

OPERATIONAL GUIDELINES FOR
TRADE AND INDUSTRY RELATED FUNCTIONAL SUPPORT SERVICES
(TIRFSS)

1. Background

Coir Board has been given the mandate for promoting the overall sustainable development of coir industry in the country. With the passage of time, the global environment for coir sector has become highly competitive. In the fast changing global economic scenario, the coir industry has to face a lot of challenges and the industry has to be modernized according to the changing needs. The trade now need to be assisted to adopt market oriented reforms to enhance their capability for marketing the product and to possibly to promote public private partnerships. Collection of statistical data pertaining to various aspects like production, productivity, labour infrastructure, raw material, marketing etc. is required for providing feedback to the trade and industry and for evolving appropriate policy for the overall organized and systematic development of the coir industry. Introduction and maintenance of an updated and effective IT related management information system is an in escapable requirement for the development of this highly competitive sector. The past few years in particular have witnessed growth in production, product diversification and other areas of development including technology, marketing and skill development, which has also necessitated a systematic feedback of information assisted by modern information technology to impose the effectiveness of delivery of services and identifying appropriate policy initiatives by Coir Board for the planned and rapid development of Coir Industry.

The need for HRD requires implementation of new development techniques. Against this background, a need has been felt to continue the “Trade & Industry Related Functional Support Services” beyond the XIIth Plan period upto 2019-20 for which Coir Board, Cochin will continue to be the nodal agency for implementation.

2. Components

The scheme “Trade and Industry Related Functional Support Services” will have the following sub-components viz;

- i. Knowledge Management
- ii. Information Management
- iii. Infrastructure Creation
- iv. Human Resource Development.

3. Knowledge Management

3.1 Coir Industry Survey

Collection and compilation of various aspects pertaining to the coir industry is the main objective of conducting coir industry survey in the major coir producing states of the country. Survey will be outsourced by the Coir Board for ascertaining the availability of raw material for the coir industry, utilization of the raw material, production of coir fibre and allied product, infrastructure availability and the man power available for the coir sector of the respective states and the existence of the coir units in the country.

The survey shall be conducted according to the needs of the industry and suggestions and recommendations incorporated in the survey report will be taken as a guiding parameter for the preparation of schemes and programmes in respect of the coir industry according to the requirement of the respective area and their subsequent implementation.

3.1.1 The outcome of the implementation of the schemes and other activities undertaken from time to time will be reviewed by Coir Board by taking up evaluation studies through outsourcing.

3.2 Market Analysis

Market analysis study will be undertaken by outsourcing the services by Coir Board for the specific product range and market targeting both the domestic and international markets. Such market analysis will help the industry for effective diversification of the product range for better end use and value realisation. This is also essential for preparation of focussed and well directed schemes and programmes by Coir Board that are relevant to the coir industry, including those activities that are market driven and intended for expanding the domestic market for coir and allied products.

3.3 Techno Economic Feasibility Studies

Techno Economic Feasibility studies will be undertaken, through outsourcing for the development of coir industry including non-traditional areas. This will help in development of prospective-entrepreneurs for setting up of coir based units and increased utilization of raw material potential besides enhancing the market demand for coir and allied products through studies on logistics support, market feasibility economics and scales of production, skilled man power requirement etc. Economic feasibility study report will form a part of the base document for the respective states of Coir Board for formulating schemes and programmes to adopt implementation procedure as per regional environment.

3.4 Economic Research

The role of the Coir Board has to be seen increasingly as a promoter and facilitator of the industry and its focus should be on facilitating market oriented development of the coir sector. Promoting the use and consumption of coir, both in domestic and international market, would have to be facilitated by the Board through activities that would provide a sound understanding of the products, markets, economic scenario – India and International, competition, technology, sales promotion, etc. This would require that meaningful

information is available to the Board and industry that would facilitate proper planning and framing of policy so as to achieve the objectives. Coir Board would also need to shift the focus of the Industry from supply management role to the role of demand creator. Similarly, creation of additional demand for coir products in both domestic and international market would call for an in-depth understanding of:-

- Customer needs, trends and preferences
- Products
- Competition from both substitutes and synthetic products and other coir or natural hard fibre producing countries
- Technology to meet customer needs
- Promotional techniques
- Branding
- ***Designing of New products.***
- Government Promotional Assistance
- Logistics
- ***Product Diversification.***
- Other areas to augment the consultancy services of field experts, catering to the requests of Board to facilitate the industry *etc.*

With a view to achieve the above objectives, market research studies and technical consultancy will be organized by Coir Board through outsourcing/through field experts/consultants and agencies.

4. Information Management

4.1 Data Collection

Periodical Collection and compilation of data on production of coir material and coir products, domestic consumption, export and other trade related information will be done by Coir Board. Details of export of coir and coir products will be collected by Coir Board from various ports and customs offices located in India, compiled, analyzed and disseminated to the Ministry, trade and public for the development of the industry. The expenditure in this regard shall be met by the Board from the Head earmarked for the scheme as per the Government of India norms.

Collection and updation of data in association with trade/industrial associations, State/UT Government Departments will be undertaken by the Board on reciprocal understandings.

4.2 Data Management

An integrated management system with the following advantages will be developed;

- Implementation of mobile application to monitor all the activities of Board's schemes, Financial Accounting, Marketing, statistics, etc
- Implementation of e-office at sub offices of Coir Board
- Integrated financial accounting system to incorporate all the activities of the Board.

- Develop tools for monitoring Human resource management system
- Development of IT tools for planning and budgeting
- Database management system
- Data storage application
- Inter-phase for data collected from external source
- Tools for data analysis
- Implementation of data security tools

For discharging the above works software development the service of the empanelled agencies will be availed and the work will be executed with the supervision of IT department of the Board. EDP/ data entry personnel will be engaged on contract basis to monitor and support the works related with the IT activities like E-office, E-tracking, GEM Purchase etc.

4.3 Library

The existing library will be covered through the integrated e-governance system and also proposed to introduce web based library so that every employee can easily access the details of the books/ periodicals available at library. Inorder to update the knowledge/developments in various fields, essential books will be procured after following the prescribed procedures. A Librarian will also be appointed for proper maintenance of the Library.

4.4 Connectivity

Development of a web based E-governance system will help the public for exchange the information in a speedy manner and this will provide a platform for online interaction with the Coir Board to all external stake holders. The work of web based E-governance system will be carried out from the empanelled outside agencies.

4.5 Hardware & Networking

The hardware such as computers, printers network equipments essential for strengthening the overall IT functions of the Board will be provided. The Annual Maintenance of the existing hardware will be taken up for the smooth functioning of Board's IT activities. The computer and other hardware equipments will be procured as per the Government norms after observing usual formalities in GFR. The internet leased line for the Board is to be renewed every year for the inter and intra connectivity. The same will be done through the Internet Service Provider on payment basis.

4.6 Necessary improvement/ Updation of the Website/Portal of the Board will be made under the supervision of National Informatics Centre, meeting the expenditure from this plan head.

5. Infrastructure Creation

Infrastructure for trade related activities and the essential physical requirements for the implementation of IT related and other activities will be provided by the Board at its Head Quarters and Sub- Offices. The expenditure on the following items are proposed.

- i. Creation/ Maintenance of the physical structure and providing infrastructure facilities at the Head Quarters/ **RO's/SRO's**.
- ii. Developing trade facility centres at coir producing areas
- iii. Construction of **CEO** Quarters/ Guest House.

- iv. Module for furnishing IT related infrastructure.
- v. *Hiring of accommodation at Delhi for Regional office & Guest House.*

6. Human Resource Development

- i. A well structured human resources development programme for the Board's officials, stakeholders of the industry, manufacturers, coir workers and major market players will be formulated.
- ii. As a part of the above requirement, Coir Board will organize tailor made HRD programmes through Organizations of repute including Central/State/others for improving the capabilities of the human resource of the Board as a part of capacity building and, inter- alia, to provide effective market promotion support to industry.
- iii. Central/ State Government organizations engaged in organizing HRD programmes will be approved by Coir Board for providing training to its/ officials in trade related/ administration/ IT/ Marketing/ Technology/GST/ RTI Act matters etc.
- iv. The Board will also organize, in consultation with trade and industry, training programmes for the stake holders engaged in the industry in market promotional activities and creating awareness about incentives available under different schemes of Government of India.
- v. Coir Board will outsource the work of preparation of manuals, project reports and other documents for capacity building developmental activities etc.

Expenditure

The expenditure on each of the components, subcomponents and interventions of this scheme will be met by Coir Board strictly as per the provisions of General Financial Rules (GFRs) and instructions issued by the Department of Expenditure, Ministry of Finance, Government of India from time to time, within the approved allocations as detailed below:

Outlays

Year	Amount (Rs.crores)
2017-18	4.5
2018-19	5.00
2019-20	5.50