

OPERATIONAL GUIDELINES FOR
'EXPORT MARKET PROMOTION COMPONENT'

Introduction

India is the largest producer and exporter of coir and coir products in the world with a share of 70% of coir yarn, semi finished raw materials and 75% of finished coir products in global trade. However, with the advent of liberalization, coir faces stiff competition not only from cheaper synthetic substitutes but also fibres like Jute, sisal, abaca, cotton, wool, etc. The main destinations for export of coir products are Republic of China, USA, Netherlands, UK, South Korea, Italy, Spain and Australia. Most of the above export destinations are facing the adversities of economic recession. There is considerable scope for furthering the exports through **product diversification** and **exploration of new markets for conventional and non-conventional end use applications**.

Application of coir geotextiles in erosion control, landscaping and rural road construction have immense potential world over because of the eco-friendly nature when compared to synthetic and durability when compared to other natural fibres. The latest addition to the product ranges in coir, viz. coir wood has proven to be a real substitute for natural wood in furniture and acoustic panel making. This product has the potential to prevent deforestation and address the climate change concerns quite efficiently. But the products have to be demonstrated and launched suitably in the global market with case studies and convincing prototypes. Creation of additional employment opportunities to rural artisans through promotion of exports, especially floor covering products throughout the cold countries by exploiting the growing affinity towards environment friendly products and consequent increased utilization of raw material which is available in plenty also calls for continued Government support to this sector.

Adoption of strategic and aggressive product-specific and market-specific promotional programmes for popularizing coir and coir products in markets abroad, supporting the export fraternity and export oriented industry with capacity building and modernization programme so that the Coir Industry attains sustainable development, are the broad objectives of this Scheme.

2. Components of the Scheme during 2017-18 to 2019-20

The activities implemented during XII Plan will continue to be implemented under the sub-scheme of Export Market Promotion till the end of the Fourteenth Finance Commission (2019-20)

Thus the components of this Scheme would be as below:

(i)	Participation in Exhibitions & Buyer-Seller Meets (BSMs)
(ii)	External market development assistance (EMDA)
(iii)	Establishment of overseas offices
(iv)	Coir Industry Award

2.1 Participation in Exhibitions & buyer-seller meets

2.1.1 The objectives of this component of the scheme are as under:

- (i) To propagate the message of coir as an eco-friendly natural fibre.
- (ii) To showcase the capabilities of Indian coir sector through display of products.
- (iii) To introduce coir and coir products in new markets abroad.
- (iv) To expand the share of Indian coir products in existing markets.
- (v) To capture virgin markets
- (vi) To graduate coir manufacturers as successful exporters by making them familiar with the international trade practices.
- (vii) To introduce innovative products and various end use applications to new users of coir products across the world.
- (viii) Propagate the use of coir geotextiles in erosion control, embankment protection, landscaping, rural road construction and other bio-engineering applications through demonstrations and seminars.
- (ix) Position coir wood as an eco-friendly substitute for natural wood in all its applications including knock down furniture, acoustic panel, wood house, honey combs, containers etc. through demonstrations and seminars.
- (x) Closely liaison with international organizations like IECA, INFO, WASME etc. to garner better visibility and advantage for coir products.
- (xi) *To organize study tours in upcoming markets and stakeholders to also be taken on these study tours.*

2.1.2 The activities to be undertaken under this component of the scheme are as follows:-

- (i) Organize national participation in international fairs abroad,
- (ii) Organize participation in international fairs in India,
- (iii) Organize exclusive international fairs for coir in India and abroad.
- (iv) Organize Buyer Seller Meets abroad for coir
- (v) Organize reverse Buyer Seller Meets in India.
- (vi) Organize participation in Seminars, Conferences, Workshops etc. abroad.
- (vii) Set up temporary/permanent display centres
- (viii) Organize display of coir products in the premises of Indian Missions
- (ix) Undertake demonstrations projects on a pilot scale, conducting seminars etc based on a focus product/ focus market approach with a view to educate and establish the end use applications of specific products like coir geo-textiles, coir wood etc. among the target audience.
- (x) Undertake publicity programmes for the above
- (xi) *Undertake study tours in different parts of the world so as to study Retention & Diversification of COIR.*

2.1.3 The following measures will be taken for effective implementation of this component of the scheme:-

- (i) Undertake wide publicity coinciding with participation
- (ii) Undertake pre-fair & post-fair campaign abroad through reputed agencies to source targeted stakeholders into the event and business generation thereafter.
- (iii) Organize Buyers' meet wherever possible
- (iv) Seek the guidance and cooperation of Indian Missions
- (v) Organize pre-fairs and post fair meetings with participants
- (vi) Ensure the presence of a multilingual interpreter in Coir Board pavilion.
- (vii) Obtain approval well in advance
- (viii) Hire the space in prime locations to attract buyers in large numbers
- (ix) Customize Coir Board pavilion to increase its visibility
- (x) Give thrust to introduce the product in virgin markets
- (xi) Give priority for events in next-tier markets.
- (xii) Introduce innovative products and new end use applications in traditional markets
- (xiii) Select countries of events on the basis of marketability of coir products, country's financial stability and the possibility of penetrating neighboring markets.
- (xiv) Select events on the basis of its track record in attracting real buyers and generating volume business
- (xv) Organize participation in international fairs by following a focus-country, focus-product approach.
- (xvi) Participation shall be organized in reputed Seminars & workshops organized by international organizations if it helps to promote the export of coir products.

2.1.4 The Guidelines for participation of Coir Board in International Exhibitions/BSMs are as follows:

- (i) In the case of Coir Board /Ministry official deputed to lead the delegations, DA would be sanctioned as per the rates prescribed by the Ministry of External Affairs for the period of deputation approved by the Ministry.
- (ii) Air fare of the official of the Coir Board/Ministry shall be incurred after obtaining competitive rates from different airlines or as per instructions issued by the Government on the subject and also according to the class eligible to each officer.
- (iii) Officials would be entitled to stay in single room in hotels. Expenditure on hotel accommodation in respect of Coir Board/Ministry official(s) will be allowed as per existing Government rules and within the rental ceiling of hotel empanelled by Indian Embassy for official of his/her status.
- (iv) Local travel expenses will be as per actual, supported by vouchers, subject to a maximum of US \$ 75 per day. The travel expenses from airport to hotel shall be actual subject to production of bill.
- (v) Fees for common interpreter and Secretarial service including Phone/fax/internet etc. will be as per actual supported by vouchers subject to a maximum of US \$ 150 per day.
- (vi) Cost of Advertisement/Display aids/Publicity/Printing of common catalogue will

- be as per actual supported by vouchers subject to a maximum of **Rs. 1,50,000/-**.
- (vii) Normally one minimum bookable area of 9/12 sqm booth shall be reserved for Coir Board for coordinating and facilitating participation of micro, small & medium enterprises and registered exporters from Indian coir sector and to disseminate the product message of Indian coir. However, in major fairs and fairs for particular products like coir pith, coir geo-textiles, coir wood adequate space shall be reserved for organizing common participation, not exceeding **30** sq. meters or two minimum bookable booths as the case may be.
- (viii) In the case of enterprises/exporters who are desirous of reserving their own booth, the same will be reserved and allotted in their name at their cost, which will enable them to avail the facilities of fascia in own name, catalogue entry and listing in the website of the organizers. These participants shall be extended assistance under the EMDA component of the scheme or International Cooperation Scheme of the Ministry, as the case may be, subject to their eligibility and complying with various provisions of the schemes.
- (ix) In the case of enterprises/exporters who are unable to hire own separate booth, but desire to display their products through the Board's stall, 50% of the space rent of Board's stall (minimum bookable area) shall be levied collectively from such participants, subject to availability of the required number of such participants. These participants will have to display collectively in the half portion of the booth, and the other portion being utilized for display of brochures, pamphlets and exhibits by the Board and also for organizing meetings.
- (x) Quality exhibits shall be procured/purchased by Coir Board by following the procedure prescribed in GFR.
- (xi) Exhibits will be sent to the Fair venue under courier / freight mode after obtaining competitive rates from internationally reputed courier/ freight forwarders.
- (xii) The expenditure on interior decoration of the Board's stall shall be as per actual, subject to a maximum of 10% of space rental where the built up stalls are hired.
- (xiii) The minimum number of enterprises/exporters for participation in a fair viable and effective shall be "five".
- (xiv) Deputation of officials: Only one officer shall be deputed from Coir Board. One officer from State Government connected with the implementation of coir development projects may also be deputed.
- (xv) Wherever appropriate, the Ministry may nominate its representative from Ministry or any of its organizations, as its nominee in the delegation.
- (xvi) When senior officials like *Secretary, GoI*, Chairman, Joint Secretary *or equivalent*, Director level officers are deputed *Two* additional officer from Coir Board shall be deputed for looking after the dressing up and maintenance of pavilion.
- (xvii) The orders/instructions issued by the Ministry of Finance/External Affairs in the matter of foreign deputation, etc. will have over-riding effects on the provisions made in the Scheme.

2.2 External Market Development Assistance (EMDA)

2.2.1 The objective of this component is as under:

“To encourage the small scale exporters to enter global market and to expand the export of Indian coir products”.

2.2.2. Activities covered for assistance under the Scheme are as follows:

- (i) This scheme shall be implemented in accordance with the provisions of the umbrella scheme of International Cooperation (IC) Scheme of the Ministry of MSME.
- (ii) To participate in Buyer Seller Meet/Trade Delegation/seminars & conferences abroad;
- (iii) For participation in Trade Fairs & Exhibitions abroad;
- (iv) Assistance to exporters/entrepreneurs for production of publicity material (Production of product brochure / catalogue).
- (v) For participation in international trade fairs in India, approved by Coir Board, which have substantial overseas buyers traffic.

2.2.3 The assistance shall be limited to the funds available under the Board's budget for implementation of this scheme.

2.2.4. Eligibility parameters under the scheme are as follows:-

All exporters and micro, small & medium enterprises of coir and coir products, registered with the Coir Board, would be eligible for assistance under the scheme, provided they have not availed the facility from any other source for the same purpose.

2.2.5 PERMISSIBLE LIMIT

Maximum two events shall be assisted under this scheme to coir exporter/ enterprise in a financial year i.e. a combination of events including Trade Delegation/Buyer Seller Meet/participation in exhibition/seminar & conferences will be eligible for assistance.

2.2.6 ELIGIBLE ITEMS OF EXPENDITURE & FUNDING PATTERN

(a) Scales of assistance for participation in International Exhibitions/ Trade Fairs / Buyer seller Meets held in foreign countries:

Sl. No.	Eligible items	Scale of assistance
1.	Space rent (built up stall) Charges fixed by the organizers and to be verified by Coir Board before making payment	100% of the space rent subject to a maximum of Rs. 1.00 lakh or actual rent paid, whichever is lower per exporter/enterprise.

2	Airfare in economy class (for one representative from one enterprise/ exporter).	100% of the economy class airfare subject to a maximum of Rs. 1.50 lakh or actual fare paid, whichever is lower.
3	Freight charges	Actual subject to a maximum of Rs. 25,000/- per exporter / enterprise.
4	Maximum amount of assistance towards air fare, space rental, freight forwarding charges	The maximum amount of assistance admissible shall be Rs.2.50 Lakh.

(b) Scale of assistance for participation in international exhibitions/ trade fairs held in India

Sl. No.	Eligible items	Scale of assistance
1	Space rent (built up stall) Charges fixed by the organizers and to be verified by Coir Board before making payment	100% of the space rent subject to a maximum of Rs. 1.00 lakh or actual rent paid, whichever is lower per exporter/ enterprise.
2	Freight charges	Actual subject to a maximum of Rs. 20,000/- per participant enterprises/ exporter per event
3	Maximum amount of assistance towards space rental and freight charges.	The maximum of amount of assistance admissible shall be Rs.1.00 Lakh

(c) Organization of International Conferences/Seminars in India.

Assistance may be provided under the scheme for organization of international Conferences/ Seminars in India wherein the foreign participants/foreign speakers are 50% or more of the total participants/speakers. Items of expenditure for which assistance may be considered are specified below:

Sl. No.	Eligible items	Scale of Assistance
(a)	<u>Foreign Resource Persons</u> Air Travel	100% of airfare subject to a maximum of Rs. 1.50 lakhs for foreign resource persons. The number of foreign resource persons to be supported per event would be three or 50% of the total resource persons of the event, whichever is lower.

(d) Assistance for production of publicity materials

With a view to encouraging the exporters/enterprises to promote coir products through product brochures/catalogues for use abroad the exporters/entrepreneurs of coir would be assisted under this scheme @ 25% of the total approved cost, subject to an upper ceiling of **Rs.50,000/-**. This would be subject to meeting the following conditions:-

- i. The assistance would be extended only for the production of exclusive catalogues/brochures on coir and coir products.
- ii. The beneficiary should intimate his intention for producing brochure/ catalogue in writing along with a dummy catalogue well in advance of the event.
- iii. The production of catalogue should be for use abroad.
- iv. Coir Board shall acknowledge and intimate approval or otherwise of the application **within 15 days**.
- v. The work should be entrusted to the lowest bidder after inviting quotations from at least a minimum of three printers.
- vi. This assistance shall be extended once in a financial year.
- vii. The claim in the prescribed format along with a copy of the product brochure/catalogue (self certified), copies of quotations from printers (Minimum three - self certified), self certified copy of the invoice, self certified copy of receipt/bank advise towards proof of payment, pre-stamped receipt, declaration etc. in the prescribed format shall be submitted immediately after completion of the activity.
- viii. Claim form received after three months of the completion of the event or deficiencies not fully rectified within 30 days of the date of directions given would not be entertained.
- ix. The reimbursement of the claim shall be subject to availability of funds allotted by the Government of India for implementation of the Scheme.
- x. ***Catalogue will bear the logo of COIR BOARD and Material therein will be cleared by COIR BOARD electronically.***

2.2.7 Coir Board would take the following measures for effective implementation of the Scheme:-

- (i) Publicize the activities among the exporters and entrepreneurs through appropriate media and programmes
- (ii) Stipulate suitable measures to facilitate smooth implementation of the programmes.
- (ii) Reduce the documentation procedures for preliminary application and claim application to the minimum possible level.
- (iii) Evolve suitable modalities for speedy implementation of the activities by disposing the applications and claims as stipulated in the Citizen Charter and ISO documents.
- (iv) Maintain a data bank on assistance applied for and sanctioned and all other possible areas.
- (v) ***Beneficiary will provide data electronically to COIR BOARD & form will be sent to him while approving brochure.***

2.2.8 GENERAL CONDITIONS

- (i) Assistance would be permissible for one senior level employee/Director/ Partner/Proprietor of a Company or firm for air travel in Economy Class through the shortest route.
- (ii) Depending upon the budget available, Coir Board should take enterprises/exporters to the events in which Coir Board organizes participation. Coir Board shall ensure that the best quality products are displayed in the international events by the beneficiaries of this sub-scheme.
- (iii) Adequate representation would be given to SC/ST/Minority/Women entrepreneurs/exporters and entrepreneurs from NE Region in such international fairs and exhibitions, subject to the condition that best products would be showcased. Preference will be given to these categories of exporters and enterprises, other things remaining the same.
- (iv) In the event of more applications, while selecting enterprises/exporters, priority should be given to those persons who have not participated in such events earlier, women, SC/ST and NER entrepreneurs/ exporters.
- (v) If any other financial assistance has been received from Coir Board for the same purpose, the assistance already received will be deducted from the eligible amount of assistance and balance alone shall be paid.
- (vi) The application for assistance under External market development assistance scheme should be given by the beneficiary/exporter to the Coir Board at least 10 days before departure from India to attend the exhibition/Sales Tour.
- (vii) The Enterprise/exporter shall not have been charged/debarred/ prosecuted/ blacklisted under the Foreign Trade Policy of the Government of India or by the Coir Board.
- (viii) Documentation for availing assistance under the scheme including preliminary and claim applications shall be furnished as prescribed by Coir Board from time to time.
- (ix) The companies/ enterprises/ exporters availing the assistance under the scheme should invariably submit a report containing the firm business orders canvassed, expected business from the participation including recurring orders, number of buyers interacted, problems raised by the buyers on the Indian coir products, if any, to the Coir Board.
- (x) These programmes under EMP will be implemented in line with the Ministry of MSME scheme for International Cooperation.

2.3. Establishment of Overseas Offices.

The possibilities for convergence with the Market Access Initiative (MAI) scheme and for the support from the Ministry of External affairs will be explored.

2.4 Coir Industry Award

This scheme shall be called as the "Coir Industry Award Scheme".

2.4.1 Objective: To motivate the coir exporters / enterprises / entrepreneurs to excel in their respective area and thereby to bring sustainable development to the coir industry.

2.4.2 Category of Awards: Coir Industry Awards shall be presented in the following categories:

Sl. No.	Category of Award	No. of Award	Appl. Form No.	Rider on which award is decided
A	EXPORT AWARDS			
1	Largest Exporter of Coir & Coir Products	One	A1	FOB value
2	Largest Exporter of Coir Floor Covering Products	One	A2	FOB value
3	Largest Exporter of Coir pith and related products	One	A3	FOB value
4	Largest Exporter of Coir Geo-textiles	One	A4	FOB value
5	Largest Exporter among Medium Scale Enterprises	One	A5	FOB value
6	Largest Exporter among Small Scale Enterprises	One	A6	FOB value
7	Largest Exporter among Micro Scale Enterprises	One	A7	FOB value
B	DOMESTIC AWARDS			
8	Largest seller of Coir & Coir Products excluding rubberised coir products.	One	B1	Annual sales
9	Largest seller of Rubberized Coir Products	One	B2	Annual sales
C	INNOVATION AWARDS			
10	Innovation in Product, Process & machinery	One	C1	Annual sales
D	COOPERATIVES & CLUSTER AWARDS			
11	Best Performing Coir Co-operative Society	One	D1	Annual sales

12	Best performing Coir Cluster	One	D2	Annual sales
E	ENTREPRENEURSHIP AWARDS			
13	Best Women Coir Entrepreneur	One	E1	Annual sales
14	Best SC/ST Coir Entrepreneur	One	E2	Annual sales
15	Best Coir Entrepreneur From NER	One	E3	Annual sales
16	Largest credit provider for coir sector	One	E4	Amount lent

❖ *Award categories can be increased/Decreased with the approval of Chairman.*

2.4.3 Eligibility Criteria: The eligibility criteria for applying for different categories of awards are given in Annexure I attached.

The details of eligibility criteria for deciding awards

I	EXPORT AWARDS								
	<p>(i) The winners of award for Export Performance in all categories will be decided on the basis of FOB value of export of the specified items.</p> <p>(ii) The applicants for the categories under Export Performance should have a minimum export of Rs.2.00 Crore to their credit in the respective product category during the year for which applications are invited.</p> <p>(iii) For considering export award in the category of Largest Exporter of Coir and Coir Products, the export of all items of coir and coir products collectively would be accounted.</p> <p>(iv) For considering in the category of Best Exporter of Coir Floor Covering Products, the export of coir items like mats & matting (including rubber backed/moulded coir mats, PVC tufted coir mats & matting and latex backed coir mats and matting), rugs, carpets, mourzouks etc. would only be accounted.</p> <p>(v) Award for best export performance in the categories of medium, small & micro scale enterprises, shall be considered on the basis of best export performance during the year in all items of coir and coir products put together, from amongst those enterprises who belong to the respective categories in accordance with the provisions of MSMED Act of the Govt. of India. The present criteria for deciding the micro, small and medium status is as below:</p> <table border="1" data-bbox="402 1010 1430 1272"> <thead> <tr> <th data-bbox="402 1010 721 1073">Enterprise</th> <th data-bbox="721 1010 1430 1073">Investment in plant and machinery</th> </tr> </thead> <tbody> <tr> <td data-bbox="402 1073 721 1136">Micro Enterprises</td> <td data-bbox="721 1073 1430 1136">Does not exceed Rs.25 lakhs</td> </tr> <tr> <td data-bbox="402 1136 721 1199">Small Enterprises</td> <td data-bbox="721 1136 1430 1199">More than Rs.25 lakhs and not exceeding Rs.5 Cr.</td> </tr> <tr> <td data-bbox="402 1199 721 1272">Medium Enterprises</td> <td data-bbox="721 1199 1430 1272">More than Rs.5 Cr. and not exceeding Rs.10 Cr.</td> </tr> </tbody> </table> <p>(vi) Applicant should have a valid registration under the Coir Industry (Registration) Rules as exporter for consideration of award in the categories of Export Performance.</p>	Enterprise	Investment in plant and machinery	Micro Enterprises	Does not exceed Rs.25 lakhs	Small Enterprises	More than Rs.25 lakhs and not exceeding Rs.5 Cr.	Medium Enterprises	More than Rs.5 Cr. and not exceeding Rs.10 Cr.
Enterprise	Investment in plant and machinery								
Micro Enterprises	Does not exceed Rs.25 lakhs								
Small Enterprises	More than Rs.25 lakhs and not exceeding Rs.5 Cr.								
Medium Enterprises	More than Rs.5 Cr. and not exceeding Rs.10 Cr.								
II	DOMESTIC AWARDS								
	<p>(i) Award for Domestic Market Development will be considered on the basis of the total domestic sale of the coir and coir products in the respective category other than the supply for export purposes.</p> <p>(ii) Award for largest seller of coir and coir products excluding rubberized coir products shall be considered on the basis of the total domestic sale of products like mats, matting, carpet, rugs, mourzouks etc including backed/moulded / tufted with other materials like rubber, latex, PVC etc., coir geotextiles, coir pith and related products other than the supply for export purposes. The products like mattresses, pillows, cushions, rubberized coir sheets etc. shall not be considered for this award.</p> <p>(iii) Award for largest seller of Rubberized coir products shall be considered on the basis of the total domestic sale of rubberized coir products like rubberized coir mattresses,</p>								

pillows, cushions, rubberized coir sheets etc., other than the supply for export purposes. The sale of rubber/ latex backed/moulded coir mats, matting, rugs and carpets etc. shall not be considered for consideration of award in this category.

- (iv) The domestic sales figures produced along with the applications shall be certified by a Chartered Accountant.
- (v) The organizations in the cooperative fold as well as Central and State Public Sector Undertakings shall not be eligible to apply for awards in the category of Domestic Awards,.
- (vi) The applicants for the categories under Domestic Awards should have a minimum domestic sale of Rs.1.00 Crore to their credit in the respective product category, during the year for which award is being considered.

III INNOVATION AWARDS

- (i) The applications for award for R & D Efforts in Product Development, Process Improvement & Diversification shall be considered against new products/ machinery /processes differing from the existing ones. In the case of product development, the product developed shall be manufactured either 100% with coir or a blend with other fibres. In the case of machinery developed / Process Improvement, it shall be new production/finishing processes differing from the existing ones, which would bring sufficient advantages in terms of make, costing, saving time and energy, reducing pollution, increasing productivity or remarkable and convincing advantage over the existing one.
- (ii) The machinery developed / process improved shall be innovative and cost effective/ deploying new ideas and methods/ processes and capable of reducing drudgery and it shall bring significant improvement in quality, productivity, cost of production, leading to reduction of pollution etc.
- (iii) Demonstration and presentation of the product / process / machinery including samples of product shall be arranged by the applicant at his cost, when called for by the Board.

IV CO-OPERATIVES & CLUSTER AWARDS

Cooperatives

- (i) Award shall be presented to the Best performing Coir Cooperative Society.
- (ii) All societies engaged in the manufacture of coir fibre / yarn, mats & matting and any type of coir and coir products shall be eligible to apply in this category, irrespective of the fact that the manufacturing process is undertaken through its members or workers / labourers.
- (iii) The application should be submitted through the Project Officer/General Manager, District Industries Centre of the concerned district.
- (iv) The application should be supported by statement of accounts audited by the Registrar of Co-operative Societies/Statement of Accounts approved by the general body/Board of Directors.
- (v) The awards shall be decided on the basis of turnover including export with trading profit.

Clusters

- (i) Applicable only to those Coir Clusters which have become functional.
- (ii) The applicant shall be a registered SPV authorized for implementation of the cluster for which award is claimed.
- (iii) Should be engaged in extending common facilities like production, processing, value addition, finishing operations of coir products, effluent treatment solutions.
- (iv) Efforts in improving production technology aiming at elimination of drudgery and pollution.
- (v) Extending cooperative efforts in cost management like bulk sourcing of raw material / marketing.
- (vi) No. of entrepreneurs/ artisans/ labourers benefited
- (vii) Level of wage increase achieved.
- (viii) Overall growth in the turnover of the cluster, employment, institutional linkages, new products developed/ interventions.
- (ix) Effectiveness in adopting new technologies/ processes developed by the R&D institutes.
- (x) Time taken for commissioning of the Cluster since allotment.
- (xi) Significant achievements made in the export / domestic markets.

VI ENTREPRENEURSHIP AWARDS

- (i) Applicable only to those enterprises in coir sector which have not completed 5 years after its commencement of production.
- (ii) Should be engaged in the production/processing of coir products
- (iii) Applicant should produce self certified documentary evidence to prove their claim of belonging to the special categories.
- (iv) Entrepreneurs outside the NE Region by origin can also apply for the NE Region Award if the coir enterprise is set up in NE Region
- (v) Should be a Coir Industrial Unit registered under Coir Board (Registration) Rules
- (vi) The award in respect of Entrepreneurship shall be decided on the basis of turnover of coir and coir products during the year for which the award is being considered
- (vii) In the case of partnership firms and limited companies the status of such applicants shall be decided on the basis of the status of its Managing Partner and CMD respectively.
- (viii) The award for largest credit provided for coir sector shall be decided on the basis of the financial credit provided by the Bank or financial institutions for setting up /modernization of coir units.

GENERAL CONDITIONS

- (i) Applications/entries shall be submitted in the formats along with documents as prescribed in the Guidelines either online or in hard copy. Awards shall be decided based on the applications received against the notification.
- (ii) While submitting the applications online, scanned copies of the required documents shall be uploaded along with the applications. However, online applications have to be followed by submission of the application in hard copy. Application in any one of the mode need be received within the prescribed time.
- (iii) All export/sales figures should be supported by audited statement of accounts or certificate from a Chartered Accountant. In the case of Co-operative Societies/Govt. bodies, statement of accounts as approved by the General Body or Board of Directors will also be accepted.
- (iv) Official Technical Committee: An Official Technical Committee consisting of the following will scrutinise the applications with reference to the eligibility for each category of awards and make their recommendations to the Jury of Awards
- | | |
|--|------------|
| 1. Director (Marketing) | - Chairman |
| 2. Director (RDTE), CCRI | - Member |
| 3. Joint Director (Planning) | - Member |
| 4. Senior Accounts Officer | - Member |
| 5. Deputy Director (TC) | - Member |
| 6. Any Official/person deemed suitable | - Member |
| 7. Development Officer (Marketing) | - Convener |
- (v) Jury of Award: The recommendations of the Official Technical Committee shall be placed before the Jury of Award consisting of the following:
- | | |
|--|------------|
| 1. Chairman, Coir Board | - Chairman |
| 2. Nominees from any 2 Commodity Boards | - Members |
| 3. Nominee of Cochin Port Trust | - Member |
| 4. Nominee of Customs Commissioner of Kochi | - Member |
| 5. Nominee of Lead Bank, Kochi | - Member |
| 6. Director, Coir Development, Govt. of Kerala | - Member |
| 7. Secretary General, FICEA | - Member |
| 8. Secretary, Coir Board | - Convener |
- (vi) Wherever necessary, the Technical Committee constituted to recommend award shall undertake field visits and the applicant shall extend all facilities for the inspection of units to assess performance. The committee may also outsource experts from the relevant fields to assist as and when required.
- (vii) If found necessary, the Technical Committee shall constitute sub-committees with or without outside experts for deciding awards, particularly in the R&D categories.
- (viii) If required by the Technical Committee/ Jury of Award, the applicants should demonstrate the functioning of the machinery/ production process for which the award is claimed, at the premises of the Board at their own cost or if approved by the Committee at the premises preferred by the applicant.
- (ix) There shall be no bar on the winner to receive more than one award during the same year or in succession.

- (x) Applications shall be submitted online through a one page application with separate links for different categories of awards. One applicant can submit his/ her application for different categories with the same application.
- (xi) Completed applications/ online applications (printouts of the online applications shall be forwarded subsequently) should reach the Secretary, Coir Board, Coir House, M G Road, Kochi-16 along with necessary supporting documents on or before the stipulated date and time.
- (xii) Incomplete applications, applications not accompanied with documentary evidence as required under the scheme and applications received late will be summarily rejected.
- (xiii) In case, any of the award winners denies the award after announcement/ absents himself/herself from the award function without intimation or furnishing convincing reasons, the applicant (a company or individual) shall not be considered for any of the Awards in future.
- (xiv) The awards will be granted in the form of trophies and certificates.
- (xv) The award winner shall be provided with to and fro conveyance charges including airfare in economy class / train fare in 3 Tier A/C, Bus fare in public transportation system as per actual along with accommodation charges for the limited period as decided by the Board to facilitate their stay at the venue where the Award function is held.
- (xvi) Coir Mitra Award or similar kinds of special awards for recognizing the commendable contributions made to the industry by industrialists, manufacturers, workers, reformers, technocrats etc. shall be presented on special occasions like Jubilee celebrations or similar taking into account the life time contribution made by the individual concerned to the industry. Similarly, the contribution made by the employees and workers of various coir units shall also be recognized in suitable modes on such occasions. The eligibility criteria for Coir Mitra Awards and recognition of employees and workers of coir industrial establishments shall be decided by Chairman. Coir Board from time to time.
- (xvii) The decision of the Jury of Award with regard to the eligibility for the award, number of awards etc. shall be final.

PHASING OF EXPENDITURE YEAR-WISE AND COMPONENT-WISE**(Rs. in lakh)**

Sl. No.	Components	2017-18	2018-19	2019-20	Total
1	Participation in Exhibitions and BSMs	240	200	350	790
2	EMDA	200	240	340	780
3	Establishment of overseas offices	50	50	300	400
4	Coir Industry Award	10	10	10	30
	Year-wise total	500	500	1000	2000

Physical Target - export of coir and coir products

Year	Quantity (MT)	Value (Rs. in crore)
2017-18	600000	2300.00
2018-19	800000	2500.00
2019-20	1000000	3000.00

FUNDING PATTERN

The funds will be released to the Coir Board on quarterly basis on certification of utilization of funds released earlier. The funds will be utilized by the Coir Board on the activities specified in the Action Plan for implementation of the sub-scheme during the remaining period of the Fourteenth Finance Commission (2019-20).

