

OPERATIONAL GUIDELINES FOR
SKILL UPGRADATION AND MAHILA COIR YOJANA COMPONENT

1. Introduction

1.1 The Coir Industry is a labour intensive and export oriented industry employing more than seven lakh workers predominantly women. The decentralized operations in the coir industry without adequate training of spinners, weavers and artisans engaged in value added product manufacturing have been posing problems particularly for ensuring the desired level of quality in the ultimate products. Inferior quality may ultimately turnout to be detrimental to the concerted efforts towards overall development of the industry and also its survival, particularly it being a traditional product, in the present context of unprecedented competition on account of cheap synthetic substitutes, globalization and liberalization. Skill development is, therefore, the most essential pre-requisite for the overall development of the industry and to accelerate the spread of the industry into non-traditional areas.

1.2 Development of skilled manpower in coir industry through appropriate training programmes is one of the major activities of the Coir Board. Continuous improvement in the quality of certain products is essential to sustain the demand for coir products and also for improvement in prospects of coir products in a world, which is becoming more and more quality conscious. In order to achieve the above objectives, the Board has been organizing, quality improvement camps and entrepreneurship development programmes.

1.3 80% of the workers employed in coir industry are women, particularly in the pre-product sectors. Mahila Coir Yojana (MCY) is the first woman oriented self-employment scheme implemented by the Coir Board since 1994. The scheme envisages provision for training to women artisans.

1.4 Training and quality improvement programmes including MCY are part of ongoing central sector scheme and for its continuation from 2017-18 to 2019-20, it has been got evaluated through independent agency. Based on the recommendations in the Evaluation Report and keeping in view the growing demand of skilled manpower, some parameters of the existing scheme have been modified. Details of the plan scheme 'Skill Upgradation & Mahila Coir Yojana Scheme' to be implemented during 2017-18 to 2019-20 are given in subsequent paras.

2. Interventions

2.1 The programme, "Skill Upgradation & Mahila Coir Yojana" consists of two distinct components. Viz. (a) Skill Upgradation, (b) Mahila Coir Yojana The Objectives of the scheme are to:-

- Train personnel in the cadres of Supervisors/ Instructors/ Artisans and to meet the requirement of skilled man power for the development of coir industry.

- Help in transfer of technology to non-traditional areas through development of skill of coir workers.
- Assisting the trained women artisans for procuring spinning equipments/coir processing machineries from the PMEGP.
- Provide self employment to rural woman artisans in regions producing coir fibre and enabling them to get better returns through improvement of productivity and quality. Providing them with a better work environment and elimination of drudgery involved in the traditional methods of spinning and product manufacturing.
- Encourage new entrepreneurs both in traditional and non-traditional areas under Entrepreneurship Development Programmes to venture into coir industry and trade and thereby accelerate the development of the industry in the existing and new areas.
- Aim at inculcating quality consciousness among the workers at grass root level and to educate them on proper methods of producing standard quality fibre, yarn and products.
- Create awareness among the coconut growers, entrepreneurs etc. to set up coir based units and to modernize the existing units for better productivity, quality and also enhance earnings.
- Contribute to generate employment in rural areas of the coconut producing States.

3. Nodal Agency

3.1 Coir Board, Kochi is the Nodal Agency. The scheme will be implemented through the Regional/ Sub-regional offices/ training centres of the Board. The scheme will be monitored by Coir Board and the feedback (Monthly/ Quarterly/ Half yearly and Annually Report) will be regularly furnished to the Ministry of Micro, Small and Medium Enterprises by the Head Office of the Board. Technical intervention, wherever necessary, will be provided by Central Coir Research Institute and Central Institute of Coir Technology and other institutes engaged in the development and promotion of coir industry.

4. Implementation

4.1 Skill Upgradation

4.1.1 The Coir Board will continue to impart training in processing of coir to artisans and workers engaged in the coir industry through its training centres, i.e., National Coir Training and Design Centre (NCT&DC), Kalavoor, Alleppey and Research-cum-Extension Centre, Thanjavur, and Field Training Centres of Regional Officers/ Sub Regional Officers of the Board located at various parts of the country. The Board will conduct training activities at a number of Field Training Centres as per the convenience of coir workers. The Field Training Centres will be run with the help of Co-operative Societies/Associations and SFURTI Clusters etc. engaged in coir activities and NGO's registered in Darpan Portal of NITI Ayog. The RO/SRO should ensure that the NGOs are registered in the portal.

4.1.2 The in-house training programmes organized by Coir Board at its training centers exclusively for orientation training on the basis of the request from trade and industry and Govt. sponsored agencies are not provided with stipend. All other field level training programmes are stipendiary. The Coir Board from time to time will also design different training programmes according to the need of the industry. The duration of these training programmes will be decided based on the requirements of the skill to be imparted. **These training programmes shall be as per NSQF norms.**

4.1.3 The stipend per trainee for the skill development programmes will be limited to Rs.3,000/- per month and in the case of training programmes of less than one month duration, stipend will be disbursed on prorata basis. The honorarium for the trainer will be limited to Rs. 15,000/- per month. An amount of Rs.400/- per head per month will be provided as financial assistance to the training sponsoring agency to meet the operational cost of the training for raw material, power charges, other incidentals etc. on submission of a self certification of Expenditure from the Sponsoring Agency which will be verified and passed by the Regional/Sub Regional Officer for effecting the payment. In the field level training centres organized by Coir Board through sponsoring agencies, the Regional/ Sub Regional Officers shall verify the attendance registers and the stipend will be calculated on pro-rata basis of their attendance certified by the trainer and the sponsoring agency. The amount of stipend will be disbursed by the Regional/Sub Regional Officer on verification of all relevant records. They shall also receive acquaintance certified by the Sponsoring agency and the trainer and counter certified by the Regional Officer for settlement of stipend account. The amount of stipend will be directly transferred to the Aadhar linked account of the trainee through e-payments/DBT mode. The payments towards honorarium to the trainers will be paid to the Aadhar account of the trainer through e-payment/DBT mode and reimbursement of operational expenses shall be made through e-payments/DBT or crossed cheques to the training agency. **The payment for training programme shall be as per NSQF norms.**

4.1.4 The selection of trainees for in-house training at NCT&DC will be made by inviting applications through advertisements in print and electronic media and through recommendation from the authorities of the coir producing States **Coir Producers, Exporters**. An official Committee of Coir Board will be constituted for the selection of the trainees. The selection of trainees for regular courses will be after conducting written tests. In the case of Orientation Training Programmes, candidates shall be sponsored by coir units registered under Coir Industry Registration Rules, 2008 of Coir Board or by State Govts./ NGOs/ Educational Institutions/ Research Organizations etc. Selection of trainees for training programmes conducted at Regional Extension Centre will be made by the officer-in-charge of the centre through sponsoring of candidates by Trade Associations, Unit owners, Industries Department, NGOs, SFURTI Cluster SPVS, Co-operatives etc. and from open forum with suitable paper advertisements.

4.1.5 In the case of field level training programmes, selection of the training sponsoring agency will be vested with Regional/ Sub-regional Officers of Coir Board. Before appointing the agency an undertaking will be obtained from the sponsoring agency in the prescribed format

(Annexure I). After proper scrutiny of the application, an agreement will be entered into between the sponsoring agency and Regional/ Sub-regional Officer for organizing the training programme as per the guidelines. The sponsoring agency shall submit the name with full address and details of Aadhar linked bank accounts bank account of the candidates along with recent passport size photographs (two copies) and with ID proof (Election ID Card / Ration Card / Aadhar Card / PAN Card / Certificate of identification from any authorized Government agency/SC/ST/PWD). The Election ID / Aadhar Card shall be insisted upon in all cases and other proof of ID may also be accepted. One photograph will be affixed on the certificate issued on successful completion of the training and other will be kept at the office for reference. The certificate will be issued by the Regional/Sub-regional Officer after conducting a test as per the norms prescribed by the Coir Board-follow up with those obtain training for setting up enterprises should be done.

4.1.6 The in-house training programme will be conducted by the technical persons of the Coir Board and its Research Institutes. In certain cases, outsourcing can also be made according to the requirement. Theory and practical tests will be conducted and evaluated by the faculty of the National Coir Training and Design Centre and results will be published on approval of the Director, RDTE under his/her signature on behalf of Secretary, Coir Board.

4.1.7 The Officer-in-Charge of the Training Institute can outsource faculty for undertaking specialized studies on payment of honorarium with the approval of the Competent Authority. Training programmes conducted at National Coir Training & Design Centre, Kalavoor, Alappuzha will be under the direct supervision of Director, RDTE and the training programmes conducted by the Regional Offices/ Sub Regional Offices and Regional Extension Centers will be under the direct supervision of the respective Regional Officers. In the case of Trainers Training Programme and Mahila Coir Yojana, the practical test will be conducted by the technical staff of these Centers and the certificate will be issued with the concurrence of the respective Regional Officers/SROs under the signature on behalf of Secretary, Coir Board.

4.1.8 Specialized training programmes will be organized by the respective Regional Officer and Director, RDTE with the concurrence of the Chairman, Coir Board. The syllabus for the specialized training programmes will be prepared in consultation with Director, RDTE and approved by the Chairman, Coir Board. The trainers will be selected by the Regional/ Sub-Regional Officers from the list of trainers who have successfully completed the Trainers Training Programme.

4.1.9 Infrastructure for Training: To achieve the objectives of skill upgradation in the coir sector, creation of proper infrastructure for training like strengthening/setting up of demonstration-cum-training institutes/centres will be undertaken by the Coir Board independently or in collaboration with the State Universities/State Governments etc. This also includes purchase of machinery and equipments for training, preparation of soaking tank, etc. The expenditure on this component will be limited to the annual budgetary allocations for the component.

4.1.10 Training programmes can also be organized by the Institutes of State/ M/o MSME etc so as to have made Outreach & Impact.

4.2 Entrepreneur Development Programmes (EDPs) , Exposure Tours, Awareness Programmes, Workshop & National Seminar

4.2.1 Entrepreneur Development Programmes (EDPs)

The details for conducting EDPs are given below:-

- (i) The EDPs will be organised by the Regional/Sub-regional Offices according to the targeted programmes. The Regional/ Sub-regional Officer of Coir Board will select a professional agency, which has sufficient expertise for conducting the EDP. The Regional/ Sub-regional Officer will enter into an agreement with the agency for organizing the EDPs.
- (ii) The agency shall invite prospective entrepreneurs through regional level press advertisement. The agency will prepare all the necessary study materials in consultation with the Regional/ Sub-regional Officers. The agency will outsource faculty for conducting technical sessions as per the norms prescribed by Coir Board.
- (iii) A field visit to a nearby coir processing centre will be organized at the end of EDP. The expenditure will be registered as per the conditions mentioned in clause 4.2.2 and rest to be organized by the agency from the participants or other sources.
- (iv) Expenditure for conducting each EDP will be limited to Rs.100,000/- . The terms of references for organizing EDP are appended as **Annexure – II**.
- (v) Those who have undergone EDP will be supplied with applications for availing assistance under CUY (merged with PMEGP), CITUS etc. and the agency should ensure that at least 40% of the participants become entrepreneurs.

4.2.2 Exposure Tours and Awareness Programmes:- Exposure Tours will be organized for the benefit of prospective entrepreneurs and artisans of coir processing centres to visit other coir producing centres engaged in the production of value added products and the functioning of the unit engaged in coir industry. In the case of entrepreneurs, 50% of the actual travel cost subject to **A.C. Two- tier** Class train fare and in the case of artisans engaged in the coir processing activities under cooperative society/SHG and sponsored by the State Government 90% of the actual travel cost / subject to **A.C. Two- tier** class fare will be reimbursed by the Board. The duration of the Exposure Tour will be five working days excluding travel time. The expenditure for conducting an Exposure Tour including to and fro bus/train fare, **GST**, permit for entering neighbouring States, toll tax etc. will be limited to **Rs.1,00,000/-**. In the case of A & N Islands and NER, the expenditure will be the actual cost incurred for to and fro bus/train/ship fare, plus GST, permit for entering neighbouring states, toll fare etc.

Awareness Programme will be organised for the general public for their introduction to the Plan Schemes of the Coir Board. The expenditure for conducting an awareness programme will be limited to Rs. 30,000/-.

4.2.3 Workshop :- The expenditure for conducting a Workshop will be limited to **Rs. 65,000/-.**

4.2.4 National Regional & State Seminar :- The expenditure for conducting a *National Regional & State Seminar* will be limited to *Rs. 5 Lakh, Rs. 3 Lakh, Rs. 2 Lakh.*

4.3 MAHILA COIR YOJANA

4.3.1 This programme is intended to provide self employment opportunities to rural women artisans in regions processing coconut husk. Over the last two decades, production of coir fibre has substantially increased in India. Conversion of coir fibre into yarn on motorized ratts in rural households provides scope for large scale employment, improvement in productivity and quality of coir fibre, better working conditions and higher income, which ultimately leads to the improvement of standard of living of rural woman artisans. The programme envisages providing of training only to women artisans.

- To provide training on sophisticated machinery/advanced technology in order to scale up the skill of the Mahila Coir Workers.
- To integrate MCY training along with LBI in order to make the MCY trainees more entrepreneurial.
- To encourage the trained women to avail of assistance under CUY (merged with PMEGP), to set up unit/start self employment. Year-wise target for coir sector will be provided under the PMEGP. Necessary handholding support will be provided by the Coir Board through its field officer to the women artisans to avail of assistance under PMEGP.

4.3.2 Regular monitoring of the scheme will be undertaken by Joint Director (Planning)/Senior Accounts Officer of Coir Board and reported to the Ministry of MSME.

5. The financial assistance for procurement of machines/equipments may be obtained under PMEGP scheme for setting up of new coir units for which the maximum project cost is upto Rs.25 lakhs.

Annexure- I

Skill Development Training Programme Under taking by the Training sponsoring agency

I.....S/o. Sri.....residing at (Complete address) on behalf of M/s....(Name of the sponsoring agency) on.....(Date) is furnishing the undertaking with details as shown below to Coir Board.

1. Name of the Sponsor :
2. Address with phone/fax/email :
- Principal Co-ordinator of the Name: group of trainees/SHG/NGO* Address:
3. No. of candidates :
4. Period & Type of training :
5. Source of Raw material for training : locally available / to be purchased from out side
6. Details of power connection :
7. Availability of machineries for training:
8. Whether the trained candidates will be provided employment in the unit of the sponsors or facilitate employment in other unit. :
- If starting own units, the type of unit proposed
- Credit support, if any envisaged, for starting Units :
- Whether the trainees have any infrastructural facility.(furnish details) :
- If not, the mode of acquiring the basic Infrastructure:
Nature of marketing support that could be Provided.
- Whether the details of the Adhar liked accounts of the trainees have been furnished.

The agency undertakes the full responsibility of ensuring the raw material, credit flow and market support with gainful employment or starting own units by linking the trainees with Boards scheme like Mahila Coir Yojana, Rejuvenation, Modernization & Technology upgradation of coir Industry, Financial Assistance, PMEGP etc with Banks.

Authorized Signatory Witness:

- 1) Regional Officer/ESO, Coir Board.

*Should a registered NGO in the Darpan Portal of NITI Ayog.

TERMS OF REFERENCE FOR ORGANIZING EDP

The duties and responsibilities of the organizing agency are:-

1. The participants are to be identified through local paper notification/other media.
2. Location for organizing the EDP will be identified by the organizing agency in consultation with the concerned Regional Officers and the arrangement for the venue of the programme should be made by the organizing agency.
3. Minimum number of candidates should be 50.
4. Tea and snacks, working lunch etc, have to be arranged to the participants during the EDP.
5. Honorarium and other expense like local hospitality, conveyance etc. of the Faculties has to be met by the organizing agency.
6. The agency should provide study material etc. to the participants.
7. The rest/excess expenditure to be borne by the agency/candidate and the detailed expenditure statement with details to be submitted by the Agency. The local advertisement in newspaper for calling candidate/EDP to be given in Coir Board website also and agency to send copy of advertisement to Coir Board.

All topics except Coir Based Industry are to be dealt by external faculties. With reference to coir, the Coir Board will provide faculty and they can take from the coir trade basing expertise.

Schemes and programmes of KVIC, NSIC, MSME (DC) etc., may be covered in the EDPs conducted by the Board. A suitable session for this also may be included and programme be scheduled accordingly.

The exposure tour will be funded with 50% on Traveling expenses on bus/train II class and rest to be organized by the agency from the participants or other sources.

The success ratio as below to be built up by the agency:

The participants application	:	150
Selection of application for EDP	:	100%
Attendance on EDP	:	90% minimum candidate selected
Exposure tour	:	60%
The successful entrepreneur	:	25%

The payment of 10% on the EDP cost will be made on completion of report and on reaching duly filled response sheet of candidate and the prospective entrepreneur identified.