



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

CVY

Coir Vikas Yojana

Guidelines



कोयर बोर्ड

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार)

COIR BOARD

(Ministry of MSME, Government of India)



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C V Y

Coir Vikas Yojana

...from waste to wealth

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COIR BOARD

(Ministry of MSME, Government of India)



No. 5(9)/2017-Coir/77
Government of India
Ministry of Micro Small & Medium Enterprises

Udyog Bhavan, New Delhi
Dated 07.03.2018

To

The Secretary,
Coir Board ,
Coir House, M.G.Road,
Ernakulam, Kochi-682016.

Subject:Approval of Competent Authority for continuation of the on-going Scheme i.e. Coir Vikas Yojana (CVY) of Coir Board beyond 12th Five Year Plan (from 2017-18 to 2019-20) – reg.

Sir,

I am directed to refer to this Ministry's O.M. of even number dated 23.10.2017 on the above subject and to convey the approval of the competent authority for continuation and implementation of the on-going scheme i.e. Coir Vikas Yojana (CVY) of Coir Board beyond 12th Five Year Plan (from 2017-18 to 2019-20). The revised operational guidelines have also been approved. A copy of the same is enclosed.

Encl:a.a

Yours faithfully,

(R.R.Meena)
Deputy Secretary to Govt. of India
Telefax No.23062736
Copy for information to:

1. Integrated Finance Wing, (Sh.D.P.S.Negi, EA),
Ministry of MSME, Udyog Bhawan, New Delhi.
2. The Director, NIC Unit, Ministry of MSME, Nirman Bhawan, New Delhi
with the request to upload the above operational guidelines of CVY.



MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

OPERATIONAL GUIDELINES
FOR
COIR VIKAS YOJANA (CVY)

COMPONENTS

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COIR BOARD

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सत्यमेव जयते

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

CVY

Coir Vikas Yojana

...from waste to wealth

COMPONENT 1

CITUS

COIR INDUSTRY

TECHNOLOGY UPGRADATION SCHEME

Guidelines

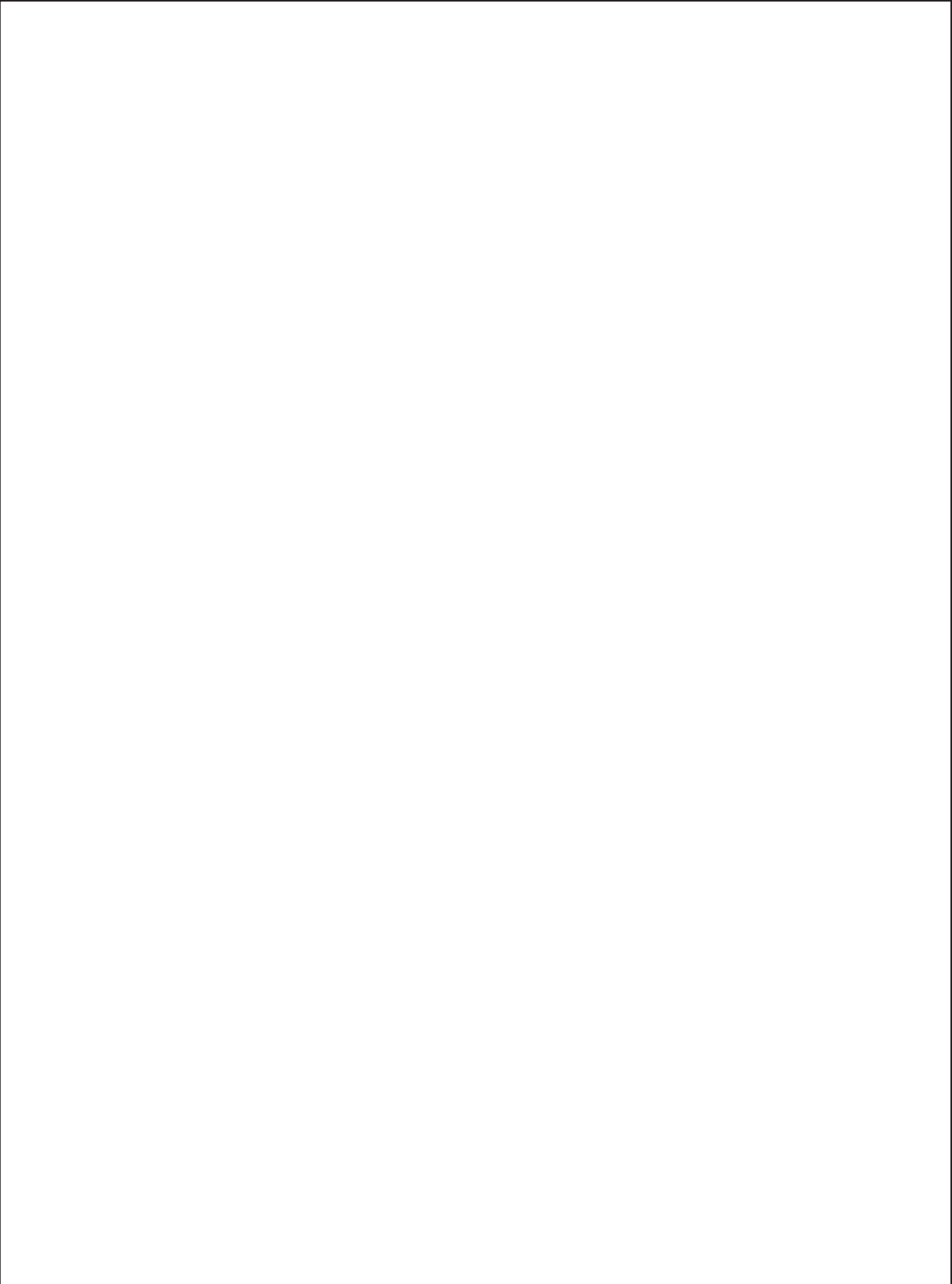


COIR BOARD

(Ministry of MSME, Government of India)

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OPERATIONAL GUIDELINES FOR COIR INDUSTRY TECHNOLOGY UPGRADATION SCHEME (CITUS)

1. Short Title:

The component may be called Coir Industry Technology Upgradation Scheme (CITUS)

2. Objective:

The objectives of this component are,

- To provide modern infrastructure facilities to the production units resulting in improvement of productivity and quality.
- To support the establishment of new 'State of the Art' Coir Processing Units.
- To spread the industry to potential areas.
- To promote the enhanced utilization of available raw material.
- To create more employment opportunities, especially for women in rural areas.
- To attract new generation entrepreneurs to the industry.
- To modernise the existing coir units.
- To promote the development and installation of information technology including enterprise resource planning (ERP).
- To support the production of high value customer oriented products.
- To make the Coir Industry integrated and competitive with modern technologies.
- To facilitate the adoption of eco-friendly production techniques.
- To achieve the target of a pollution free coir industry with technological advancements.

3. Nodal Agency:

3.1 Coir Board, Kochi will be the Nodal Agency. The component will be implemented through the Regional/ Sub-regional offices of the Coir Board. Technical interventions, wherever necessary, will be provided by Central Coir Research Institute (CCRI), Kalavoor and Central Institute of Coir Technology (CICT), Bangalore and other institutes engaged in the development and promotion of coir industry. The component will be periodically monitored by the Coir Board and the Ministry of Micro, Small and Medium Enterprises (MSME), Government of India.



- 3.2 The applications for assistance under the component will be invited by Coir Board, at periodical intervals by releasing **All-India** advertisements with particular emphasis in coconut producing regions. Publicity through all other sorts like web based **electronic & IT tools etc.** shall also be undertaken. The component will be popularized through State/UT Govts, Industrial Associations etc..
- 3.3 The applicant/beneficiary unit seeking assistance under this component shall file application online with all relevant details /documents prescribed.
- 3.4 The Regional/ Sub Regional Officers of the Board will conduct on the spot inspection of the unit, verify the documents and recommend the quantum of incentive as per the guidelines and forward their due recommendations for obtaining sanction of the competent authority for release of financial assistance. Application for financial assistance will be duly examined by the above offices to ascertain whether the requirements have been duly complied with and the acceptance/ rejection of the application will be communicated to the applicant within **15** days from the date of receipt of the application. In the case of rejection, **clearcut** reason/s there of shall be communicated to the applicant.

4. Interventions under the component

- 4.1 Assistance under the component will be available to entrepreneurs in the categories of individuals/partnership firms, SHGs, Associations, enterprises from small scale / medium / co-operative/ private sector / public sector, interested for production of value added coir /coir blended items, where coir is the dominant fibre, by setting up new unit or adding to the existing capacity subject to investment **only** in new plant and machinery. No applications from those units exceeding the investment limits prescribed for medium scale enterprises in the MSME Act from time to time shall be considered for the grant of assistance under this component.
- 4.2 All eligible Coir units under the component will be entitled to get financial assistance for procurement of eligible Plant and Machinery for modernisation, upgradation and / or establishing a new unit on making an application in the prescribed format for the purpose. The financial assistance shall be **25%** of the cost of admissible items of Plant and Machinery procured by the Coir units. The upper ceiling of the financial assistance will be Rs.2.50 crores per coir unit/project.
- 4.3 The financial assistance will be payable only in Rupees in India through Direct Benefit Transfer (DBT) mode and Public Finance Management System (PFMS) as reimbursement of the amount invested. The amount will be released after the Coir



Unit installs the eligible machinery and commences its operation. The applicant unit will be at liberty to procure the Plant and machinery from out of the loan of any financial institution/ bank/ leasing company or from own resources.

5 Eligibility:

All coir production/processing units newly established will be eligible to apply for assistance. All coir production/ processing units registered with Coir Board under Coir Industry (Registration) Rules, 2008 and having **Udyog Aadhar** are eligible to apply for financial assistance for modernisation under this component. A new unit which has applied for/availed of assistance under this component will have to complete **5** years of successful operation before applying for assistance under modernisation.

The details are as follows:

- i) Financial assistance under this component will be extended to entire coir sector of the country. The units applying for the assistance shall be within the investment limits prescribed for Small and Medium Enterprises under the MSME Act from time to time.
- ii) The application with all relevant documents shall be filed online. The Regional Officer/ Sub Regional Officer/ In-charge of the Coir Board will conduct on the spot inspection of the unit and will verify all the documents and assess the quantum of financial assistance and recommend those cases complete in all respect to Coir Board Head Quarters online for obtaining the sanction from the Competent Authority.
- iii) The equipment and motors eligible for assistance under the scheme shall not be below the standards prescribed from time to time by BIS.
- iv) There will be an overall ceiling of Rs. 2.5 crores for computing financial assistance.
- v) The ceiling of prices of different items of machinery will be fixed and reviewed periodically by a **five member** Technical Committee (TC) **three senior officers & two** representatives from the trade, constituted by Chairman Coir Board from time to time, after making a fair assessment of probable cost of all components used in the production of machinery items. As the cost of machinery and equipment tend to change and additional developments/innovations in machinery/technology are possible, this list will be updated periodically by the TC.
- vi) The machinery/equipments procured should be as per the standards prescribed by the BIS and can be sourced from at the option/choice of entrepreneurs with



- valid receipts/invoice **with GST number** from the open market. Machinery can also be imported for setting up high-tech coir processing units for which the unit shall substantiate the reason for import of machinery.
- vii) The machinery suppliers will have to give a performance guarantee for a period of at least **two years** to the beneficiaries and the copy to be provided while availing the incentive under the scheme. In the case of imported machinery, the units shall produce the invoice, shipping bill etc. certified by Customs Authorities/DGFT/Banks with performance certificate from the supplier.
 - viii) In respect of projects for modernization, the cost of new machinery/equipments/power generators/material handling equipments/conveyors etc. installed/procured will only be taken for arriving at the project cost for calculation of the amount of financial assistance
 - ix) The financial assistance under this component will be available to entrepreneurs who have not availed any Central Government subsidy under PMEGP, CUY, DPI, TUF etc. for the same purpose. An undertaking to the effect that the applicant has neither applied for nor availed of assistance under these programmes/components will have to be furnished while applying for assistance.
 - x) In the case of original documents pledged with banks, the copies duly attested by the Manager of the bank have to be submitted with the application for the assistance.
 - xi) The cases of applications seeking financial assistance recommended by the Regional / Sub Regional Officers of the Board shall be placed before a steering Committee constituted at the Board Head Quarters by the Chairman, Coir Board. The Committee shall have representatives from the CCRI and CICT of the Board, subject experts and representatives from the industry. The steering committee shall meet at **least once in two months**.
 - xii) Even though the scrutiny of the application will be made on first come first served basis subject to the receipt of proper documents, the criteria adopted for selection of beneficiary shall be purely on merits and the rankings given by the "Project Steering Committee."

6 Conditions for grant of financial Subsidy:

- i) The Coir production/processing unit desirous of availing the assistance under this component shall install in its declared premises the eligible plant and



- machinery for setting up of new unit/ expansion of existing units, upgradation and modernisation either from own resources or by availing of institutional credit.
- ii) Such acquisition and installation shall be preceded by intimation to Coir Board online about the intention for such expansion, upgradation, modernisation or setting up of new units along with the scheme **& submission of Detailed Project Report (DPR)**. The Coir Board through the CCRI, CICT or any other institution as may be deemed fit by it apprise technically the proposed project/ **DPR/** unit and will inform the applicant for its approval or otherwise of the eligibility of the application for financial assistance. The Coir Board will issue an in principle approval (IPA) to the applicant after examination and appraisal of the proposal. All cases will be discussed and decided in the steering committee at Board's HQ.
 - iii) The applicant will be required to submit claims within one year (to be extended up to 18 months under special circumstances) from the date of commencement of production, **both** in the cases of own source of finance **or Institutional Credit**.
 - iv) However, the Chairman, Coir Board will be competent to condone the delay in submitting the applications, on a case to case basis on merits, on the basis of written appeals submitted to him explaining the reasons behind the delay **upto two years & beyond that upto 3 years by the "Coir Board"**.

7 Procurement/Cost of Machinery under the Scheme:

- 7.1 All plant and machinery and equipments required for setting up the coir processing unit shall be of BIS/ Coir Board standards specifications prescribed from time to time and shall be of reputed make and in the case of import of machinery for setting up of high value coir products using high-tech machinery, all relevant documents regarding the import of machinery from the Customs Authorities/ DGFT/Bank along with Performance Guarantee of the machinery should be produced and a certificate stating that these machinery will be used only for coir/value added diversified products/Coir blended items. The estimated cost will be revised by the Technical Committee from time to time, based on the field situations and increase in the cost of inputs for fabrication of the machinery.
- 7.2 In the case of installation of power generator sets/ diesel engines/any non-conventional energy generating equipments separate electrical power line from the rural feeder, incentive will be considered along with the project cost for existing and new units.



7.3 Any addition/ modification to the range of machinery for each type of units due to technological advancements, innovation, new processing technologies, product diversification will be added to the list by the Coir Board as per the recommendations of the Technical Committee from time to time.

8 General Instructions:

- a. The financial assistance as admissible under this component will be disbursed to the applicant only after the unit goes into production as reimbursement of investments in Plant & Machinery. In the case of units set up/modernised availing of institutional credit, the assistance shall be released to the Bank account through which the loan/ credit has been availed of.
- b. The beneficiary availing of the financial assistance under this component shall not mortgage the assets except to the financial institution/bank from where he had availed loan for the establishment of the unit.
- c. The coir unit will not be allowed to dispose of the items for which incentive has been disbursed within a period of 7 years from the date of receipt of assistance under the scheme.
- d. To identify machines bought under this component, embossing / engraving Identification Code (IC).On each plant / machine for which the incentive has been provided will be made.
- e. The entrepreneur availing incentive under this component will give an undertaking that the unit has not applied for or availed of subsidy/assistance under any other scheme like PMEGP, CUY, DPI,TUF etc. of the Central Government for the same purpose.
- f. The assistance received from the Board under this component shall be recoverable from the entrepreneur through legal means.
- i. Where the assistance under the scheme has been obtained by misrepresentation of facts or by furnishing of false information; or where the machinery and premises of the unit are used for other purposes than the assistance availed for during the currency period of the assistance. i.e. for 7 years
- ii. Where the unit goes out of production within 7 years from the date of commencement of production, except in case where the unit remains out of production for short periods extending to 6 months due to reasons beyond its control, such as shortage of raw material, power, natural calamities etc.



- g. In case of any disputes with regard to grant of incentive under the scheme, the decision of Chairman, Coir Board shall be final.

9 Maintenance of list of Applicants:

List of applicants should be maintained at Regional Office/ Sub Regional Office and Head Quarters of Coir Board and also on the Coir Board Website. A data bank should be created in the Coir Board.

10. Monitoring and Evaluation:

The monitoring of the units will be undertaken by the Regional/ Sub Regional Offices of Coir Board and by the **Secretary/CEO/Chairman**, Coir Board at regular intervals. The Mid-term appraisal of implementation of the scheme will be got done by the Board through reputed external agencies. Scheme will also be regularly monitored by the Secretary, Ministry of MSME.



COIR BOARD

(Ministry of Micro, Small & Medium Enterprises, Government of India)

P.B.No.1752, M.G.ROAD, ERNAKULAM, KOCHI-682016

APPLICATION FOR AVAILING FINANCIAL ASSISTANCE UNDER THE COMPONENT COIR INDUSTRY TECHNOLOGY UPGRADATION SCHEME

Part -A

1. Name of Applicant
2. Other Details
 - (a) Date of Birth :
 - (b) Community: SC/ST/OBC/Minority/Others:
 - (c) Gender: Male/Female
3. Address for Communication
 - Address1:
 - Address2:
 - Post Office:
 - Taluk:
 - Village:
 - District:
 - State:
 - PIN Code:
 - Telephone / Mobile No:
4. Aadhaar No of the Applicant:-

Part -B

1. Name of the Coir Unit:
 - (a) Catagory:

*Please indicate whether Proprietor / Partnership / SHG /NGO / Pvt. Ltd. Co./ Public Ltd. Co./ Co-operative Society / Others **



* Specify:-

(b) Type of Unit

(c) Total investment of the unit.*

* Total investment should not exceed the limits prescribed for Medium Enterprises under the MSME Act.

(d) Date of Establishment

DD	MM	YY

(e) Details of Registration under Coir Board Registration Rules 2008

No.								
Date								

(f) Udyog Aadhar No:

No.								
Date								

(g) Details of IPA received from Coir Board (Copy to be enclosed):

(h) Details of commencement of production

DD	MM	YY

(i) Whether land is own or on lease*:

* For lease land registered lease deed for a period above 10 years should be attached and for own land legal opinion from a NOTARY Should be attached.

If Partnership concern, please attach the registered partnership deed attested by a notary.

If Company, please attach copies of the Registration Certificate from Registrar of Companies and Memorandum of Association & Articles of Association.

If Co-operative Society, please attach a copy of the registration certificate issued by the competent authority/Registrar of Co-operative Societies.

If NGO/ SHG, please attach a copy of the registration certificate issued by the competent authority may be attached.

2. No of persons employed. (a) **Directly: (in Nos)**

(b) **Indirectly:**



3. Details of Plants & Machinery set up/upgraded*:

Name of Machinery & Equipment	Capacity	Year of manufacturing.	Name of the manufacturer	Value (in Rs)
			TOTAL	

* Attested copies of bills, payment receipts, performance guarantee from the machinery manufacturer, documents from electricity authority and validation certificate from a Chartered accountant are to be attached. Machinery/equipment shall be of BIS/Coir Board Standards.

If Machinery is imported, justify the reason for importing*

* In case of imported machinery unit shall produce the

Invoice, shipping bill etc certified by Customs authorities/DGFT/Banks

4. Source of funding

Bank	Own sources	Other source

5. If the source of funding is other than own sources, please provide the following details.

- a) Name and address of the Bank/Financial or other institutions from where the fund has been sourced:
- b) Amount of fund sanctioned: Rs.
- c) Details fo Sanction letter (*Copy of the sanction letter and techno financial appraisal of the bank /financial institution to be attached*):
- d) Details of payment/s released to the supplier/s of machinery
 - i. Amount Rs.
 - ii. Name of supplier
 - iii. By Cheque/DD /E-transfer No & Date:



6. If the source of funding is from own resources, Please provide the following information:

a) Details of Payment/s to the supplier/s of machinery:

i. Amount Rs.

ii. Name of supplier

iii. By Cheque/DD /E-transfer No & Date:

7. Details of Bank account

a) Name of the Bank with address of the Branch:-

b) Account No. :

(Copy of the Bank Pass Book to be enclosed)

I/We hereby declare that I/we have not availed of any other assistance under any of the other schemes of Govt. of India for the same plant / machinery for which assistance has been claimed hereinabove.

I/We hereby undertake to submit any further documents/ information as maybe required by the appropriate authorities.

I/We hereby undertake not to dispose of the machinery/equipments for which subsidy has been claimed within a period of 7 years from the date of receipt of assistance except with the prior approval of Coir Board.

I/We hereby agree that in case it is found that the assistance has been availed of on the basis of any false information, we shall forthwith refund the incentive availed of to Coir Board along with interest to be charged as per scheme guidelines from the date of disbursal to the date of refund **& will be liable for legal action by Coir Board.**

I/We hereby further agree that I/we shall forth with repay the amount disbursed to me/us under the scheme, if the amount of incentive is found to have been disbursed in excess of the amount actually admissible for whatsoever reason and shall be liable to pay interest at such rate as may be prescribed on such amount and such other charges/expenses which may be payable by us.

Place:

Name and Signature of the applicant

Date:

(Seal)



Certificate to be issued by Chartered Accountant (Annexure 1 to application form)

I/we hereby certify from the examination of the accounts and other relevant records of the applicant M/s that I/We found the statements made and particular furnished by the applicant in form no-I annexed here to be corrected according to the books and records maintained by the applicant in the ordinary course of business subject to the following remarks.

Remarks if any:

Signature of the Chartered Accountant :

Name of the Firm :

Registration Number :

(Seal of Chartered Accountant)

Place :

Date :

Certificate to be given by Coir Unit (Annexure II to the application form)

Scheduled for fixed assets (machinery) created as on by M/s.....
..... address.....

Break up of costs included in the value of assets

Sl No.	Description of the plant /machinery (item wise)	Quantity	Date of order	Name & address of the machinery manufacturer	Date of creation/ erection	Bill No. & Date	Paid up value of the assets created/ erected Rs.	Bill value of the assets created Rs.

Basic (CIF/ FOB) value	Customs/ Excise Duty	Freight, Insurance and Handling charges	Sales Tax	Erection cost	Others, if any (specify)	Total
(Rs.)	(Rs.)	(Rs.)	(Rs.)	(Rs.)	(Rs.)	(Rs.)



Certified that the assets enlisted in the schedule of fixed assets (machinery) are created in position at site as on and put into operation on

Signature (with Seal) of
Managing Director/ Director/ Secretary of the company

- a. We hereby certify that we have checked the above statement of fixed assets(machinery) with the books of accounts, the invoices and other records maintained by M/s..... as produced, and the information and explanation given, and found the same to be true and in accordance therewith.
- b. We also certify that M/s. have acquired and installed the above mentioned assets (machinery during the period fromto.....
- c. We further certify that the aforesaid items of fixed assets (machinery) have been taken, to the extent paid for, up to..... from..... to.....and exhibited in the relevant books of the company.

Signature of the Chartered Accountant

Place:

Registration No:

Date:

Name of the Firm:

(Seal of the Chartered Accountant)



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MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
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COMPONENT 2

S & T

SCIENCE AND TECHNOLOGY

Guidelines



COIR BOARD

(Ministry of MSME, Government of India)

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SAVE NATURE.. USE COIR



OPERATIONAL GUIDELINES FOR SCIENCE AND TECHNOLOGY COMPONENT

Introduction

Innovative R&D activities on coir are carried out under the Board by the two research institutes; the Central Coir Research Institute, Kalavoor and Central Institute of Coir Technology, Bangalore. The Central Coir Research Institute, Alleppey was established in 1959 and the Central Institute of Coir Technology, Bengaluru in 1980. Whereas CCRI, Kalavoor concentrates on research concerning development of ecofriendly technologies for quality improvement of coir fibre, utilization of coir pith, effluent treatment, development of new machinery etc. CICT, Bengaluru concentrates mainly on technology development on coir composites. Identification of new user areas for utilization of coir and coir waste (coir pith), modernization of production infrastructure for elimination of drudgery in manual operation thereby attaining higher productivity and improvement in quality are integral parts of the research efforts of both the Institutes and research investigations have led to development of several new technologies for the coir industry.

Extensions of the results of the technologies developed/research at the laboratory level are scaled up for application at the field level together with extension of testing and service facilities to the coir entrepreneurs & exporters, carrying out of research activities with the funding support from reputed institutions are also envisaged under the programme.

Collaborative research with research organizations, institutes, industries, universities in India and abroad, having proven records on varied applications of coir, development of new products, new machinery, product diversification, development of environment friendly technologies, technology transfer, incubation, testing and service facilities are the areas which are given priority consideration. Commercialization of new products/technologies and machine developed by the R&D institutes and registering for Patent Right of these research outcomes and proper documentation etc., are also to be done.

As part of the Government of India decision to rationalize all the Schemes, the stand alone scheme of Plan S&T has brought under the umbrella Scheme of Coir Vikas Yojana.

The programmes under the S&T activities for the period 2017-18 to 2019-20 are implemented under the following components.

- Modernization of Production Processes.
- Development of machinery and equipments.
- Product Development and Diversification.



- Development of Environment Friendly technologies.
- Technology transfer, Incubation, Testing and Service Facilities.

The Director RDTE, who is heading the Research Institutes CCRI & CICT of the Board, will be the nodal officer all of the S&T programmes, fund utilization and settlement and furnishing reports to HO.

(I) Modernization of Production Processes

Objectives

- Modernization of extraction process of coir fibre leading to enhancement of productivity, upgradation of quality and elimination of drudgery.
- Development of appropriate technologies for improving the productivity and quality in spinning.
- Development of innovative technologies in weaving of coir products by improvisation of the production processes of fibre and equipments.
- Development of modern technologies for finishing operations of coir products.
- Modernization of the production and extraction process through application of bio-technology.
- Development of technologies for wet processing of coir using natural dyes.
- Extraction of good quality fiber using Mobile Fibre Extraction Machine which will be modified to produce fibre of uniform length and reduce impurity.
- Development of technologies for quality improvement of coir fibre using Bio-chem treatment and enzyme treatment.
- Development of diversified products using a superior quality fibre such as Janata Mattress, superior quality coir floor coverings.
- Productivity and quality of products need to be modernized
- Research will result in increased production of new range of coir products which will be accepted both by internal and external markets

Most of the conventional technologies used in the coir industry are of medium level. Consequently, the amount of drudgery is more and the working atmosphere is not user friendly enough for retention of a dedicated work force. The productivity and the quality of the products are not up to the mark either. Continued research activities will result increasing the acceptance of the new technologies for processing of coir & development of new coir products both by internal and external markets.



(II) Development of Machinery and Equipments

Objectives

- Elimination of drudgery in operations
- Improvement in productivity and quality
- Bringing about cost effectiveness

The programme aims at Development of Plant Machinery and Control Systems to Spin Fine Quality Coir Yarn of Uniform Thickness and Reduced Hairiness for Weaving Superior Quality Coir Floor Furnishing Products, development of machinery for spinning coir yarn, extraction of fibre, weaving coir products etc. Most of the existing machineries are obsolete with low productivity and involve drudgery in operation. Low productivity, low technology application, reluctance to accept rapid mechanization, economic disability to modernize the sector etc. are some of the limitations for growth in the coir industry. Modernization essentially involves mechanization and application of modern processes, which necessitates developing appropriate machinery for processing of coir fibre into yarn and products with enhanced productivity.

(III) Product Development and Diversification

Objectives

- To develop innovative products from coir fibre or blending with other natural fibers.
- To develop new areas of application for coir products like coir geo-textiles
- To develop new technologies for utilization of coir pith
- To develop technology for use of coir in the automobile industry for seat cushions and upholstery
- To develop innovative designs suitable for mats, matting and carpets
- To construct rural roads under PMGSY using coir geo-textiles for inclusion in the manuals of PWD etc.
- To establish Design Clinics in the major coir clusters **& in CCRI/CICT.**

Future of coir industry depends on product development and diversification, especially into non-traditional areas. Development of substitutes for wood, synthetic products, geo-synthetics, combination products through blending with other natural fibres etc. would open up new vistas for the coir industry. Development of new application areas and new products are of vital importance for the full utilization of the potential of the industry.



The future of the industry depends on innovative eco friendly consumer acceptable products and coir wood shall bring immediate changes to the life of people especially in the building and furnishing sector. The demand for coir wood shall increase from the sunrise building sector which ultimately preserve the tropical forests from depletion and reduces the serious concern of the impact on world climatic conditions.

(IV) Development of Environment Friendly Technologies

Objectives

- To develop appropriate technologies for abatement of pollution in the production processes.
- To develop a cost effective eco-friendly effluent treatment technology for treating the effluents arising out of wet processing in coir industry.
- To develop technology for disposal of sludge in the ETPs.
- To develop new products like wood substitutes out of coir alone or by blending with other natural fibres.
- To standardize the coir composite products for different applications.
- To undertake studies in estimation of carbon credit by using coir products like composites, geo-textiles etc.
- To develop new technology for production of coir toys.

The world is becoming more environment conscious and the need for protection of water, air and other natural resources for the posterity is being realized widely. Even though coir and its products are nature friendly in the sense that they are hundred percent degradable, research efforts have to be carried out to minimize the environmental hazards caused by retting and wet processing.

(V) Technology Transfer, Incubation, Testing and Service Facilities

Objectives

- To transfer the technologies developed by the research institutes to the trade against specific requests and under agreement of technology transfer by realising appropriate fees.
- To establish technology incubation centers in one or many places for training the entrepreneurs in the new technologies developed and transferred.
- To create a tool room for maintenance of and repair of the looms and equipments established in different coir production centers.



- To establish a laboratory for testing coir composite materials and to extend service facilities to the trade.
- To demonstrate the user friendly technologies and machineries developed by CCRI/CICT in the major coir yarn production centers for the benefit of the workers/ entrepreneurs.
- To extend technical assistance for interventions in clusters identified by the Board in different coir producing States.
- To undertake testing of coir and coir products, dyed samples, coir pith etc. at the laboratories of CCRI, CICT and Regional Offices and issue test certificates.
- To extend service facilities to the trade in dyeing of coir yarn/fibre at the dye house established at the CCRI.
- To undertake civil/electrical infrastructure support required for the research institutes *of CCRI/CICT etc.*

The result of the research activities need to be disseminated to the industry and trade and diversified uses of coir and coir products have to be popularized through demonstration in the field for increasing the demand of coir. There is a need of services like testing and certification facilities required by the industry.



**Phasing of expenditure during the period 2017-18, 2018-19 and 2019-20
for each S&T Schemes are detailed below:**

<i>(Rs. in lakhs)</i>						
Sl. No	Programme	Intervention	2017-18	2018-19	2019-20	Total
1	Modernization of Production Processes	Modernization of production process	75.70	180	200	455.70
2	Development of machinery and equipments	Development of new machines	62.72	280	300	642.72
3	Product Development and Diversification	Product development & diversification	128.71	180	200	508.71
4	Development of Environment friendly technologies	Development of environment friendly technologies	244.96	280	300	824.96
5	Technology Transfer, Incubation, Testing and Service Facilities	i) Field demonstration of technology ii) Transfer of eco- friendly technologies iii) Transfer of technology to machine manufacturers. iv) New clusters to be provided with technological support v) Field demonstration of technologies vi) Extension of testing and services facility	187.91	180	200	567.91
	Total	Total	700.00	1,100.00	1,200.00	3,000.00



The funds will be released to the Research Institutes from HO of Coir Board on a quarterly basis on certification of utilization of **70%** funds released earlier. The funds will be utilized by the Research Institutes for R&D activities and creation of infrastructure & civil construction/repairs etc. relating to R&D activities only as specified in the Action Plan under different Programme Heads of the Scheme.

Industry/Research institutes will prepare proposals for various R&D activities including projects, creation of infrastructural facilities, civil constructions, repairs and maintenance etc. with the approval of competent authority. Board will prioritize the fund requirement and submit to the Ministry on quarterly and lumpsum basis.

- The Research Institutes of the Board will undertake collaborative research projects with other recognized institutions/industries who are interested to have research projects related with coir and its allied products.
- Research efforts will be pursued through public private partnership basis after giving due transparency.
- Advertisement will be released for inviting the collaborators online as well as.
- Advertisement will be released for inviting interested entrepreneurs, industrialists, research organizations etc. for utilizing the facilities available at Board's research institutes for consideration fixed by mutual discussion.
- If necessary, the collaborators of the projects will be invited for making presentation on the project before the Board.
- Preference will be given to the collaborators having experience of research works pertaining to coir or any other natural fibre.
- The outcome of the project must be for the benefit of the coir industry
- The collaborating institute should provide counterpart contribution in terms of kind or cash for the project.
- An Advisory Committee will be constituted consisting of Chairman, Coir Board, **CEO(CB)**/ Secretary, Coir Board, Joint Director (Plg.), Director, NCRMI, Chairman, FICEA, Chairman, TN Dist. Coir manufactures Association, Officer in-charge of coir industries from Govt. of Kerala, Tamil Nadu, Karnataka and Oddisha, **etc.** experts from National R&D institutes having expertise in the relevant field will validate the project proposals before approval of S&T committee. Board etc. The Director, RDTE will be the member and convener of the Committee.



- A Project Review Committee consisting of Director (RDTE), Joint Director (Res.), Joint Director (Tech.), Deputy Director (S&T), the Nodal Officer of the project concerned, the nominee of **Finance & Accounts Section**, Coir Board will review the progress of the projects periodically (at least once in three months) and recommend for the release of Board's share for continuing the project.
- The Chairman, Coir Board shall be the appellate authority and his decision on all matters connected with the project shall be final and binding on both the parties.
- In the case of collaborative projects tenure will be specific and a MoU will be signed between the Board and the collaborator.
- There will be nodal officers for all the collaborative projects who will function under the Director, RDTE. The collaborative projects should be monitored by the nodal officers effectively and the progress report of each of the collaborative projects should be submitted by the Director, RDTE before the S&T Committee/ Board Meeting with due recommendation of the review and advisory committee in time.
- Data base may be prepared and upgraded on available technologies as well as R&D experts available in the country and outstanding consultants may be identified.
- Building two-way linkages with R&D experts and field level units.
- Constantly improving the quality of coir products and facilitating the compliance with pertinent standards.
- Identify a few products on which major thrust would be given in a well coordinated manner for the increase in their market penetration.

Development “outcomes” and “outputs” of the scheme/project

The Scheme being a Research & Development Activity, the outcome of the Scheme may not be measured in financial terms but the expected outcome of the Scheme are as detailed below:

- Continued implementation of the Scheme will result in development of new technologies for reducing drudgery and improving the quality and productivity of the coir products. Continued research activities will result in increasing the acceptance of the coir products both by internal and external markets.
- The development of more sophisticated machinery with the features of automation will result in enhanced productivity and income. Elimination of physical strain



and better income would attract younger generation to engage themselves into coir activities.

- The use of coir products for environment friendly activities will result in environment protection.
- Development of new value added products and identification of new areas for application of coir will result in the generation of more national income from a waste material.



MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

CVY

Coir Vikas Yojana

...from waste to wealth

COMPONENT 3

SKILL UPGRADATION
&
MAHILA COIR YOJANA

Guidelines



COIR BOARD
(Ministry of MSME, Government of India)

coirboard.gov.in

SAVE NATURE.. USE COIR



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 Offices/ Sub Regional Offices 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 NGOs 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 acquittance 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 viz. **Coir Producers, Exporters etc.** 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 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 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
9. Credit support, if any envisaged, for starting Units :
10. Whether the trainees have any infrastructural facility.(furnish details) :
11. If not, the mode of acquiring the basic Infrastructure :
Nature of marketing support that could be Provided.
12. 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 Board's 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 be a registered NGO in the Darpan Portal of NITI Ayog.



Annexure- II 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.



सत्यमेव जयते

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

CVY

Coir Vikas Yojana

...from waste to wealth

COMPONENT 4

EMP

EXPORT MARKET PROMOTION

Guidelines



COIR BOARD

(Ministry of MSME, Government of India)

coirboard.gov.in

SAVE NATURE.. USE COIR



OPERATIONAL GUIDELINES FOR 'EXPORT MARKET PROMOTION COMPONENT'

1. 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 also to 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 officers 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

Note: The maximum assistance would be limited to Rs. 5.00 lakh per event per applicant organization.

(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.

Note:-The maximum assistance would be limited to Rs. 4.50 lakh per event per applicant organization.

(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 entrepreneurs/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	Appln. 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.



ANNEXURE - I

The details of eligibility criteria for deciding awards

I EXPORT AWARDS

- (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.
- (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.
- (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.
- (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.
- (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:

Enterprise	Annual Turnover
Micro Enterprises	Does not exceed Rs.5 Cr.
Small Enterprises	More than Rs.5 Cr. and not exceeding Rs.75 Cr.
Medium Enterprises	More than Rs.75 Cr. and not exceeding Rs.250 Cr.

- (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.

II DOMESTIC AWARDS

- (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.



- (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.
- (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, 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) domestic sales figures produced along with the applications shall be certified by a Chartered Accountant.
- (v) 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) 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) Number 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).



सत्यमेव जयते

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

CVY

Coir Vikas Yojana

...from waste to wealth

COMPONENT 5

DMP

DOMESTIC MARKET PROMOTION

Guidelines



COIR BOARD

(Ministry of MSME, Government of India)

coirboard.gov.in

SAVE NATURE.. USE COIR



OPERATIONAL GUIDELINES FOR DOMESTIC MARKET PROMOTION COMPONENT

Background

Coir Industry, originated in the erstwhile Travancore state of pre independent India one and a half centuries ago, was considered to be an export oriented labour intensive industry. The Industry, in its initial stages, was developed and nurtured in an organized manner by the Europeans to cater to the needs of the Europe.

The Coir industry over the years, especially due to the developmental initiatives of the Central Government from the 7th plan period onwards, has proliferated to other parts of the country. As of now there are 14 states /Union Territories in the country engaged in coir production activities. There is tremendous untapped potential for extension of the coir industry throughout the coconut producing regions and for enhanced utilization of raw material. The industry has very good prospects for employment / enterprises creation in the rural India which can contribute to the income generation of the economically weaker sections especially the women workforce.

Development of a strong and stable domestic market for coir and coir goods would certainly go a long way towards increased returns to the manufactures, employment / entrepreneurship development, increased raw material utilization etc. A strong Domestic market would also help to tide over any possible adversities in the export market due to competitions, economic recessions, trade / tariff barriers, turmoil and other trade hindering factors.

Even though the coir industry has proliferated to different parts of the country it remains as a highly unorganized and scattered sector. The industry continues to be one with low production and low technology infusion in many areas. The manufactures predominantly being house hold/tiny and small scale units, cannot afford to take up publicity and propaganda to capture the market and to establish regular marketing channels. The Coir Board, as the national agency for the development of coir industry has to take the lead in this regard with necessary support and promotional measures. In addition to providing supporting measures in the marketing of products necessary steps for the creation of awareness of the product, technology, prospects, employment opportunities through appropriate publicity and propaganda efforts are also required. These efforts assumes greater importance for the achievement of the overall objectives envisaged during the Fourteenth Finance Commission period ending in 2019-20 like enhanced raw material utilization, value addition to raw material, employment creation, increased GDP on coir etc.

In pursuance of Section 10(1) of Coir Industry Act 1953, Coir Board has been taking various measures for popularizing coir and coir products and expanding the domestic market. Establishment and maintenance of Showroom and Sales depots, participation in fairs / exhibitions



organized by other agencies and organizing exclusive fairs for Coir and coir goods within the country, providing Market Development Assistance to State supported organizations for enlarging marketing network, organizing generic publicity through press, television, website and radio and erection of hoardings, fixing of quality standards, inspection and a certification of quality of coir goods are some of the measures taken by Coir Board towards achieving the objective. With a view to suit to the requirement of contemporary marketing trend and in line with the policy of Digital India the Board is proposing to set up a Online Marketing Portal for bridging the manufacturers and franchisee network to be set up throughout India. The entire showrooms are to be renovated with jewellery showroom ambiance in a phased manner.

This sub-scheme will have the following components.

1. PUBLICITY

One of the major activities of the Board is to give ample publicity for the popularization of Coir and Coir products in the domestic market. Popularization and marketing of the research and development products, customer orientation, popularization of coir products in new user areas, popularization of Board's schemes and services etc. through various publicity measures like release of advertisement in the print and electronic media at DAVP rates, erection of hoardings at vantage points in various parts of the country, printing and distribution of publicity materials like brochures, catalogues etc., release of press/ casual advertisements, production of TV commercial for communication to the target audience for providing message on the products and its applications, printing of an in house magazine "Coir News" for circulation among the trade and industry will be pursued under publicity. The Board will also pursue appropriate publicity and propaganda through innovative media like internet social media industrial extension, employment / enterprise creation, enhanced raw material utilization etc. would also form thrust areas for publicity in addition to creation of product awareness and marketing.

All the advertisements in print and electronic media shall be released either through DAVP or at DAVP rates as per the media plan prepared each year.

Aggressive publicity shall also be undertaken in export markets to promote Indian coir products in print, electronic and other media in close association with Indian Missions and Importers' Associations. Ad campaign shall also be undertaken on buses, trams and trains. Suitable ad campaigns shall be evolved to target the school and college students with the motto of catching them in the budding stage especially projecting the environment friendly attributes of coir products and the need to preserve the nature.



Creation of a brand image for coir products and popularize “Eco Mark” as a mark for quality and identifying a most appropriate Brand Ambassador for the purpose shall form part of this activity.

Ad campaigns shall also be pursued in digital formats like search engine optimization, search engine marketing, content creation, social media networking & marketing, digital display advertising, retargeting & remarketing and mobile marketing.

The Board would be preparing ad films on a product specific basis for the categories of floor covering products, coir pith & garden articles, coir geotextiles & erosion control products, coir mattresses & sleeping accessories and coir wood for screening while participation in domestic and international fairs, seminars in addition to Corporate film on Coir Board and industry. The ad films shall be prepared ensuring visuals of hygienic and international standards including voice modulation.

While implementing projects on applications of coir products like erosion control, embankment protection, slope stabilization etc. the pre and post scenario of the project fields and various stages implementation shall be documented using the services of a reputed industrial photographer for the purpose of creating case studies for presentation and promotion of products.

The Board would follow the GFR and other relevant rules and regulations of government of India for purchase of goods and services required for publicity.

2. PARTICIPATION IN DOMESTIC EXHIBITIONS

Board organizes participation of Indian coir sector in reputed fairs organized by different agencies and government organizations and also organizes exclusive fairs for coir as Bharath Mahotsav, Coir Darshan etc. In addition to display and sales of coir products, functional applications of coir products shall be lively demonstrated in such events for creating awareness and genuine interests among the target audience

Trade Fairs/Exhibitions provide effective tools of promotion of product with the unique advantage of direct interaction with the prospective customers. It provides opportunity to see the range and assess the product direct in the context of their requirements, thereby facilitating the decision making easier. It also helps to boost up sales through the Board’s Showrooms & Sales Depots and franchisee network as well. The Board would be participating in important domestic exhibition, international exhibitions in India and can also organize exhibitions on its own, exclusively for coir and coir products in India. Under both these activities the Board will be offering facilities and providing space to the small scale producers to exhibit and sell their products. In all the activities connected with



participating in / organizing domestic exhibitions the GFR procedures and other rules and regulations for procurement of goods and services will be followed by Coir Board.

Coir Board is in the pursuit of positioning coir wood as the perfect and environmentally protected substitute for natural wood in all its applications including knockdown furniture and acoustic paneling industry. Coir wood will get more acceptance as the material is derived from the fruit of coconut tree and the wood is stronger than other MDF Boards. After perfecting the coir wood and its standardization, the Board would be organizing participation in important furniture fairs in India. Similarly, the Board will also explore the possibility of organizing a Design Fair exclusively for coir wood with a view to popularize the use of coir wood among the architects and designers.

The Board would also explore the possibilities of recognizing and engaging consultants/ agencies for implementation of projects on application of geotextile in the areas of embankment protection, road stabilization, erosion control, mine reclamation, usage of coir wood for innovative purposes etc on turnkey basis. The consultants / agencies for specific projects shall be elected from the empanelled list on the basis of the preference of the supplier of end user and also on mutually agreed terms and conditions. The consultant / agency shall be responsible for smooth and successful conduct of the project.

3. PERFORMANCE LINKED MARKET DEVELOPMENT ASSISTANCE

3.1. OBJECTIVES

The Market Development Assistance (MDA) Scheme has been introduced as a replacement for the erstwhile Rebate Scheme existed in the Coir Sector till 1999-2000.

The Objectives are:

- i. To promote the sale of coir and coir products manufactured by the Co-operatives and Public Sector Enterprises committed to payment of minimum wages and other obligatory benefits to the coir workers and thereby encouraging sustained production and better employment opportunities.
- ii. To provide financial support on a continuing basis round the year to the Co-operatives, Public Sector Enterprises and franchisees who undertake market development programme in coir.

3.2. QUANTUM OF ASSISTANCE

The Scheme proposes to provide financial assistance to the Apex Co-operative Societies, Central Co-op. Societies, Primary Co-operative Societies, Public Sector



Enterprises, franchisees appointed by Coir Board in the coir industry and the Showroom and Sales Depots / Hindustan Coir of the Coir Board. The MDA is granted at the rate of 10% of their average annual sales turnover of coir products including coir fibre, coir pith, coir pith block, coir pith products, coir pith organic manure, coir yarn, mats, matting, rubberized coir goods, coir geotextile, garden articles, coir Bags, coir umbrella, coir chapel, coir ornaments, coir handicrafts, coir wood and other innovative products during the preceding three financial years, subject to the condition that 5% increase should have been achieved over the immediate previous year. **This Assistance will be shared on 1:1 basis between the Central Government and the concerned State/Union Territory Government. The disbursement of Central share of MDA will be subject to the budgetary outlay available with the Coir Board under the relevant schemes.**

The MDA will be linked with the sales performance of the individual beneficiary organization/ unit concerned and aims at providing incentives for better performance. The beneficiary/ unit shall be eligible for MDA only if it has individually achieved 5% increase on the turnover of the previous year. In the case of a beneficiary drops its sales turnover for one year it will become eligible for MDA only when it achieves 5% increase over the highest sales achievement made and not from the dropped sales mark.

3.3. UTILISATION OF THE ASSISTANCE

The assistance provided under the Scheme must essentially be utilized for the following purposes:

- i. Publicity – ***Both Print & electronic.***
- ii. Opening of New Showroom/Sales Outlet
- iii. Renovation of existing Sales Outlets
- iv. Market study
- v. Setting up of Market Intelligence net work/ up-gradation of design facilities like installation of Computer, Aided Design Centre, engagement of qualified designers, introduction of e-commerce facilities, computerization of Showrooms etc.
- vi. Godown
- vii. Innovative Marketing Strategies including payment of discounts and other sales campaigns.



3.4. SUBMISSION OF CLAIMS AND PROCEDURE FOR DISBURSEMENT OF CLAIMS

- i. The State/UT Government shall communicate in advance their willingness to participate in the MDA Scheme subject to the conditions stipulated under the Guidelines.
- ii. The State/UT Government may issue specific orders in this regard and provide adequate budgetary provisions.
- iii. The Central Share of 50% of the Market Development Assistance will be disbursed by the Coir Board in lump sum to the State/ UT Governments subject to availability of necessary funds in the Annual Plan budget of the Coir Board. It shall be the responsibility of the State/UT Governments to disburse the assistance to the concerned beneficiary organizations.
- iv. The Apex Societies, Central Societies, State owned Agencies and Corporations shall furnish the claims on the basis of the audited accounts of the preceding three years. The beneficiary organization shall submit their claims to the concerned State/UT Government as per format Annexure I, who in turn will submit the consolidated claim along with the supporting documents, mentioned therein to the Coir Board. The primary societies shall submit their claim as per format Annexure II to the state government/ UT, who in turn will furnish the consolidated claim to Coir Board along with supporting documents and proof of matching share released by the State/ UT Government, and Utilization Certificates. The Franchisees shall apply as per format Annexure III, directly to Coir Board on the basis of books of account audited by Chartered Accountant.
- v. While preferring the claims through the concerned State/UT Government, the beneficiary organizations shall submit a utilization certificate to the effect that the assistance received under the scheme during the preceding year was utilized exclusively for the approved purposes as stipulated under Para-3 above. This utilization certificate should be countersigned by the State/UT Government authority designated for the purpose.
- vi. The sale of Coir fibre and coir yarn made by the Primary Society to the Apex/Central Society or in the open market will be eligible for MDA. However, the Apex / Central Society would not be eligible for MDA on the sale of coir fibre or coir yarn purchased from the Primary Societies as they claimed MDA.



- vii. The beneficiary Primary Society shall submit a Utilization Certificate to the State/UT Government to the effect that the assistance granted during the preceding year was utilized exclusively for the purposes prescribed under Para 3 above. The State/UT Government shall accordingly submit a consolidated utilization certificate on behalf of all the Primary Societies through the competent authority designated for the purpose.
- viii. The concerned State/UT Government may evolve suitable mechanism to collect the claims periodically from the Societies for being consolidated into half yearly/ annual basis so as to prefer the statement of MDA claims in time.
- ix. Notwithstanding anything contained herein above, the disbursement of central share of the MDA would be subject to availability of funds in the annual allocation for the purpose to the Coir Board.
- x. Government of India has approved release of MDA by way of “on account payment” basis to States against their claim for MDA. Accordingly, on receipt of fund allocation from the Ministry, the State-wise allocation will be released in advance on a quarterly or half yearly or yearly basis]subject to availability of funds earmarked for the purpose and limiting to the State-wise allocation of central share of MDA. The concerned State Government should monitor the Utilization of the assistance as per the MDA guidelines.
- xi. The concerned State Government should settle the “on account payment” made during a particular year in the first quarter of the succeeding year by providing Utilization Certificate in the manner as prescribed in the guidelines. Further release of MDA by way of on account payment during the subsequent year would be considered only on settlement of the payment made last year.
- xii. While furnishing the Utilization Certificate relating to a particular year an estimated claim for the next year will also be furnished so as to enable the Board to release the On Account Payment of MDA on that basis.

3.5. GENERAL

The Central share of the Market Development Assistance will be disbursed on a financial year basis.

- i. The claims of the beneficiary organizations being forwarded by the State/ UT Government in the manner prescribed above should be completed in



all respects and should reach Secretary, Coir Board, Coir House, M G Road, Kochi-682016.

- ii. The State/UT Governments shall furnish promptly any information sought for by the Coir Board in connection with the implementation of the MDA Scheme, so as to ensure speedier disbursement and effective implementation of the scheme.

4. CONSTRUCTION/ RENOVATION/ INTERIOR DECORATION OF NEW AND EXISTING SHOWROOMS/ MARKET DEVELOPMENT CENTRES OF THE BOARD

The purchase of goods and services shall be made strictly in accordance with provisions of GFR.

4.1 Opening of new showrooms:

Coir Board is at present having only 30 showrooms and sales depots throughout the country which is quite insufficient to cater to the demand of a huge country like India with vast geographical area and around 125 crore population. The franchisee network to be created by Coir Board would be concentrating on fast moving items which can be sold at a fast speed. But coir industry has multitude of products which can elevate the living status, preserve the nature, reduce the carbon footprint, giving added benefits on health counts etc. which have to be propagated among the public and targeted groups. For this it is necessary to have Board's showrooms in important commercial cities in India. The interior decoration/ renovation of the showrooms will be carried out in a befitting manner with ambiance.

4.2 Construction of Showrooms

Board is having own land in commercially prime locations at Bangalore, Bhubaneswar and Thanjavur. Board is also trying to get land allotted by State Governments like Tamil Nadu for Chennai for construction of own showrooms for showcasing the product ranges including coir wood. In the first phase Coir Board proposes to construct own showroom in Bangalore, Bhubaneswar and Thanjavur.

4.3 Renovation of existing Showrooms:

Most of the showrooms and sales depots of the Board are badly in need of renovation so as to improve the sales performance. In some cases the showrooms are having the amenities and fixtures deployed some 25-30 years. As the Board is face lifting its showrooms with trendy and attractive products, it is utmost



essential to renovate the entire showrooms of the Board with ambiance and jewellery showcasing model. The renovation work will be taken up by the Board in a phased manner after due prioritization.

4.4 Setting up of Market Development Centres (MDCs):

In the fast changing scenario of trade practices, where the trade tools and modules are getting refined, modified, updated in an amazing pace, it is quite inevitable to have Market Development Centres in the Metropolitan cities and centres of other geographical zones. The MDCs shall have the facility to showcase the entire range of products, for conduct of interactive meetings, VVIP interactions, meeting with trade bodies and other stake holders, press meets, small workshops and guest rooms. As a pilot project Coir Board will set up a MDC at New Delhi.

5. FIELD DEMONSTRATION/ DISPLAYS

The lack of awareness on the application of coir products is contributing in a major way for the slowness in the market expansion for coir products. In fact coir products are having immense advantages and unique applications suiting to various requirements need of various sectors and industries. Coir pith can reduce the water requirement as one out of eighth of the normal requirement which will be very useful in water scarcity areas. In tissue culture coir pith plays a unique role in better yield and productivity. Coir geotextile has innumerable applications in bioengineering like erosion/ sediment control, embankment protection, slope stabilization, weed control, rural road construction etc. In all the above applications coir geotextiles can effectively replace synthetic geotextiles than any other natural geotextiles. Coir wood is an excellent substitute for natural wood and can prevent deforestation. But the use of the product and the substitution has to be made popular through demonstration projects and case studies. The Board will undertake demonstration projects on all the above areas keeping social obligation as one of the important riders to select the projects. In bigger apartments, either its office or club room shall be furnished with coir to make them aware of the product. While incurring expenditure under this component the Board will adhere to the provisions of GFR.



ANNEXURE-I
C E R T I F I C A T E

Submission of MDA claims of Apex Society / Public Sector
Undertakings.

1. Name of the State :
2. Name of the Apex Society / PSU :
3. Year to which the claim relates to :
4. Sales Turnover (Rs. in lakhs) :

Sl.No	Year	Coir Yarn	Coir Products	Rubberized Coir	Others (specify)	Total

5. Average Sales Turnover of last three years
6. Percentage of increase over the preceding year
7. MDA eligibility at 10% of the average sales turnover : ‘
8. Share of the State/UT Government and the No: and date of order in which the share was disbursed
Sanction Order No. & Date:
9. Amount of MDA claimed from the Central Government
10. Details of enclosures to be attached with the certificate :
 - i. Utilization Certificate No.....Date
(for previous year’s releases under MDAs)
 - ii. Original copy of audited certificate signed by CA / Statutory Authority with seal
 - iii. Copy of sanction order referred to in column No. 8 above



ANNEXURE-II
CERTIFICATE

Consolidated Statement of MDA Claims of Coir Primary Societies

1. Name of the State :
2. Year to which the claim relates to
3. Sales Turnover

Item : Coir Yarn / Products (Specify)

Sl.No	Name & Regn. No: of Society	Sales during the last three years (year to be specified)	Average

4. Average sales turnover of 3years : ‘
5. Percentage of increase over the preceding year:
6. MDA eligibility at 10% of the average sales turnover : ‘
7. Share of the State / UT Govt. and the No: and date of order in which the share was disbursed Sanction order No & Date :
8. Amount of MDA claimed from the Central Govt.
9. Details of enclosures to be attached with the Certificate
 - i. Utilization Certificate No.....Date.....
(for previous year’s releases under MDAs)
 - ii. Original copy of audited certificate signed by CA/Statutory Authority with seal
 - iii. Copy of sanction order referred to in column No.7 above
(Name & Signature of the Competent Authority)

Date:

Certified that no MDA has been claimed for the sale of coir yarn/ products procured from Primary Societies for which MDA has been claimed by such Primary Societies.

Date:

(Name & Signature of the Competent Authority)



**ANNEXURE-III
CERTIFICATE**

Consolidated Statement of MDA Claims of Franchisees

1. Name of the State :
2. Year to which the claim relates to
3. Sales Turnover

Item : Coir Yarn / Products (Specify)

Sl.No	Name & Regn. No: of Society	Sales during the last three years (year to be specified)	Average

4. Average sales turnover of 3years :‘
5. Percentage of increase over the preceding year:
6. MDA eligibility at 5% of the average sales turnover :‘
7. Amount of MDA claimed from the Central Govt. :‘
8. Details of enclosures to be attached with the Certificate
 - i. Utilization Certificate No.....Date.....
(for previous year’s releases under MDAs)
 - ii. Original copy of audited certificate signed by CA/Statutory
Authority with seal

Declaration

Certified that MDA claimed for the sale of coir and coir products is for the goods procured from coir manufacturers in India or from suppliers who have sourced the products from Indian coir manufacturers.

Date:

(Name & Signature of the Competent Authority)

CERTIFICATE

Certified that MDA claimed by the above applicant for the sale of coir and products has been verified with the books of accounts of the applicant and has been found correct.

Date:

(Name & Signature of the Chartered Accountant with seal)



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MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

CVY

Coir Vikas Yojana

...from waste to wealth

COMPONENT 6

TIRFSS

TRADE AND INDUSTRY RELATED
FUNCTIONAL SUPPORT SERVICES

Guidelines



COIR BOARD

(Ministry of MSME, Government of India)

coirboard.gov.in

SAVE NATURE.. USE COIR



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 inescapable 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, 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 NIC/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. In order 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 exchanging 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, stake holders 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



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MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES
GOVERNMENT OF INDIA

CVY

Coir Vikas Yojana

...from waste to wealth

COMPONENT 7

WELFARE MEASURES

Guidelines



COIR BOARD

(Ministry of MSME, Government of India)

coirboard.gov.in

SAVE NATURE.. USE COIR



OPERATIONAL GUIDELINES FOR THE IMPLEMENTATION OF WELFARE MEASURES (PRADHAN MANTRI SURAKSHA BIMA YOJANA (PMSBY))

1. Introduction

- 1.1. Coir Industry is a traditional cottage industry employing around 7 lakhs coir workers of which 80% are women. The workers in the industry belong to the weaker sections of the society. The coir processing activities such as extraction of fibre, spinning of coir yarn, manufacture of rope and finished products involve drudgery, strain and hardship. Basic amenities of life are very often not available in this sector and the people are unable to find their own resources to acquire such facilities. The coir workers engaged in the extraction of fibre with the aid of machinery like Crusher, Disintegrator, Defibering machine, Decorticating machine, spinning on motorized ratt and fully automatic machine, and manufacture of products on power looms and PVC units are prone to minor and major accidents. Coir Board had been implementing Coir Board Coir Workers Group Personal Accident Insurance Scheme for the benefit of the coir workers in the country. The scheme started from the year 1998 was aimed at providing insurance coverage against accidental death, permanent total disability and permanent partial disability to the coir workers. The coir workers aged 18 and above engaged in the industry were covered under the scheme. The insurance coverage was given on the basis of a comprehensive policy covering 4 lakh coir workers without naming each and every worker. The scheme titled "Coir Board Coir Workers Group Personal Accident Insurance Scheme" which was in operation up to 31.05.2016 has been converged to "Pradhan Mantri Suraksha Bima Yojana"(PMSBY) with effect from 01.06.2016.
- 1.2. The scheme is for a period of one year cover, renewable from year to year. Accident insurance coverage is given for death or disability on account of an accident.

2. Scheme Coverage

- 2.1 All coir workers in the country in the age 18 to 70 years having Aadhar linked Savings Bank account will be entitled to join. The coir worker would be eligible to join in the scheme only through Aadhar linked savings bank account.



- 2.2 The coir workers to be enrolled through Coir Board may be self-employed, employed under the SFURTI coir clusters, coir workers engaged in the units already registered with the Board, coir workers coming under the fold of Welfare Fund Board, PSUs, Corporations, Federations, Cooperative Societies, etc
- 2.3 If there arises a question as to whether a person is a coir worker or not, for the purpose of insurance coverage, the decision of the Coir Board shall be the final.

3. Enrolment Modality / Period

The Board through its establishments all over the country and/or through outsourcing of work will enrol coir workers in India under PMSBY. The prescribed performa for enrolment and the auto debit authorization duly filled in shall be obtained by Coir Board. The enrolment under the scheme will be made by the Board through the participating banks or the Public Sector General Insurance Company by paying the requisite premium. The insurance coverage will be for a period of one year from 1st June of a year up to 31st May of the subsequent year or such periods prescribed from time to time under PMSBY.

4. Compensation payable:

The compensation payable will be as per the provision from time to time in the PMSBY. The current rates of compensation will be as under:

	Table of benefits	Sum insured
a	Death(Accidental Death)	Rs.2 lakhs
b	Total and irrecoverable loss of both eyes or loss of use of both hands or feet or loss of sight of one eye and loss of use of hand or foot	Rs.2 lakhs
c	Total and irrecoverable loss of sight of one eye or loss of use of one hand or foot	Rs.1 lakh

5. Master Policy Holder:

The participating banks or the Insurance Company concerned as the case may be will hold the Master Policy for all the beneficiaries who are enrolled under the scheme, as coir worker.

6. Premium:

The premium for enrolment as prescribed in the PMSBY will be either remitted directly by the Board to the Bank/Insurance Company concerned or will be reimbursed by the Board to their Savings Bank Account after enrolment. The premium for the subsequent



years for renewal will be transferred by the Coir Board directly through the bank account of the insured or to the insurance company as the case may be . For one coir worker only one subscription will be allowed.

7. Claim Procedure

1. The procedure for the claims will be regulated as per the norms from time to time of the insurance company in consultation with the participating banks.
2. The Board's Head Quarters and Field establishments will provide necessary hand holding support for the beneficiaries in claiming the insurance amount .

8. General

1. Coir Board will periodically enrol more coir workers under the scheme and maintain/ update year to year the database of coir workers.
2. Coir Board through appropriate means give wide publicity for the scheme and to bring more workers under its fold.

9. Outlays (Year wise)

Sl.No	Year	Amount (Rs. in Cr))
1.	2017-18	0.35
2.	2018-19	0.55
3.	2019-20	0.60
	Total	1.50



List of Field Offices of Coir Board

No.	Authorized Office	Jurisdiction
1.	The Regional Officer, Coir Board Regional Office, No.30, Mariammal Layout, Palladam Road, Pollachi, Coimbatore.Pin – 642 002.Tel/ Fax : 04259-222450	Tamil Nadu, Andaman & Nicobar Islands, Puducherry
2.	The Regional Officer, Coir Board Regional Office, Swaraj Nagar, .A.C. Gardens Rajahmundry-533 101 Phone:0883-2432065	Andhra Pradesh
3.	The Regional Officer, Coir Board Regional Office, No. 3A, Peenya Industrial Area, Near TVS Cross, Peenya, Bangalore - 560 058 Phone : 080 – 28375023	Karnataka, Maharashtra, Goa and Gujarat.
4.	The Regional Officer, Coir Board Regional Office, Jagamara(Udyogpuri), P.O.Khandagiri,Bhubaneswar-751 030, Odisha Phone:0674-2350078	Odisha
5.	The Sub Regional Officer, Coir Board Sub Regional Office, New Secretariat Building, C-Block, Ground Floor, 1 Kiran Sankar Roy Road, Kolkata-700 001 Phone:033-22625735	West Bengal
6.	The Sub Regional Officer, Coir Board Sub Regional Office, ASIDC Complex, Bhamuni Maidan, Guwahati-781022 Phone:0361-2556828	North East Region
7.	The Regional Officer,Coir Board Complex, Central Coir Research Institute, Kalavoor P O, Alappuzha – 688 522. Phone: 0477 - 2258801	Kerala and Lakshadweep

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