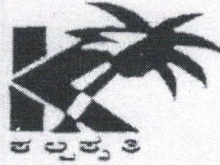


ಕರ್ನಾಟಕ ರಾಜ್ಯ ತೆಂಗಿನ ನಾರಿನ
ಅಭಿವೃದ್ಧಿ ನಿಗಮ ನಿಯಮಿತ

KARNATAKA STATE COIR
DEVELOPMENT
CORPORATION LTD



ವಿ.ಐ.ಟಿ.ಪಿ. ಕಟ್ಟಡ, ಕಸ್ತೂರಬಾ ರಸ್ತೆ,
ಬೆಂಗಳೂರು-560001.

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CIN : U85110KA1985SGC006743.

ಜುಲೈ 19, 2017

ಸಂ.ಕೆಎಸ್‌ಸಿಡಿ‌ಸಿ/ವ್ಯ.ನಿ/ಮೌಮಾವ/2017-18/735

ಸರ್ಕಾರದ ಕಾರ್ಯದರ್ಶಿಗಳು,
ಸಾರ್ವಜನಿಕ ಉದ್ಯಮಗಳ ಇಲಾಖೆ,
2ನೇ ಹಂತ, 7ನೇ ಮಹಡಿ,
ಬಹುಮಹಡಿ ಕಟ್ಟಡ,
ಬೆಂಗಳೂರು-560 001.

List of studies
ಸಿ.ಎಂ. 72

ಮಾನ್ಯರೆ,

ವಿಷಯ : 2013-14ನೇ ಸಾಲಿಗೆ ಸಾರ್ವಜನಿಕ ಉದ್ಯಮಗಳ ಅಧ್ಯಯನ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಕಾರ್ಯವನ್ನು ನಡೆಸುವ ಬಗ್ಗೆ - ಪ್ರಸ್ತುತ ಹಂತವನ್ನು ತಿಳಿಸುವ ಕುರಿತು.

- ಉಲ್ಲೇಖ: 1. ತಮ್ಮ ಪತ್ರ ಸಂ. ಸಾಉಇ 23 ಎಆರ್‌ಯು 2014, ದಿನಾಂಕ:01.08.2016.
2. ಈ ಕಛೇರಿ ಪತ್ರ ಸಂ.ಕೆಎಸ್‌ಸಿಡಿ‌ಸಿ/ವ್ಯ(ಅ)/ಸಾಉಅ&ಮೌ(13-14)/2016-17/901, ದಿನಾಂಕ:23.08.16.
3. ತಮ್ಮ ಪತ್ರ ಸಂ. ಸಾಉಇ 23 ಎಆರ್‌ಯು 2014, ದಿನಾಂಕ:06.06.2017.

ಮೇಲ್ಕಂಡ ವಿಷಯಕ್ಕೆ ಸಂಬಂಧಿಸಿದಂತೆ, ಉಲ್ಲೇಖ (3)ರ ಪತ್ರದಲ್ಲಿ ನಿಗಮದ ಅಧ್ಯಯನ ಮತ್ತು ಮೌಲ್ಯಮಾಪನ ಕಾರ್ಯವನ್ನು M/s. ICRA Management Consulting Services Ltd., Bangalore ಇವರು ಕೈಗೊಂಡು ಅಂತಿಮ ಮೌಲ್ಯಮಾಪನ ವರದಿಯನ್ನು ಸಲ್ಲಿಸಿದ್ದು, ಸದರಿ ವರದಿಯಲ್ಲಿ ಶಿಫಾರಸ್ಸು ಮಾಡಲಾಗಿರುವ ಅಂಶಗಳ ಬಗ್ಗೆ ನಿಗಮದ ಯೋಜನೆಗಳ ಪ್ರಸ್ತುತ ಹಂತದ ಕುರಿತು ಮಾಹಿತಿಯನ್ನು ಒದಗಿಸಲು ನಿರ್ದೇಶಿಸಿರುವ ಮೇರೆಗೆ, ಸಂಬಂಧಿಸಿದ ಮಾಹಿತಿಯನ್ನು ಈ ಕೆಳಕಂಡಂತೆ ತಮ್ಮ ಅವಗಾಹನೆಗಾಗಿ ಸಲ್ಲಿಸಿದೆ.

Sl.No.	Recommendations	Action taken by the Corporation
1	Overhead Expenses are high <ul style="list-style-type: none"> • Purchase of Raw Material • Machinery Maintenance • Expenses of Manpower 	Purchase of Raw Material: 100% tendering process is taken up in producement of raw materials and services, because of which prices are competitive as compared to previous years.

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To: C.T. (A&A)

ಕರ್ನಾಟಕ ರಾಜ್ಯದ ಸರ್ಕಾರ
ಕ್ರಮ ಸಂಖ್ಯೆ 835
ದಿನಾಂಕ 21/07/2017
ಗೌರು ಸಂಖ್ಯೆ
ದಿನಾಂಕ

		<p>Machinery Maintenance Arbitrary repairs and maintenance of machineries which was in practice is got away with and the practice of identifying Annual Maintenance Contractor through e-procurement is adopted, because of which, enormous financial savings by way of maintenance and loss due to break down have been taken care.</p> <p>Expenses of Manpower Cost to the Company because of every manpower is evaluated and targets are fixed accordingly to make good the cost and even earn the pre-decided revenue to the Corporation.</p> <p>In this way, steps to reduce overhead expenses are accomplished.</p>
2	Retail Market – Sale of Coir products	<p>The Corporation has taken steps to enhance its retail showrooms from 7 number to 40 numbers (addition of 33 sales points). Also, e-trading platform is being established on PPP model to attain sustainability and have a sense of ownership.</p> <p>Secondly, the practice of selling on discount based is phased out and Wholesale, Dealer and Retail Pricing system has been introduced, which will bring in swiftness in sales activities at the retail end.</p> <p>By this, we expect to improve sales turnover substantially.</p>
3	<p>Productivity Improvements:</p> <ul style="list-style-type: none"> • Upgrading Technology • Regular and Intensive Training 	<p>Upgrading Technology: Outdated and machineries that over lived their life have been listed and are recommended for disposal. They will be replaced by latest technology machines.</p> <p>Secondly, non functional units have been let out on rent to private entrepreneurs invited through tender and are fetching a</p>

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		<p>whopping revenue. This has converted non performing asset to profitable performing asset.</p> <p>Regular and Intensive Training: The manpower involved in production are being motivated by one day workshops and regular communication inform of a note is being sent to bring in involvement and belongingness in the employee.</p>
4	<p>Cost Reduction :</p> <ul style="list-style-type: none"> • Centralizing of Units • Inventory Management 	<p>Centralizing of Units: Steps are being taken to centralize production units other than labour intensive skill oriented units.</p> <p>Inventory Management: Steps have been taken to reduce unnecessary transportation of raw material from centralized godown to various production centres by linking nearby sources to production centres.</p> <p>Also, effective steps have taken to move the finished goods to the nearby market with less or no transportation cost to the Company.</p>
5	<p>Short Term Recommendations :</p> <ul style="list-style-type: none"> • Improve Inventory Management • Change of cycle of payment of wages. 	<p>Improve Inventory Management: Most of the inventory in the Corporation is of low value. Hence, strategies have been adopted so that the time of working capital cycle is reduced and size handled is improved.</p> <p>Change of cycle of payment of wages: A system is devised in such a way that, the wage workers are converted to entrepreneurs, which renders a win win situation to all the stakeholders.</p>
6	<p>Medium Term Recommendations:</p> <ul style="list-style-type: none"> • Centralization of Production Units. • Focus on coir pith/briquette sales in domestic and export market 	<p>Centralization of Production Units: All new capital investments are being made with the centralize production approach.</p>

	<ul style="list-style-type: none"> • Focus on Coir Mattress sales in domestic market • Estimate and Publish social benefits of the Corporation annually. 	<p>Focus on coir pith/briquette sales in domestic and export market: The coir pith which was sold at a meagre price of Rs.0.50 per Kg. is now priced at Rs.2.00 per kg. and tie-up has been accorded with block making units, who convert our pith into blocks with the brand name and the value addition is remarkably high.</p> <p>A dealer with export license is also appointed, who is expected to take care of exports. However, direct exports have not been achieved yet.</p> <p>Focus on Coir Mattress sales in domestic market: Coir Mattresses is the only high value product of the Corporation and also has a stiff competition in the retail market, as there are many players both branded and unbranded. Hence, strategies have been adopted to appoint Creative Agency who will create a brand image for the mattress and build in confidence in the customer about the product as a product from Government.</p> <p>Estimate and Publish social benefits of the Corporation annually: Steps have been taken to appoint Consultancy Agency to quantify social benefits.</p>
7	<p>Long Term Recommendations:</p> <ul style="list-style-type: none"> • Focus on Research and Development of cost effective Coir Products. 	<p>Focus on Research and Development of cost effective Coir Products: Steps have been taken to establish Centre of Excellence, which will be an autonomous body under the shelter of Corporation to take up product development and other research activities with a tie-up with universities etc.</p>

		<p>A Advisory Committee will also be constituted for which Expression of Interest has already been floated due to which highly experienced and result oriented personalities have been identified.</p> <p>The Corporation intends to introduce at least 10 new products in the market to improve the spectrum of the products and market segment. Some of the products will also be patented.</p> <p>At present coir products so produced do not have much demand in the market. In the present trend customers are focussing on the newer eco friendly products. To meet the customer needs, the Corporation has initiated action to identify Creative Agency to develop and design the products.</p>
8	<p>Recommendations requiring change in policy:</p> <ul style="list-style-type: none"> • Upgrade Technology and scale of operations. • Promotion of Coir Industry 	<p>Upgrade Technology and scale of operations: The suggestion is being well taken and effective steps are being implemented.</p> <p>Promotion of Coir Industry: Knowing that, the sector is labour intensive, new locations with economical labour are being identified (Ron in Gadag District) where a society or a Company will be floated with cross shareholding (with due approval from the Government) to establish a successful and sense of ownership model. Such, centres will be multiplied once we are assured about the success in the prototype. Huge demand for such centres is being anticipated.</p>

		<p>Promoting of Coir Industry through Exhibitions: Creative Agency which is being identified will give a design of stall to be put up for International, National, State, District, Taluka and Rural exhibitions. Even, permanent stalls will have a uniform interior patterns to attract the present market.</p> <p>Brand Ambassador: The Creative Agency is also entrusted with the task of identifying the suitable Brand Ambassador for a particular product and market segment.</p> <p>The Corporation even intends to bring out documentaries of High quality worth being projected in multiplex theatres to attract the niche market and built and broaden brand image so as to improve the sales turnover.</p>
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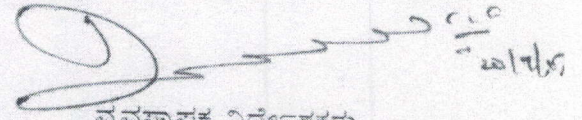
ತಮ್ಮ ವಿಶ್ವಾಸಿ,

ಸಹಿ/-

ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು
ಕ.ರಾ.ತೆಂ.ನಾ.ಅ.ನಿ.ನಿ.

ಪ್ರತಿಯನ್ನು ಅವಗಾಹನೆಗಾಗಿ :

1. ಸರ್ಕಾರದ ಕಾರ್ಯದರ್ಶಿಗಳು, ವಾಣಿಜ್ಯ ಮತ್ತು ಕೈಗಾರಿಕೆ ಇಲಾಖೆ, ವಿಕಾಸಸೌಧ, ಬೆಂಗಳೂರು.
2. ಆಯುಕ್ತರು, ಕೈಗಾರಿಕಾಭಿವೃದ್ಧಿ ಹಾಗೂ ನಿರ್ದೇಶಕರು, ಕೈಗಾರಿಕೆ ಮತ್ತು ವಾಣಿಜ್ಯ ಇಲಾಖೆ, ಖನಿಜ ಭವನ, ರೇಸ್‌ಕೋರ್ಸ್ ರಸ್ತೆ, ಬೆಂಗಳೂರು.
3. ಮುಖ್ಯ ಮೌಲ್ಯಮಾಪನ ಆಧಿಕಾರಿ, ಕರ್ನಾಟಕ ಮೌಲ್ಯಮಾಪನ ಪ್ರಾಧಿಕಾರ, 5ನೇ ಮಹಡಿ, ಬಹುಮಹಡಿ ಕಟ್ಟಡ, ಬೆಂಗಳೂರು.
4. ಕಛೇರಿ ಪ್ರತಿ.


ವ್ಯವಸ್ಥಾಪಕ ನಿರ್ದೇಶಕರು
ಕ.ರಾ.ತೆಂ.ನಾ.ಅ.ನಿ.ನಿ.