala Toddy Industry development Board and other Coconut based initiatives.**
- Take a leaf out of Sri Lanka, which has a coconut tree on progress card, tells their Manufacturers to aim for Value addition and produce Pharma Grade Activated Charcoal.

# Industrial Estates

- **Industrial Estate Repair Mission (DA & DP)**
- Container-capable roads
- Drainage, power stabilisation
- Certification relief
- Industrial Land lying unutilised and under stay from High Court

# Land lying Unutilised

- Government should have a data base of unutilized land based on GST collection, employment generated, Land utilized for building.
- Introduce a rating system for Industrial Estate Land Allottees based on Turn over, Employment generation, GST contribution and issue Gold and Silver Cards based on performance.

*Honourable Minister, while the Government is already strengthening the coir sector through Mission 1000, may I request whether we could also look at the coconut resource from Calicut in a more integrated manner — fibre, shell and pith together? Today a large portion of husk is moving out of the State for value addition. If Kerala could retain that and simultaneously promote products like high-grade activated carbon from shell, it may significantly increase farmer income and rural employment. Would the Government consider such an integrated coconut industrial programme?*

- **Learning from Global Industrial Strategy**
- Like European Union : Define a time period for every process. If a decision is not forthcoming then consider the certification/ Process as Completed/ or issued.
- Chinese manufacturing success model.
- China built industrial dominance through **industrial density** — entire cities organised around one industry cluster.
- Kerala can replicate this approach in a smaller way. Support *couple of defibring and coir spinning units, anchor activated-carbon plants, in Calicut ; the only place where we still have good Husk Collection. Most of this husk is being bought by Pollachi Spinners with advance Cash Payment. This way the entire coconut value chain stays inside the State.*