

Operational Guidelines of Plan Scheme
“Coir Vikas Yojana”

The Scheme ‘Coir Vikas Yojana’ earlier it was known as Coir Plan (General) Scheme which provides development of domestic and export markets, skill development and training, empowerment of women, employment/entrepreneurship creation and development, enhanced raw-material utilization, trade related services, welfare activities for the coir workers, etc. The scheme has the following components during the 12th Plan:-

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OPERATIONAL GUIDELINES FOR THE IMPLEMENTATION OF SKILL UPGRADATION & MAHILA COIR YOJANA SCHEME**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 of subsidy of 75% of the cost for purchase of ratts / machineries to the trained women artisans.

1.4 Training and quality improvement programmes including MCY are part of ongoing central sector scheme and for its continuation from XI to XII Plan, 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 remaining years of XII Plan are given in subsequent paras.

2. The Scheme

2.1 The Scheme, “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.
- provide coir yarn spinning ratts, coir processing equipments, machinery items, etc. with a subsidy of 75% under Mahila Coir Yojana.
- 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. Scheme Implementation

4.1 Skill Upgradation

4.1.1 Coir Industry is a traditional industry engaging more than seven lakh workers, out of which 80% are women. Due to the expansion of coconut cultivation to non-traditional areas, availability of coconut husk has increased manifold during the past few years. Since the increased production of coconut husk can be utilised for income generation and economic advancement of rural work force, the promotion of coir industry in the non-traditional areas assumes significance. To train a new generation of skilled workers required by the Industry both in the traditional and non-traditional areas of coconut cultivation, the programme, “Skill Upgradation” has been formulated.

4.1.2 The Coir Board will continue to impart training in processing of coir to artisans and workers engaged in the coir industry through its training centres, i.e., National Coir Training and Design Centre (NCT&DC), Kalavoor, Alleppey and Research-cum-Extension Centre, Thanjavur, and Field Training Centres of Regional Officers/ Sub Regional Officers of the Board located at various parts of the country. The Board will conduct training activities at a number of Field Training Centres as per the convenience of coir workers. The Field Training Centres will be run with the help of NGOs/Co-operative Societies/Associations and SFURTI Clusters/SPVs etc. engaged in coir activities.

4.1.3 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 details of training programme course of Coir Board are given in **Annexure-I**. The Coir Board 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.

4.1.4 The stipend per trainee for the skill development programmes will be limited to Rs.1000/- 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. 6,000/- per month. An amount of Rs.400/- per head per month will be provided as financial assistance to the training sponsoring agency to meet the operational cost of the training for raw material, power charges, other incidentals etc. on submission of a self certification of Expenditure from the Sponsoring Agency

which will be verified and passed by the Regional/Sub Regional Officer for effecting the payment. In the field level training centres organized by Coir Board through sponsoring agencies, the Regional/ Sub Regional Officers shall verify the attendance registers and the stipend will be calculated on pro-rata basis of their attendance certified by the trainer and the sponsoring agency. The amount of stipend will be disbursed by the Regional/Sub Regional Officer on verification of all relevant records. They shall also receive acquaintance certified by the Sponsoring agency and the trainer and counter certified by the Regional Officer for settlement of stipend account. The amount of stipend will be directly transferred to the account of the trainee or through crossed cheques in the name of the trainee. The payments towards honorarium to the trainers and reimbursement of operational expenses shall be made through e-payments or crossed cheques to the training agency.

4.1.5 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. 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 Organisations 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.

4.1.6 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 II**). 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 bank account details of the candidate 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.

4.1.7 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 signature on behalf of Secretary, Coir Board.

4.1.8 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.

4.1.9 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.

4.1.10 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.

4.2 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. It will be funded with 50% assistance on Traveling expenses on bus/sleeper class and rest to be organized by the agency from the participants or other sources.
- (iv) The duration of the EDP will be 3 days covering the following sessions:
 - a. Entrepreneur Motivation
 - b. Setting up of Industry
 - c. Coir Based Industries
 - d. Mobilization of Finance and Finance Management
 - e. Domestic Market requirements
 - f. Salesmanship
 - g. Industrial Rules and Regulations
 - h. Consortium approach and cluster networking in coir
 - i. Project preparation and cost analysis
 - j. Zero wastage concept in coir industry
 - k. Export Market Analysis
 - l. Personality Development and Confidence Building Experience
 - m. Awareness of Schemes implemented by Coir Board and Ministry of MS&ME viz. PMEGP, RGUMY, CUY, DPI, SFURTI etc.
- (v) Expenditure for conducting each EDP will be limited to Rs.60,000/- as per details given in **Annexure - IV**. The terms of references for organizing EDP are appended as **Annexure – III**.

- (vi) Those who have undergone EDP will be supplied with applications for availing assistance under MCY, CUY, 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 II Class train fare and in the case of artisans engaged in the coir processing activities under cooperative society/SHG/NGOs and sponsored by the State Government 90% of the actual travel cost / subject to sleeper class fare will be reimbursed by the Board.. The duration of the Exposure Tour will be five working days excluding travel time. 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, service tax, permit for entering neighboring States, toll tax etc. will be limited to Rs. 75,000/- as per details given in **Annexure - IV**.

An 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. 26,000/- as per details given in **Annexure - IV**.

4.2.3 Workshop :- The expenditure for conducting a Workshop will be limited to Rs. 50,000/- as per details given in **Annexure - IV**.

4.2.4 National Seminar :- The expenditure for conducting a National Level Seminar will be limited to Rs. 2 lakh as per details given in **Annexure - IV**.

4.3 MAHILA COIR YOJANA

4.3.1 This scheme 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 scheme envisages distribution of motorized ratts/ motorized traditional ratts / electronic ratt for spinning coir yarn; equipments for weaving spinning and production and value added products to trained women artisans.

Not more than one artisan per household would be eligible to receive assistance under the scheme. The application form for availing subsidy under Mahila Coir Yojana is given at **Annexure V**.

4.3.2 The Coir Board will provide spinning equipments at subsidized rates for women artisans who have successfully completed training programme in spinning of coir yarn through any of the training centers of the Board. The details of subsidy allowed for procurement of various spinning equipments are given below.

Sl No	Machinery items	Beneficiary Contribution	Maximum subsidy allowed (Rs)
1	Motorized Ratt	25% of the cost	7,500/- (75% of the purchasing cost or Rs. 7,500/- whichever is less)
2	Motorized Traditional Ratt	25% of the cost	3,200/- (75% of the purchasing cost or Rs. 3,200/- whichever is less)
3	Electronic Ratt	25% of the cost	3,200/- (75% of the purchasing cost or Rs. 3,200/- whichever is less)

The motorized ratt/ motorized traditional ratt / electronic ratt purchased by utilizing the subsidy under the scheme shall conform to the IS standards for its spare parts and motors.

4.3.3 The Board will also provide following machineries under MCY scheme in subsidised rate to the women candidates who have successfully completed the training programme. The subsidy proposed is 75 % of the cost of equipment / machinery subject to maximum of Rs.7,500/-. The balance fund has to be raised by the beneficiary.

Sl No	Machinery items	Indicative rate in Rs.	Maximum subsidy allowed (Rs.)
1	Anugraha Loom for weaving coir Geo textiles & matting	45,000	7500
2	Cotton Handloom Stitching machine & accessories for manufacturing Janatha Mattress	45,000	7500
3	Willowing machine	35,000	7500
4	Manufacture of all type of frame mats, SS dye Vatt 10 kg -1 no., Salem charka - 2 sets)	45,000	7500

5	Single head automatic yarn spinning (Vajra)	50,000	7500
6	Brush making unit with twisted wire	45,000	7500
7	Hand press garden articles making unit	50,000	7500
8	Coir wood moulded articles manufacturing unit	50,000	7500
9	Coir pith compost unit with accessories	50,000	7500
10	Coir handicraft and jewellery manufacturing unit with accessories including dye vatt	50,000	7500
11	Unit for Stitching of Coir Bags/Umbrella/Jacket/Chapels/Curtain etc.	50,000	7500
12	Coir craft Article making unit	50,000	7500
13	Manual Dyeing / Bleaching Unit	50,000	7500
14	Mats/ Matting Unit	50,000	7500
15	Kitchen garden Unit kit (using Coir pith) with accessories	10,000	7500
16	Coco Pole and Pot making Unit	50,000	7500
17	Any other unit or machinery developed/ approved by the Board suitable to create employment to women entrepreneurs, but not covered under any other scheme.	Amount will be fixed by the Board after proper evaluation	75 % of cost of machinery subject to a maximum of Rs.7500

4.3.4 A separate bank account will be opened by the Coir Board Regional Officer / Sub Regional Officer for operation of Mahila Coir Yojana (MCY) transactions. The individual beneficiary of the MCY scheme will open a separate account in a nationalized bank /post office in the locality and deposit 25% beneficiary contribution in the account. The respective pass book and cheque book of the beneficiary will be kept in the implementing office of the

Board. The invoice for the supply of motorized ratts / motorized traditional ratts / electronic ratt and other machinery / kit will be collected by the beneficiary from a machinery manufacturer according to her choice. The Regional Officer will forward the proposal with his recommendation and proof of beneficiary contribution account to HO of the Board for sanction of eligible subsidy for the supply of motorized / motorized traditional / electronic ratts and other machinery items mentioned at 4.3.2 & 4.3.3. The HO after scrutiny and verification will obtain the sanction of the competent authority and release eligible subsidy to the respective Regional / Sub Regional Office. Thereafter, the machinery manufacturer will supply the machinery at the premises of the beneficiary. On completion of inspection of the machinery items by the Regional/ Sub Regional Office and after obtaining, performance certificate/receipt from the beneficiary; Performance Guarantee, bill/receipt etc. from the supplier, the RO/Sub-RO will release eligible subsidy for the cost of the machinery supplied to the account of the beneficiary. The machinery manufacturer will collect the amount from the beneficiary immediately through a/c. payee cheque/DD/online transfer. The supply of machinery to beneficiaries will be ensured by the Board within a period of two months after completion of the training. The beneficiary is having the choice of selecting the machinery supplier, etc. subject to the subsidy limits fixed by Coir Board.

4.3.5 In the event of implementation of the Mahila Coir Yojana Scheme by State Government sponsoring agency, apex body of the coir industrial co-operatives, Coir Workers' Welfare Fund Board, Government PSUs etc., the grant amount limited to the maximum ceiling as prescribed at para 4.3.2. & 4.3.3 for the equipment selected by the beneficiary with an undertaking by the concerned State Government will be passed on to the organization under intimation of the respective State Government. The Utilisation Certificate for the subsidy amount passed on to the organization with the valid certification by the respective State Government or Organisation will be obtained by the Board with the list of beneficiaries and other documents viz. Performance Certificate of the equipment, invoice from the machinery manufacturers, acknowledgement from the beneficiary, etc. The RO/SRO of Coir Board will conduct field level inspection of machinery/ equipments supplied.

4.3.6 Subsidy sanctioned under the scheme shall be recoverable from the beneficiary:

- i. Where the assistance under the scheme has been obtained by misrepresentation of facts or by furnishing of false information; or where the machineries 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 3 years

- ii. Where the unit goes out of production within 3 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.

4.3.7 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. Coir Board will follow GFR provisions for procurement and economy instructions and norms issued by the Department of Expenditure on different items, like organization of lunch etc.

Executive instructions for
”Skill Upgradation and Mahila Coir Yojana Scheme”

(a) Skill Upgradation

1. The Scheme, “Skill Upgradation & Mahila Coir Yojana Scheme” consists of two distinct components. Viz. (a) Skill Upgradation, (b) Mahila Coir Yojana. The Scheme to be continued for implementation during the remaining years of the XII Plan period also.
2. The Scheme to be continued for implementation during the remaining years of the XII Plan period also.
3. Technical intervention wherever necessary will be provided by the CCRI/CICT and other institutes engaged in the development of coir industry.
4. The fund earmarked and placed with the Field Offices / Sub Office of the Board on should be utilized for that purpose only and no deviation/diversion of fund for other programme.
5. Under Skill Upgradation, the following programmes have the approval during the remaining years of the XII Plan period.
(a) Training (b) EDP (c) Awareness programme (d) Exposure Tour (e) National Seminars/workshop & (f) Mahila Coir Yojana (MCY)
6. The stipend of Rs.1,000/- per month to the trainee will be paid through bank account of the trainee falling in line with the Govt. instructions or through crossed cheques in the name of the trainee by the RO/SRO and the honorarium to the trainers will be reimbursed to the sponsoring agency by the RO/SRO through bank/post office account on production of official payees’ receipt showing the cheque no. date etc.
7. The operational cost of the training including raw material, electricity charges, other incidental etc. should be reimbursed through bank/post office savings account on submission of self certification from the sponsoring agency which will be verified by the RO/SRO. The total quantity of yarn/products manufactured during the training and its disposal details shall be indicated in the certification by RO/SRO.
8. An agreement should be made between the sponsoring agency and RO/SRO for organizing the training programme as per guidelines.
9. The sponsoring agency shall submit the names with full address of the candidate along with recent passport size photographs (2 copies) and with proof of Election ID Card/Ration Card/Adhar Card, PAN Card, Certificate of identification from authorized Government Agency/SC/ST/PWD. ***The Election ID card shall be insisted upon***

invariably in all cases and other proof of ID may be accepted against special cases alone.

10. One photo may be affixed on the certificate issued after completion of the training and other may be sent to HQ for records.
11. The RO/SRO shall verify the attendance registers and the stipend will be calculated on pro-rata basis of their attendance. This should be certified by the trainer and the sponsoring agency and countersigned by RO/SRO as the case may be.
12. The stipend acquaintance duly certified by the sponsoring agency and the trainer and counter certified by the RO/SRO should also accompany along with other documents for settlement of the stipend account.
13. In the cases of Seminar/ Workshop/ EDP/Quality Awareness programmes etc , the expenditure should be limited within the sanctioned budget for the each programme. After completion of each programme a report of the programme conducted alongwith photographs, list of participants, statement of expenditure with proper supporting bills/ payees' receipts etc duly certified by the organizers/the concerned RO/SRO should be sent to H O for settlement of advance.

(b) Mahila Coir Yojana

14. Each candidate will be provided with only one MR/MTR/Electronic Ratt and other machinery/equipments under the MCY scheme.
15. MTR/MR/Electronic ratt and other equipment / machinery will be given only to those who have undergone the respective training and successfully passed.
16. The beneficiary selected under the scheme shall not mortgage the MTR/MR/Electronic ratt and other equipment / machinery except to financing agency/other institutions from whom she avails loan/grant for procurement of machinery.
17. The beneficiary should make available the relevant records relating to the specification, cost of the machinery, source of finance and amount sanctioned to the authorized officer to determine the quantum of subsidy under the scheme.
18. The assistance from the Coir Board will be in the form of one time subsidy limited to 75% of the cost of the MR/MTR/Electronic ratt subject to a maximum of Rs.7500/- for motorized ratt, Rs.3200/- for motorized traditional ratt/electronic ratt. In the case of other machinery items the maximum ceiling would be 75 % of the cost of machinery subject to a ceiling of Rs.7,500/-. The balance amount has

to be raised by the beneficiary through her own sources/financial institutions/voluntary organizations.

19. Separate Bank account should be opened for the Mahila Coir Yojana transactions by the RO/SRO.
20. The individual beneficiary of the MCY scheme will open a separate account in a scheduled bank/post office in the locality and deposit beneficiary contribution in the account. The respective passbook and cheque book of the beneficiary will be kept in the implementing office of the Board.
21. The motors / spares of machinery supplied by the manufacturers should be as per specifications stipulated by BIS.
22. The beneficiary contribution should be remitted by the beneficiary in a separate account opened for the purpose. Proof of remittance of 25% beneficiary contribution along with individual invoice for supply of the machinery from the machinery manufacturer according to the choice of the beneficiary will be collected by the RO/Sub-RO and kept in their safe custody for audit of Coir Board and C&AG. The RO/ SRO will submit request along with details of remittance of beneficiary contribution to Head Office for releasing 75% subsidy amount and Head Office will sanction the amount to concerned RO/SRO. The RO/SRO will release subsidy to beneficiary account as per Scheme norms.
23. On receipt of sanction letter and the subsidy amount from H.O by the RO/Sub-RO, the Machinery Manufacturer shall supply the machinery to the beneficiaries at their premises and thereafter an inspection will be carried out by the officials of Coir Board for confirmation of the standards and performance of the equipments.
24. On completion of the inspection of the machinery items by the Regional/ Sub Regional Office and after obtaining, performance certificate/receipt from the beneficiary; Performance Guarantee, bill/receipt etc. from the supplier, the RO/Sub-RO will release subsidy amount for the cost of the machinery supplied to the account of the beneficiary.
25. The machinery manufacturer will collect the amount from the beneficiary immediately through a/c. payee cheque/DD/on line transfer. The supply of machinery to beneficiaries will be made by the Board within a period of two months after completion of the training.
26. RO/ SRO will submit the expenditure statement along with utilization certificate to Head Office for settlement.
27. The regular inspection of the machinery will be carried out by the technical officers of RO/SROs and random inspection will be made by the Technical hands from CCRI/CICT to confirm the technical

specifications/performance which may be decided by Chairman, Coir Board, wherever necessary.

28. Any delay in the supply of machineries by the Machinery Manufacturer shall invite cancellation of orders, blacklisting of the manufacturers and other legal action.
29. A committee consisting of Joint Director, CCRI/CICT and one of the Regional Officers nominated and an Officer of the Accounts Wing of the Board shall review the cost of the machinery for finalizing the cost as and when required with the approval of Chairman, Coir Board.

ANNEXURES**Annexure – I****Details of Training course**

Sl No	Name of training course	Regular or short term	Duration of course	Stipend
A – Regular Training courses				
1	Advanced Training Course	Regular	12months	Yes
2	Artisans Training Course	Regular	6 months	Yes
B – Incubation Training course				
3	Manufacture of Coir Carpets	Short Term	1 month	Yes
4	Manufacture of Loom Mats	Short Term	2 months	Yes
5	Bleaching, Dyeing & Shade Matching	Short Term	1 month	Yes
6	Manufacture of Coir Mattings	Short Term	2 months	Yes
7	Manufacture of Coir Composites	Short Term	1 month	Yes
8				Yes
9	Spinning on automatic spinning machine	Short Term	1 month	Yes
10	Manufacture of Rubber Backed Coir Products	Short Term	1 month	Yes
11	Fibre Treatment Processes	Short Term	15 days	Yes
12	Testing of Coir & Coir Products	Short Term	15 days	Yes
13	Maintenance of Coir Machinery	Short Term	1 month	Yes
14	Spinning on Motorized / Motorized Traditional /Electronic Ratt	Short Term	2 months	Yes
15	Manufacture of Frame Mats	Short Term	2 months	Yes
16	Manufacture of Coir Handicrafts	Short Term	2 months	Yes
17	Pith Composting & Block Making	Short Term	1 month	Yes
18	Manufacture of Coir Brushes & Garden Articles	Short Term	1 month	Yes

19	Manufacture of Non-traditional products and its applications	Short Term	2 month	Yes
20	Effluent Treatment in Coir Processing	Short Term	1 month	Yes
21	Automatic spinning	Short Term	1 month	Yes
22	Spinning of finer yarn	Short Term	1month	Yes
23	Bio softening of fibre	Short Term	15 days	Yes
24	Weaving Anugraha Loom	Short Term	1 month	Yes
25	Weaving Anupam Loom	Short Term	1 month	Yes
26	Manufacture of handicrafts and coir jewellery	Short Term	2 months	Yes
27	Manufacture of Janatha mattress & bags, U/V protection umbrella etc.	Short Term	1 month	Yes
28	Coir wood gift articles manufacturing	Short Term	1 month	Yes
29	Moulded garden articles	Short Term	1 month	Yes
				Yes
30	Coir pith manure and home garden making	Short Term	1 month	Yes
31	Weaving / Spinning/ Production of value added products by equipments which could be operated by women under Mahila Coir Yojana Scheme	Short Term	2 months	Yes
C. Trainers Training Courses				
32	Trainers' Training Course in Coir Handicrafts	Short Term	1 month	Yes
33	Trainers' Training Course in Maintenance of Coir Machineries	Short Term	1 month	Yes
34	Trainers' Refresher Training Course	Short Term	1 month	Yes
D. Field Training courses				
35	Uday Loom for mat	Short	1 month	Yes

	manufacturing	Term		
36	Anugraha/Anupam Loom weaving	Short Term	1 month	Yes
37	Maintenance of equipments/machineries	Short Term	1 month	Yes
38	Coir handicraft, jewellery, toys etc. manufacturing	Short Term	2 months	Yes
39	Training on manufacturing of Janatha Mattress, coir bags, u/v protection umbrella, chappals etc.	Short Term	1 month	Yes
40	Training on frame mats	Short Term	1 month	Yes
41	Coir pith compost manufacturing and home garden making	Short Term	1 month	Yes
42	Bio softening of coir	Short Term	15 days	Yes
E. Other Training Courses				
43	Orientation Training Course	Short Term	15 days	Yes
44	Validation Training Course	Short Term	15 days	Yes

In addition to the regular programmes, following skill development programmes are also conducted:

- i. Training in spinning/weaving of coir mats, mattings etc. in the Field Training Units in the potential regions in coir producing States in association with PSUs/Co-operative Societies/NGOs/ SHGs.
- ii. Special training to State Govt. officials/craft teachers/functionaries of coir cooperative Societies.
- iii. Tailor made training programmes in coir making for prisoners in jails and tribal in tribal areas.
- iv. Training programmes in the preparation of new designs, pattern and diversified uses of coir in association with National Institute of Design.

(2) The Regional Extension Centres of Coir Board at Thanjavur in Tamil Nadu and Regional Office at Rajahmundry in Andhra Pradesh, Bhubaneswar in Orissa Bangaluru in Karnataka and Pollachi in TamilNadu will organize Trainers Training Programme, Orientation Training Course,

Incubation Training Courses, etc. on need basis for the development of coir industry at regional levels:-

Sl No	Name of training course	Regular or short term	Duration	Stipend to be given or not
1	Manufacture of Coir Mattings	Short Term	1 month	Yes
2	Spinning on automatic spinning machine	Short term	1 month	Yes
3	Fibre treatment processes	Short Term	1 month	Yes
4	Maintenance of coir machinery	Short Term	1 month	Yes
5	Spinning on Motorised / motorized traditional / electronic ratt	Short Term	2 months	Yes
6	Manufacture of Frame Mats	Short Term	2 months	Yes
7	Manufacture of Coir Handicrafts/ornaments	Short Term	2 months	Yes
8	Trainers' training course in Coir Handicrafts	Short Term	1 month	Yes
9	Trainers training course in maintenance of Coir Machinery	Short Term	1 month	Yes
10	Orientation Training Course	Short Term	15 days	Yes
11	Weaving / Spinning/ Production of value added products by equipments which could be operated by women under Mahila Coir Yojana	Short Term	2 months	Yes

(3) Field Training Programmes will be organized by respective Regional Offices/Sub Regional Offices through State Govt. Agencies, Coir Co-operative Societies, NGOs, Self Help Groups etc.

Sl No	Name of Training Course	Type of training	Duration	Stipend to be given or not
1	Spinning on Motorised / Motorised Traditional /Electronic ratt for the production of 2 plyx3 ply coir yarn	Field level	Upto 2 months (Duration may be fixed as one month in traditional	Yes

			areas)	
2	Production of coir Geotextiles, frame mats, matting, carpets etc.	Field level	2 months	Yes
3	Coir pith composting	Field level	15 days	Yes
4	Coir handicrafts/ornaments	Field level	2 months	Yes

Note: The Board will be at liberty to reduce or increase the period of training wherever needed and to add newer areas for training based on R & D progress/ innovation from time to time.

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.

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

Authorized Signatory Witness:

- 1) Regional Officer/ESO, Coir Board.

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.

ANNEXURE - IV**Bifurcation of programmes under Skill Upgradation & Mahila Coir Yojana**

These component-wise financial limits can be further regulated based on field level needs by Coir Board restricting overall cost within the limits prescribed

1. Workshop

Sl No	Components	Tentative financial limit (Rs.)*
1	Publicity through media on organizing of workshop Printing of invitations and organizing the function	2,500.00
2	Printing of invitations and organizing the function	5,000.00
3	Stationary, printing of workshop materials, technical Papers etc	6,000.00
4	Rent for the venue, audio and video	10,000.00
5	Display of newly developed coir products and modern technology etc.	10,000.00
6	Honorarium to resource speakers	8,000.00
7	Tea and Lunch for 50 persons	5,000.00
8	Documentation of the workshop	3,500.00
	Total	50,000.00

* Item wise reappropriations permitted subject to the overall ceiling of Rs. 50000/-

2. Seminars.

Sl No	Components	Tentative financial limit (Rs.) *
1	Printing of invitations, banners, photographs, stationery, etc.	12,000.00
2	Rent for hall, tables, chairs, PA System, etc.	25,000.00
3	Local hospitality and honorarium to the resource speakers	25,000.00
4	Working lunch and Tea & snacks for 200 persons	35,000.00
5	Seminar kit including copies of Technical papers, schemes implemented by Coir Board/ KVIC/	25,000.00

	MSME	
6	Press release through important dailies	10,000.00
7	Publicity and Press meet	15,000.00
8	Demonstration for Technology Transfer (Techno marketing)	40,000.00
9	Professional charges for organizing the Seminar	10,000.00
10	Local conveyance	3,000.00
	Total	2,00,000.00

* Item wise reappropriations permitted subject to the overall ceiling of Rs. 2,00,000/-

3. E D P

Sl. No.	Component	Tentative financial limit (Rs.)*
1	Press advertisement inviting participants for EDP through local dailies	8,000.00
2	Working lunch, tea & refreshment @ Rs. 100/- per head (for 3 days for 50 persons)	15,000.00
3	Hall rent for 3 days	6,000.00
4	Preparation of reference materials, printing charges, stationery, etc.	10,000.00
5	Expenditure towards faculty	8,000.00
6	Expenditure towards the field visit	10,000.00
7	Miscellaneous	3,000.00
	Total	60,000.00

* Item wise reappropriations permitted subject to the overall ceiling of Rs. 60000/-

4. Exposure Tour

1. The expenditure towards exposure tour is limited to Rs.75,000/- per tour.
2. The above amount includes to and fro bus fare/train fare, service tax, permit for entering neighboring States, toll etc.
3. The minimum number of entrepreneurs required for organizing the exposure tour will be 20.
4. In the case of entrepreneurs, 50% of the actual travel cost subject to second class training will be reimbursed and in the case of artisans engaged in the coir processing activities under co-operative Society/SHG/NGO and sponsored by the State Government 90% of the actual travel cost subject to

second class train fare will be reimbursed by Coir Board and the exposure tour has to be organized by the State Government agencies /Coir Industrial Cooperative Societies with proper recommendation of the Regional Office/Sub-Regional Offices.

5. The bill should be counter certified by the RO/SRO for recommendation of eligible payment and the payment will be released to the parties by Demand Draft/Cheque only.

5 .Awareness Programme

Sl. No.	Component	Tentative financial limit (Rs.)*
1	Advertisement in local dailies	4,500.00
2	Printing of reading materials, writing pads, pen etc.	3,500.00
3	Tea, snacks, lunch (50x150)	7,500.00
4	Honorarium for guest speakers, local conveyance etc.	5,000.00
5	Documentation	1,000.00
6	Hall rent, chairs and PA system	4,500.00
	Total	26,000.00

* Item wise re-appropriations permitted subject to the overall ceiling of Rs. 26000/-

ANNEXURE V**Application for availing assistance for procurement of Coir Processing equipments / machineries / kit under Mahila Coir Yojana****Part -A**

1. Name of Applicant
2. Other Details
 - (i) Date of Birth
 - (ii) Community : SC/ST/OBC/Minority/Others
3. Address for Communication

Address1 :

Address2 :

Post office :

Taluk :

Village :

State :

District :

PIN code :

Tele Phone No :
4. PAN Card / AADHAR number:-

Part B

1. Details of training undergone
 - i) Type of training :
 - ii) Date/ Duration :
 - iii) Serial No. and date of the certificate
from Coir Board :
 - iv) Whether training undergone in Board's Training centre : Yes
/ No
 - v) If no, details of the FTC and NGO sponsored for the
training :
2. Machinery proposed to be procured :
3. Name of the machinery manufacturer :
4. Cost of the machinery
(Attach invoice from the machinery manufacturer)

5. Details of remittance of beneficiary contribution :
 - i) Amount remitted :
 - ii) Details of Bank account
 - a) Bank Name & Branch:-
 - b) Account no. :-(Copy of the Bank Pass Book to be enclosed)

6. Details of items proposed to be manufactured :

7. Whether raw material is available in your area :

8. Whether electricity Power Connection available :
(Attach copy of bills/Electricity Board card)

9. Whether marketing facilities available, Give details :

applicant Name and Signature of the

(Seal)

Place

Date

**OPERATIONAL GUIDELINES FOR
'EXPORT MARKET PROMOTION SCHEME'**

Introduction

India is the largest producer and exporter of coir (yarn, coir pith, coir mats, matting, carpets and rugs) 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 cheap synthetic substitutes but also fibres like Jute, sisal, abaca, cotton, wool, etc. The cascading effects of economic recession happened particularly in US and in other countries of the world in general have seriously affected the prosperity of Indian coir sector in the export front. The Euro Zone Crisis is another area of concern. The main destinations for export of coir products are Republic of China, USA, Netherlands, UK, South Korea, Germany, Italy, Australia, Spain and France. Most of the above export destinations are facing the adversities of economic recession. Even then, there is considerable scope for furthering the exports through product diversification and exploration of new markets for conventional and non-conventional end use applications. Creation of additional employment opportunities to rural artisans through promotion of exports, especially cold countries by exploiting the growing affinity towards eco-friendly products and consequent increased utilization of raw material which is available in plenty also calls for continued governmental 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 XII Plan

The activities implemented during XI Plan will continue to be implemented under the scheme of Export Market Promotion during the XII Five Year Plan:

Thus the components of this Scheme during XII Plan period would be as below:

(i)	Delegations, Consultancy & Information Sourcing
(ii)	Participation in International seminars and conferences and organizing capacity building programmes in export related areas
(iii)	Participation in international fairs / product promotion

	programmes, catalogue shows and organizing exclusive international fairs and buyer-seller meets for coir
(iv)	Publicity abroad
(v)	External market development assistance scheme
(vi)	Coir Industry Awards

2.1 Delegation, Consultancy & Information Sourcing

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

- (i) To expand the share of Indian coir products in global market;
- (ii) To assess main competitors, product ranges, price, general setting and promotional strategies;
- (iii) To motivate distribution channels to promote coir products;
- (iv) To assess tariff/non tariff barriers on coir vis-a-vis competing products and pursue their possible elimination/reduction through bilateral negotiations;
- (v) To explore virgin markets;
- (vi) Identify next-tier markets through proper study for implementation of aggressive marketing strategies;
- (vii) To build up common platform sharing information among the coir producing countries;
- (viii) To assess the various methods of production prevailing in other coir producing countries and to compare the product ranges;
- (ix) To augment modernization through technology transfer;
- (x) To engage consultancy services/professional agents for specific assignments/projects relating to export promotion;
- (xi) To seek expert and professional advice on export related matters, foreign trade, etc.; and
- (xii) To hold trade talks with decision makers in Governments/Chambers of Commerce & Industry, market/distribution network and vendor development mechanisms.

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

- (i) Sponsoring industry & market delegations to assess market realities and prepare appropriate marketing strategy to promote export to those markets.
- (ii) Analyzing market specific and product specific problems and formulate product specific and market specific promotional strategies
- (iii) Sponsor market missions to capture virgin markets where there is scope for marketing coir products
- (iv) Identify next-tier markets for implementation of aggressive marketing strategies for expanding market share of Indian Coir in such countries.

- (v) Organizing Reverse Delegations
- (vi) Engage consultancy services through eminent institutions/persons for chalking out export promotion strategies and solving export related problems
- (vii) Source market information including tariff and non tariff barriers from international marketing consultants.

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

- (i) Invite active cooperation and guidance from Indian missions.
- (ii) Giving thrust for sponsoring market missions to virgin markets and next-tier markets where there is scope for marketing coir products
- (iii) Engage agencies/persons with proven track record for export related consultancy assignments, contracts or projects.
- (iv) Link the findings of the market delegations to the promotional strategy.

2.2 Participation in the International Seminars and Conferences

2.2.1 The objectives of this component of the scheme are as below:

- (i) To obtain up-to-date information on developments in soil and water management technologies developed and accepted for erosion control and bio-engineering applications.
- (ii) To enhance market acceptability of coir geotextile and promote its use in erosion control, soil stabilization, rural road construction and other bio-engineering applications all over the world.
- (iii) To review the performance and prospects of coir in comparison to other hard fibres all over the world and to formulate an appropriate development strategy.
- (iv) To present the case of Indian coir and mobilize funding support from International agencies like Common Fund for Commodities, Inter Governmental Group on Hard fibres, United Nations Development Programme, International Natural Fibre Organization (INFO), World Association for Small & Medium Enterprises (WASME) etc., for research and modernization targeting expansion of share in global market of Indian coir.
- (v) Organizing capacity building programmes with a view to assist the exporters to acquaint with the international trade practices and to do successful international business.

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

- (i) Participation in the annual conference of International Erosion Control Association (IECA).
- (ii) Participation in the intercessional meetings of Inter Governmental Group on Hard Fibres of FAO.

- (iii) Participation in the seminars & conferences of International Natural Fibre Organization, WASME etc.
- (iv) Participation in the global conferences of other related international agencies.
- (v) Organize and host international seminars and conferences both in India and abroad for promoting exports.
- (vi) Organizing interactive meetings with Embassies/Consulates of various countries for disseminating information on doing trade with the respective countries.
- (vii) Organizing capacity building programmes in export related areas and subjects.
- (viii) Facilitate participation of manufacturers in international seminars and conferences.
- (ix) Organizing dissemination sessions/publicize experience and findings after participation in Seminars & Conferences so as to derive maximum advantage from such events.

Note: The above participation would be subject to economy and other instructions issued by the Government from time to time.

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

- (i) Invite the assistance and guidance of Indian Missions
- (ii) Increase visibility among the market players.
- (iii) Hold meetings with decision makers and stakeholders.
- (iv) Organizing buyer-seller-meets wherever possible
- (v) Source funds from international agencies, with approvals of competent authority.
- (vi) Outsource competent resource persons with proven track records from eminent institutions like IIFT for conduct of capacity building programmes

2.3 Participation in Fairs/Product Promotion Programmes & Catalogue Shows and organizing exclusive international fairs for coir

2.3.1 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.

2.3.2 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 participation in catalogue shows abroad
- (iv) Organize participation in product promotion programmes abroad.
- (v) Organize exclusive international fairs for coir in India and abroad.
- (vi) Organize Buyer Seller Meets abroad for coir
- (vii) Organize reverse Buyer Seller Meets in India.
- (viii) Set up temporary/permanent display centres
- (ix) Organize display of coir products in the premises of Indian Missions
- (x) Undertake product promotion programmes like implementing 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 among the target audience.
- (xi) Undertake publicity programmes for the above

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

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

2.3.4 The Guidelines for participation of Coir Board in International Fairs / Exhibitions 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 \$ 50 per day.
- (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 \$ 50 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. 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 adequate space shall be reserved for organizing common participation, not exceeding 24 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 subject to their eligibility and complying with various provisions of the scheme.
- (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 mode after obtaining competitive rates from internationally reputed courier companies/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.
- (xv) Wherever appropriate, the Ministry may nominate its representative from Ministry or any of its organizations, as its nominee in the delegation.
- (xvi) 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.

2.4 Publicity Abroad

2.4.1 The objectives of this component of the scheme are as hereunder:

- (i) Communicate the product message.
- (ii) To increase the consumer acceptability.
- (iii) To position coir products as environment friendly 'home décor products'.
- (iv) Project "Indian Coir" as Handmade Product with Traditional Heritage.
- (v) To educate on the varied end use applications of coir.
- (vi) To publicize novel and innovative products developed by the industry.
- (vii) Increase visibility for Indian coir products and product ranges grabbing advantages of Geographical Indicators.

2.4.2 The activities to be undertaken under this component are as follows:

- (i) Production of publicity material projecting the environment friendly aspects of coir

- (ii) Release of generic advertisements in trade magazines/specialized journals/electronic media as per the media policy of the Government.
- (iii) Undertake co-operative generic publicity in association with Importers Associations under the guidance and supervision of Indian Missions, eg. Publicity in Buses/Railway Coaches etc.
- (iv) Production of publicity brochures, blow ups/posters/catalogue.
- (v) Undertake publicity through hoardings, banners, towers, fair catalogue etc in major fairs in which Coir Board organizes participation.
- (vi) Bringing out updated directory of exporters and other export related publications.
- (vii) Release generic ads through search engines and other internet sources like online media, professional website etc.
- (viii) Sponsor reputed events with sizable international participation after ensuring suitable modalities for increasing visibility for coir products.
- (ix) Release of ads on buses, trams, trains, tubes etc. on the functional applications of coir products through Indian Missions/professional agencies.
- (x) Joint publicity efforts with State Governments, Tourism Departments, Apex Organizations, Chambers of Commerce, Importers Associations etc.
- (xi) Use social media network for educating the attributes and advantages of coir.
- (xii) Engage Professional social media agencies and Consultants for undertaking various innovative publicity campaigns.

2.4.3 The following measures will be taken for effective implementation of this component:

- (i) Chalk out a media plan on an annual basis
- (ii) Bring out advertisements on product specific/country specific basis as per the media policy of the Government.
- (iii) Ensure release of ad visuals highlighting functional applications.
- (iv) Seek the guidance of Indian Missions in planning ad-campaign and selecting media.
- (v) Produce quality posters, blow ups, catalogues, corporate films etc. for use in International Trade Fairs.
- (vi) Ensure release of ads in directories/catalogues of important fairs & events
- (vii) Select search engines and social media which have wide reach among the public for undertaking ad campaigns.

2.5 External Market Development Assistance (EMDA)

2.5.1 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”.

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

- (i) To participate in Buyer Seller Meet/Trade Delegation/seminars & conferences abroad;
- (ii) For participation in Trade Fairs & Exhibitions abroad;
- (iii) Assistance to exporters/entrepreneurs for production of publicity material (Production of product brochure / catalogue).
- (iv) For participation in international trade fairs in India, approved by Coir Board, which have substantial overseas buyers traffic.

2.5.3 The assistance shall be limited to the funds available for implementation of this scheme under the head Export Market Promotion during the XII Five Year Plan period 2012-13 to 2016-17.

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

All exporters with FOB turnover of less than Rs.2 crore worth coir and coir products in the previous year and micro, small & medium entrepreneurs 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 or participated three times in the same exhibition or undertaken sales promotion tour to the same destination thrice with government assistance.

2.5.5 PERMISSIBLE LIMIT

Maximum three events shall be assisted under this scheme 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. Further, participation in any particular event by the same beneficiary shall not exceed three times in all.

2.5.6 ELIGIBLE ITEMS OF EXPENDITURE & FUNDING PATTERN

(a) Scales of assistance for participation in BSMs/ delegations/ Seminars & Conferences

Sl. No	Eligible items	Scale of assistance
1	Participation charges including airfare (for one representative from one enterprise/ exporter).	100% economy class air fare In the case of any registration/ participation charges for BSMs/ delegations/ Seminars it would also be reimbursed along with air fare.
2	Maximum amount of assistance towards participation charges including airfare	The maximum amount of assistance admissible shall be Rs.1.50 Lakh.

(b) Scales of assistance for participation in fairs abroad:

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 (for one representative from each participating 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 lakhs or actual fare paid, whichever is lower
3	Freight charges	Actual subject to a maximum of Rs. 20,000/-
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

(c) Scale of assistance for participation in international trade fairs 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 lakhs or actual rent paid, whichever is lower (for one representative from each enterprise).
3	Freight charges	Actual subject to a maximum of Rs. 20,000/- per participant enterprises/ exporter per event
4	Maximum amount of assistance towards space rental and freight charges.	The maximum of amount of assistance admissible shall be Rs.1.00 Lakh

(d) 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.

(e) 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.25,000/-. This would be subject to meeting the following conditions:-

1. The assistance would be extended only for the production of exclusive catalogues/brochures on coir and coir products.

2. The beneficiary should intimate his intention for producing brochure/ catalogue in writing along with a dummy catalogue at least 10 days in advance of undertaking the activity excluding the date of receipt of application and date of release of catalogue/brochure in the event abroad.
3. The production of catalogue should be for use abroad.
4. Coir Board shall acknowledge and intimate approval or otherwise of the application.
5. The work should be entrusted to the lowest bidder after inviting quotations from at least a minimum of three printers.
6. This assistance shall be extended once in a financial year.
7. 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.
8. The exporter or company shall not be under investigation/charged/prosecuted/debarred/ blacklisted under the Exim policy or by the Coir Board.
9. Claim form received after three months of the production of publicity materials or deficiencies not fully rectified within 30 days of the date of directions given would not be entertained.
10. The reimbursement of the claim shall be subject to availability of funds allotted by the Government of India for implementation of the Scheme.

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

- (i) Publicize the scheme among the exporters and entrepreneurs through appropriate media and the programmes organized by Coir Board field offices.
- (ii) Stipulate suitable measures to facilitate smooth implementation of the scheme.
- (iii) Stipulate the documentation procedures for preliminary application and claim application to the extent possible.
- (iv) Evolve suitable modalities for speedy implementation of the scheme by disposing the applications and claims as stipulated in the Citizen Charter and ISO documents.
- (v) Maintain a data bank on assistance applied for and sanctioned.

2.5.8 GENERAL CONDITIONS

- (i) Assistance would be permissible for one senior level employee/Director/ Partner/Proprietor of a Company for air travel in Economy Class through the shortest route.
- (ii) Depending upon the budget available, Coir Board should take enterprises/exporters to the events in which Coir Board organizes participation. Coir Board shall ensure that the best quality products are displayed in the international events by the beneficiaries of this 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.
- (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 14 days before departure from India to attend the exhibition/Sales Tour. Date of receipt of application in Coir Board and date of departure from India will be excluded for the calculation of advance notice.
- (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 International Cooperation 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.

2.6 Coir Industry Award

2.6.1 Objective

The objective of conferring the Coir Industry Award is to recognize outstanding performance in various fields connected with coir industry and to motivate exporters/ persons/ enterprises to put in more efforts for further development of trade and industry.

2.6.2 Activities

- (I) This is an annual event for recognizing the outstanding performance in various fields giving awards in 35 categories related to coir industry and covering following activities:-

Sl. No.	Categories	No. of categories
1	Export of various product categories	12
2	Domestic market Development in coir sector	6
3	Research and Development in coir sector	3
4	Coir MSMEs	3
5	Coir Cooperatives	4
6	Best State Level Coir Enterprises	1 each for all States/UTs
7	Coir Cluster Development	1
8	Coir Entrepreneurship Development	5
	Total	34 + State Level Awards

The details of awards under various categories are given in Annexure – I.

2.6.3. ELIGIBILITY CRITERIA – The details of eligibility criteria for deciding awards in different categories are given in Annexure – II.

2.6.4. GENERAL CONDITIONS

- (i) Coir Board shall place advertisements through appropriate media inviting entries for awards and the applications will have to be submitted in the formats along with documents as prescribed by the Coir Board. Awards shall be decided based on the applications received against such notifications.
- (ii) Application can also be submitted online along with scanned copy of the required documents subject to submission of the application in hard copy. However, 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) A committee will be constituted by the Chairman, Coir Board to examine the application received and to recommend suitable awardees as per the guidelines. Wherever necessary, the 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.
- (v) If found necessary, the Committee shall constitute sub-committees with or without outside experts for deciding awards, particularly in the R&D categories.
- (vi) If required by the Committee, 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.
- (vii) There shall be no bar on the winner to receive more than one award during the same year or in succession.
- (viii) Separate application along with supporting documents has to be submitted for applying for awards in different categories.
- (ix) Completed applications 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.
- (x) Incomplete applications, applications not accompanied with documentary evidence as required under the scheme and applications received late will be summarily rejected.
- (xi) In case, any of the award winners denies the award after announcement, the applicant (a company or individual) shall not be considered for any of the Awards in future.
- (xii) The awards will be granted in the form of trophies and certificates.
- (xiii) The decision of Chairman, Coir Board with regard to the eligibility for the award, number of awards etc. shall be final.

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Annexure I**I. AWARDS**

Sl. No	Category / Name of Award	Award
I	EXPORT OF COIR & COIR PRODUCTS	
1	Largest Exporter of Coir & Coir Products	One
2	Best Exporter of Coir Floor Covering Products	One
3	Best Exporter of Coir Yarn	One
4	Best Exporter of Coir Geo-Textile	One
5	Best Exporter of Coir pith and related products	One
6	Best Exporter of Rubberized Coir Products	One
7	Best Exporter of Curled Coir	One
8	Best Exporter of Handloom Coir products	One
9	Best Exporter among Medium Scale Enterprises	One
10	Best Exporter among Small Scale Enterprises	One
11	Best Exporter among Micro Scale Enterprises	One
12	Largest exporter to new Market	One
II	DOMESTIC MARKET DEVELOPMENT IN COIR SECTOR	
1	Domestic Market Development of Coir Yarn & Coir Rope	One
2	Domestic Market Development of Traditional Coir Product (Mats, Matting, Rugs, Carpets etc,)	One
3	Domestic Market Development of Non-traditional Coir Products (Coir Geo textiles, Coir pith & Allied products and Coir composites.)	One
4	Best Dealer in Domestic Market for finished products other than rubberized coir Products	One
5	Domestic Market Development of Rubberized Coir products	One
6	Largest fresh investment in Coir Industry	One
III	RESEARCH & DEVELOPMENT IN COIR SECTOR	
1	Research & Development efforts in Product Development	One
2	Research & Development efforts in Process improvement	One
3	Research & Development efforts in developing Coir processing machineries	One
IV	COIR MSMEs	
1	Best Domestic Sales of Micro Enterprises	One
2	Best Domestic Sales of Small Enterprises	One
3	Best Domestic Sales of Medium Enterprises	One
V	COIR COOPERATIVES	
1	Best Coir Fibre/Yarn Manufacturing Co-op. Society	One
2	Best Coir Product Manufactures Co-op, Society	One

3	Best Coir Mats & Matting Manufacturing Co-op, Society	One
4	Best performance of Apex Coir Federation	One
VI	STATE LEVEL ENTERPRISES	
1	Best state level Coir Enterprise(1 award each for all States/UTs)	One
VII	COIR CLUSTER DEVELOPMENT	
1	Best performance of Coir Cluster	One
VIII	COIR ENTREPRENEURSHIP DEVELOPMENT	
1	Best Young Coir Entrepreneur	One
2	Best Women Coir Entrepreneur	One
3	Best SC/ST Coir Entrepreneur	One
4	Best Coir Entrepreneur From North Eastern Region	One
5	Largest Fresh Investment In Coir Industry	One

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

Sl. No .	Schemes	2012-13 Actual	2013-14	2014-15	2015-16	2016-17	Total
1	Delegation, Consultancy & Information Sourcing	0.77	40.00	70.00	84.00	95.00	289.77
2	Participation in International seminars, conferences & workshops	10.69	35.00	50.00	60.00	70.00	225.69
3	Participation in international fairs / product promotion programmes , catalogue shows and organizing exclusive international fairs and BSMs for coir	187.80	214.56	224.00	260.00	300.00	1186.36
4	Publicity abroad	1.72	30.00	70.00	84.00	95.00	280.72
5	International Cooperation Scheme	27.91	56.00	80.00	96.00	112.00	371.91
6	Coir industry awards	1.55	15.00	30.00	41.00	53.00	140.55
	Year-wise total	230.44	390.56	524.00	625.00	725.00	2495.00

Physical Target - export of coir and coir products

Year	Quantity (MT)	Value (Rs. in crore)
2012-13	350000	970.00
2013-14	367500	1100.00
2014-15	385800	1230.00
2015-16	405000	1400.00
2016-17	425000	1600.00

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 Scheme during XII Plan.

Operational Guidelines For Development of Production Infrastructure Scheme**1. Introduction**

1.1 The principal thrust of the Development of Production Infrastructure Scheme of the Ministry of MSME being implemented through the Coir Board, a statutory body under the administrative control of Ministry of MSME, is on development of infrastructure for the sustainable development of coir sector. The scheme envisages provision of financial assistance for setting up new coir units and modernization of existing units for the sustainable growth of the coir sector. Due to the extension of coconut cultivation to non-traditional coconut producing states, coir industry also expanded its activities to such states with the assistance of the Coir Board for development of infrastructure for setting of coir units.

1.2 The scheme is in operation since 7th Five Year Plan. During XI the Plan period the quantum of assistance eligible to the unit was at the rate of 25% of the cost of equipment and infrastructure facilities subject to a maximum of Rs.6,00,000/- for new units and Rs. 2,00,000/- for modernization of existing unit. In the case of units producing multiple items the maximum amount of subsidy admissible is Rs. 9,00,000/- The existing parameters of the financial assistance under the scheme continued during the first 2 years of XII Plan.

The scheme was got evaluated through an independent agency. Keeping in view the recommendations of the evaluating agency and all related factors, it is proposed to continue the Scheme during the XII plan period also with existing parameters to achieve the objectives of higher productivity, modernization, technology upgradation, cost efficiencies and competitiveness of the coir sector.

2. Objectives

- Provide modern infrastructure facilities to the production units resulting in improvement of productivity and quality
- Establishment of new 'State of the Art' Coir Processing Units
- Spread of the industry to potential areas
- Enhanced utilization of available raw material
- Creation of more employment opportunities, especially for women in rural areas
- Attracting new generation entrepreneurs to the industry

- Modernisation of existing units
- Production of high value customer oriented products
- Make the Coir Industry competitive
- Adoption of eco friendly production techniques
- Achieve the target of a pollution free coir industry with technological advancements.

3. Nodal Agency

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

3.2 The Regional/ Sub Regional Officers will receive the applications, process and assess the quantum of assistance as per the guidelines and forward them to the Nodal Agency with all relevant documents complete in all respects for obtaining sanction of the competent authority for release of assistance to units after obtaining all records.

4. Scheme Interventions

4.1. Individuals, Co-operative societies, NGOs, SHGs, Associations and machinery manufacturers are the stakeholders involved in the implementation of the scheme. Increase in productivity and economies of scale can be achieved only through infrastructure development by installing modern machinery for the production of high value customer oriented products for the sustainability of the industry in the coming years.

4.2 With the introduction of Coir Udyami Yojana (CUY), for implementation by the Coir Board, financial assistance is provided for setting up of coir units with a project cost up to Rs. 10 lakhs in the country. Subsidy will be provided @ 25% of the project cost subject to a maximum of Rs. 6 lakh for setting up of De-fibering Unit, Rs.4 lakh for Automatic Spinning Unit and Rs.5 lakh for others, including Coir Pith Unit. For a Composite or a Multiple Unit, the maximum monetary ceiling of assistance would be Rs. 9 lakh.

4.3 For calculation of subsidy amount, the cost of building will be restricted to a maximum of Rs. 8 lakh for De-fibering and coir pith units and Rs. 6 lakhs for others including Automatic spinning Unit. In respect of proposals for modernization of the existing units, only the cost of new machinery/equipments and new work shed to be put up will be taken for arriving at the amount of subsidy limited to Rs. 2 lakhs per unit. Land cost will not be included in the project cost for the new as well as existing units. The non-conventional energy resources/ diesel generator/ diesel engine/ expenditure towards separate power line drawn for the functioning of the unit from the rural feeder will be included in the project cost for computing the subsidy.

4.4 **Disbursal of subsidy** will be ensured by the Coir Board within a period of 21 days as per the citizen charter from the date of receipt of application completed in all respects in the Coir Board Head Office from the Regional Office/Sub Regional Office. The Regional Officer/ Sub Regional Officer/In-charge of the respective region is authorized to receive the application with all relevant documents and the same will be processed and scrutinized by him. The concerned Regional Officer/ Sub Regional Officer/In-charge of the Coir Board will conduct an inspection and will verify and assess the quantum of assistance and forward the application to Coir Board Head Quarters for obtaining the sanction from the Competent Authority. The subsidy will be directly remitted to the beneficiary's Bank account from Head Office. For this purpose the beneficiary has to furnish his bank account details to the Board. He also has to furnish all agreements and documents relating to insurance policy, pre-receipt to Coir Board, Head Office on getting an in principle sanction letter from the Board. The whole procedure will be completed within 90 days. All such cases where the subsidy amount is not distributed within 90 days will be reported to the Board by the RO / SRO concerned along with the reasons for delay. All applications to be made available to file online with user id to the unit holders. The status of application will be published in Coir Board website to maintain transparency.

5. Eligibility

5.1 All new coir processing units registered with Coir Board under Coir Industry (Registration) Rules, 2008 and registered with the DIC of the respective region of the entire coir sector of the country with project cost exceeding Rs.10/- lakh each or more than the ceiling fixed in Coir Udyami Yojana Scheme are eligible for assistance under the scheme. The details are as follows:

- (i) Coir Units desiring to avail of the assistance under the scheme should be registered with the Coir Board under the Coir Industry (Registration) Rules, 2008 and also with the Industries Department of the State in which the Unit is located.
- (ii) Assistance under the scheme will be extended to entire coir sector of the country.
- (iii) The units with a project cost above Rs.10/- lakh or more than the ceiling of CUY scheme only will be considered for assistance under the scheme.
- (iv) Power connection or generator should be available at the location of the coir unit.
- (v) The Regional Officer/ Sub Regional Officer/In-charge of the respective region is authorized to receive the application with all relevant documents and the same will be processed and scrutinized by him. The concerned Regional Officer/ Sub Regional Officer/In-charge of the Coir Board will conduct an inspection and will verify all the documents and assess the quantum of assistance and forward the application completed in all respect to Coir Board Head Quarters for obtaining the sanction from the Competent Authority.
- (vi) The work sheds shall conform to meet the essential civil requirements of the project.
- (vii) The equipment and motors eligible for assistance under the scheme shall not be below the standards prescribed by BIS/Board's Research Institutes from time to time.
- (viii) There will be an overall ceiling of financial assistance of Rs. 9/- lakh for units producing multiple items of coir for computing subsidy. The coir units which are producing single items like coir fibre, curled coir, coir yarn, coir pith, coir mats, coir matting, coir composite products etc. will be treated as separate units producing these items and the ceiling of subsidy fixed for the respective items will be applied in these cases.

- (ix) The ceiling prices of different items of machinery will be fixed by Coir Board from time to time after making a fair assessment of probable cost of all components used in the production of machinery items.
- (x) The machinery/equipments procured should be as per the standards prescribed by the BIS/Coir Board and at the option/choice of entrepreneurs with valid receipts/invoice 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.
- (xi) The machinery suppliers will have to give a performance guarantee for a period of at least one year against supply to the beneficiaries and the copy to be retained with beneficiary while availing the financial assistance under the Coir Board 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.
- (xii) For the calculation of subsidy amount, the cost of building will be restricted to Rs.8.00 lakh for Defibering and Coir Pith Units and Rs.6.00 lakh for others including Automatic Spinning Unit.
- (xiii) In respect of projects for modernization, the cost of new machinery/equipments/generators and work shed to be put up will only be taken for arriving at the project cost for calculation of the amount of subsidy.
- (xiv) Land Cost will not be included in the project cost.
- (xv) The subsidy under the scheme will be available to entrepreneurs who have not availed any other Central / State government subsidy like PMEGP, CUY etc. for the same purpose for which a self declaration has to be submitted by the unit holder.
- (xvi) In the case of original documents pledged with banks, the copies duly attested by Manager of banks to be submitted while submitting the claim.
- (xvii) The application will be considered on first come first served basis on receipt of it at RO/Sub-RO and Head Quarters of Coir Board subject to the receipt of proper documents.

6. Quantum of Assistance

The details of assistance provided under the scheme are given below.

QUANTUM OF GRANT ADMISSIBLE

Sl. No.	Type of Unit	New units	Modernisation of units
		25% of the cost of equipment and	25% of the cost of modernization
		infrastructural facilities subject to a maximum of (Rupees)	of equipment and infrastructural facilities subject to a maximum of (Rupees)
(i)	Coir Fibre Extraction Unit (Defibering Unit/ Decorticating Unit)	6,00,000	2,00,000
(ii)	Automatic/mechanized Coir Yarn Spinning Unit	4,00,000	2,00,000
(iii)	Curled Coir Production Unit	5,00,000	2,00,000
(iv)	Rubberised Coir Production Unit	5,00,000	2,00,000
(v)	Coir Product Manufacturing Unit (Semi automatic loom unit)	5,00,000	2,00,000
(vi)	Coir Product Manufacturing Unit (Automatic/Powerloom)	5,00,000	2,00,000
(vii)	Coir pith product manufacturing unit	5,00,000	2,00,000
(viii)	Coir Rubber backed/ Rubber Molded product manufacturing unit	5,00,000	2,00,000
(ix)	Coir Rubber Latex backed Mats & Matting product manufacturing unit	5,00,000	2,00,000
(x)	Coir Composite Product Manufacturing	5,00,000	2,00,000
(xi)	Coir Needled felt production unit	5,00,000	2,00,000
(xii)	Coir Pith Manure/ briquette / Block Production Unit	5,00,000	2,00,000
(xiii)	Coir Garden Articles & allied products production Unit	5,00,000	2,00,000
(xiv)	Coir Mats/Matting/Carpets/ Printing /Finishing/Packing	5,00,000	2,00,000
(xv)	Coir PVC Tufted Mats Production Unit	5,00,000	2,00,000

(xvi)	Automatic coir fibre/yarn dyeing unit	5,00,000	2,00,000
(xvii)	Coir geotextiles/Matting Production Unit (Anugraha)	5,00,000	2,00,000
(xviii)	Coir mats & mattings Production Unit (Anupam loom, pneumatic control)	5,00,000	2,00,000
(xix)	Any other coir processing unit as declared by Coir Board that the unit is exclusively for production of coir and allied products.	5,00,000	2,00,000

7. Procurement / Cost of Machinery under the Scheme

7.1 All machinery required for setting up the coir processing unit shall be of prescribed BIS / Coir Board standard specifications and 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 letter of the machinery should be produced and a certificate stating that these machinery will be used only for coir processing. The details of the machinery and the approximate cost required for each unit for grant of financial assistance under the scheme are given in Annexure-I. The estimated cost will be revised by the Coir Board from time to time, based on the field situation and increase in cost of inputs for fabrication of the machinery.

7.2 In the case of installation of non –conventional energy resource, power generator sets/ diesel engines/ separate electrical power line from the rural feeder, financial assistance 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 subject to the justification by the unit holder.

8. General Instructions

8.1 The grant as admissible under the scheme will be disbursed to the entrepreneur only after the unit goes into production, as reimbursement subsidy on capital expenditure.

8.2 The unit shall submit the application in the prescribed format for grant of financial assistance for new units under the scheme within 12 months from the date of commencement of production of the unit. The date of commencement of production should be supplemented by the MSME Registration Certificate issued by the General Manager, District Industries Centre of the respective area. However, the Chairman, Coir Board may condone the delay in submitting the applications on a case to case basis subject to the appeal and reasons established in writing.

8.3 New unit is a unit which is registered under the Coir Industry (Registration) Rules, 2008 but had not completed 12 months from the date of commencement of production. The applications received and pending with the Coir Board upto 31.03.2015 will assisted as per the old guidelines. Revised operational guidelines will be applicable only for units which apply for financial assistance on or after 01.04.2015.

8.4 The entrepreneur availing of the grant under the scheme shall not mortgage the assets except to the financial institutions from where he had availed loan for the establishment of the unit.

8.5 The grant received under the scheme should 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 machineries 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 3 years

ii. Where the unit goes out of production within 3 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.

8.7 A unit which has availed financial assistance would be eligible for financial assistance under modernization only after successful running of the unit for a minimum period of 3 years. The assistance under modernization scheme will be limited to the new work sheds that are to be put up and new equipments/handling equipments/vehicles/generators etc. for the unit.

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

8.9 The infrastructure includes work shed, soaking tank, drying yard, well and pump set, generator, separate power line from the rural feeder, handling equipments, vehicles, etc. The accessories include the motor, starter, capacitor, main switch, fuse, trailers, handling equipments used inside the premises of factory, etc.

8.10 Coir Board will prescribe detailed guidelines / forms for procurement of machinery, setting of units, submitting of application for assistance, processing of applications in the Regional Offices / Coir Board Headquarter, etc., for smooth implementation of the scheme by reducing delay in releasing the assistance and also to make it more transparent.

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 Joint Director (Planning), Coir Board will be the Nodal Officer. The monitoring of the units will be undertaken by the Regional/ Sub Regional Offices of Coir Board on regular intervals. The Performa for monitoring is given at Annexure- II. The Mid-term appraisal of implementation of the scheme will be got done through reputed external agencies. Scheme will also be regularly monitored by nodal Ministry

Annexure - I

Type of the Unit	Approximate cost (Rs).
1. Coir Fibre Extraction Unit	
A. Defibering unit	
i. Crusher ii. Soaking Tank iii. Defibering machine – 2 No. Rs. 3,75,000/- iv. Revolving Screener including motor v. Turbo Double Cleaner vi. Conveyor System with motors vii. Hydraulic Bailing Press - 35 kg viii. Hydraulic Bailing Press - (100-150-kg Cap) ix. Conveyors for shifting the husk to the crusher, Soaking Tank, Soaking yard, Defibering Machine, Screener, Pith disposal, etc. x. Electrical Accessories xi. Well and Pumpset xii. Diesel Generator / Diesel engine- Expenditure towards drawing power line from rural fielder exclusively for the unit	3,50,000 4,00,000 7,50,000 90,000 3,00,000 35,00,000 2,00,000 12,00,000 20,70,000 4,50,000 1,00,000 4,00,000
B. Decortivating Unit	
i. Crusher ii. Squeezer iii. Soaking Tank iv. Decorticator – 2 Nos. @ Rs. 5, 40,000/- v. Screener vi. Hydraulic Bailing Press (35 Kg) vii. Hydraulic Bailing Press - (100-150-kg) viii. Conveyors from Crusher to Squeezer, decorticator to screener and disposal of coir pith ix. Electrical Accessories excluding motor x. Well and Pumpset xi. Diesel Generator / Diesel engine- Expenditure towards drawing power line from rural fielder exclusively for the unit	2,70,000 2,70,000 4,00,000 10,80,000 90,000 2,00,000 12,00,000 17,00,000 2,50,000 1,00,000 4,00,000
2. Automatic / Mechanised Coir Yarn Spinning Unit	
3. Curled Coir Production Unit	
(i) Curling machine 3 Nos. @ Rs.4,00,000/- per machine (ii) Hackling machine (iii) Mechanized Winding Machine (iv) Well & Pump set (v) Diesel Generator/Diesel Engine/Expenditure towards Drawing power line from rural feeder exclusively for the unit.	12,00,000 1,50,000 40,000 1,00,000 4,00,000

4. Rubberised Coir Production unit	
(i) Untwisting machine (double head)	4,50,000
(ii) Sheet machine	80,00,000
(iii) Feeder machine	
(iv) Latex sprayer	
(v) Cutting machine	
width	1.4 meter width
(vi) Drum Press	2.2 meter
	1,50,00,000
	5,50,000
	28,00,000
(vii) Hydraulic Press – 7 day light	11,50,000
(viii) Vulcanizing Chamber – 40 mattresses	3,50 000
(ix) Band saw machine	10,50,000
(x) Ball Mills – 1000 litres.(3 nos.)	8,00,000
(xi) Tilting Machine	50,00,000
(xii) Stitching / Quilting machine	20,00,000
(xiii) Boiler and Accessories	
(xiv) Diesel Generator / Diesel Engine/ Expenditure towards drawing	4,00,000
Power line from rural feeder exclusively for the unit.	
5. Coir Product Manufacturing Unit (Semi Automatic Loom Unit)	
(i) Bobbin winding machine	2,10,000
(ii) Cops winding device	30,000
(iii) Semi automatic loom	
	1 mtr. width
	5,00,000
	1.5 mtr. width
	6,50,000
	2 mtr. width
	8,00,000
	4 mtr. width
	14,00,000
(iv) Dye Vat	
	50 Kg.capacity
	2,00,000
	100 Kg.capacity
	4,00,000
(v) Well & Pump set	1,00,000
(vi) Diesel Generator /Diesel Engine/ Expenditure towards drawing	2,00,000
Power line from rural feeder exclusively for the unit.	

9. Coir Rubber Latex Backed Mats & Matting Product Manufacturing Unit	
(i) Automatic Foaming unit (500-1000 litre capacity – S.S. – 2 Nos.)	30,00,000
(ii) Spreading unit (Ball Mill, Planitory Mixer)	8,00,000
(iii) Hot Air Vulcanizing drying chamber (4 mtr. width)	15,00,000
(iv) Diesel Generator/ Diesel Engine/ Expenditure towards Drawing power line from rural feeder exclusively for the unit	2,00,000
10. Coir Composite Product Manufacturing Unit	
(i) Bail Opener / Fibre Cleaning Machine	4,00,000
(ii) Coir Needled Felt Plant (including sheet forming machine)	25,00,000
1 mtr.	40,00,000
1.5 mtr.	50,00,000
2.2 mtr.	10,00,000
(iii) Felt Impregnating Machine (2.2 mtr.width)	20,00,000
(iv) Resign Kettle (50 ltr. Capacity)	20,00,000
(v) Dies/ Coual Plate	
(vi) Hot Compression Hydraulic Press (3-5 day light)	25,00,000
1 mtr. x 1 mtr.	75,00,000
8 ft. x 4 ft.	5,00,000
(vii) Edge Drimming Machine (8x4 ft)	20,00,000
(viii) Boiler and Accessories	4,00,000
(ix) Dust Collector	
(x) Diesel Generator/ Diesel Engine/ Expenditure towards drawing Power line from rural feeder exclusively for the unit	4,00,000
11. Coir Needled Felt Production unit	
(i) Bail Opener / Fibre Cleaning Machine	4,00,000
(ii) Coir Needled Felt Plant (including sheet forming machine)	
1 mtr. width	25,00,000
1.5 mtr. width	40,00,000
2.2 mtr.width	50,00,000
(iii) Band saw	2,00,000
(iv) Weighing Balance	25,000
(v) Dust Collector	4,00,000
(vii) Diesel Generator / Diesel Engine / Expenditure towards drawing Power line from rural feeder exclusively for the unit	4,00,000
12. Coir Pith Manure Production Unit	
(i) Revolving Screener	90,000
(ii) Lab Equipment for the production of pith plus	4,50,000

(iii) Deep freezer / cold room	1,50,000
(iv) Sprinkler / Pipeline and accessories	75,000
(v) Packing Equipment	2,00,000
(vi) Handling Equipment	5,00,000
(vii) Well and Pump set	1,00,000
13. Coir Garden Articles Production Unit	
(i) Bail Opener / Fibre Cleaning Machine	4,00,000
(ii) Coir Needled Felt Plant (inclusive of forming unit)- minimum 75 cm Width	25,00,000
(iii) Hydraulic Hot Press	9,00,000
(iv) Automatic Stirrer for mixing rubber latex (50 ltr. Capacity)	1,50,000
(v) Hot Air Drying Chamber / Vulcanizer	10,00,000
(vi) Edge Cutting Machine	1,00,000
(v) Diesel Generator / Diesel Engine / Expenditure towards drawing Power line from rural feeder exclusively for the unit	2,00,000
14. Coir Mats / Matting/ Carpets / Printing / Finishing / Packing Unit	
(i) Shearing Machine (2 mtr. width)	3,50,000
(ii) Dust Collector	1,00,000
(iii) Air Compressor for printing (2 nos)@ 1 lakh	2,00,000
(iv) Colour Mixing Equipment	50,000
(v) Air Pipeline, Spray guns, Printing Plat forms etc.	2,00,000
(vi) Automatic Coir Mat Bleaching Plant	3,00,000
(vii) Hot Air Drying Chamber with two sets of trollies	10,00,000
(viii) Coir Rugs Webbing Machine (5 nos. @ Rs. 40,000/- per machine)	2,00,000
(ix) Diesel Generator/ Diesel Engine / Expenditure towards drawing Power line from rural feeder exclusively for the unit	2,00,000
15. Coir PVC Tufted Mats Production unit	
(i) Coir tufting unit with all accessories (2 mtr. width)	150,00,000
(ii) Boiler with accessories	15,00,000
(iii) Chiller with accessories	6,00,000
(iv) Diesel Generator / Diesel Engine / Expenditure towards drawing Power line from the rural feeder exclusively for the unit	4,00,000
16. Automatic Coir Fibre / Yarn Dyeing /unit	

(i) Mechanical hoist	12,00,000
(ii) S.S. Dye Vats (2 Nos.)	18,00,000
(iii) Hydro Extractor – 100 Kg.	5,50,000
(iv) Accessories	6,00,000
(v) Dryer	15,00,000
(vi) Boiler and Accessories	20,00,000
(vii) Well & Pump set	1,00,000
(viii) Diesel Generator / Diesel Engine / Expenditure towards drawing Power line from rural feeder exclusively for the unit	2,00,000
17. Coir Geotextiles / Matting Production Unit (Anugraha Loom Unit)	
(i) Warping Machine (2 mtr. width)	1,50,000
(ii) Anugraha Loom 1 mtr. width – 2 nos. @ Rs. 35,000/- 1.5 mtr. width- 2 nos. @ Rs. 45,000/- 2.00 mtr. width – 3 nos. @ 60,000/-	70,000 90,000 1,80,000
(iii) Dye Vat S.S. (T316) 50 Kg. Capacity -2 nos. 100 Kg. Capacity – 2 nos.	2,00,000 4,00,000
18. Coir Mats & Matting Production Unit (Anupam Loom, Pneumatic Control)	
(i) Warping Machine (2 mts. width)	1,50,000
(ii) Anugraha Loom 1 mtr.width – 2 nos. @ Rs.35,000/- 1.5 mtr.width – 2 nos. @ 45,000/- 2.00 mtr. width -3 nos. @ 60,000/-	70,000 90,000 1,80,000
(iii) Dye Vat S.S. (T 316) 50 kg. Capacity – 2 nos. 100 kg. Capacity- 2 nos.	2,00,000 4,00,000
(iv) Diesel Generator / Diesel Engine / Expenditure towards Power line from rural feeder exclusively for the unit.	4,00,000

Note 1. All rates are exclusive of motor, accessories, taxes, duties, delivery charges etc.

2. The charges of generator, power generating equipments, transformers, handling equipments like power lifter, tractor etc. will be on actual billed by EB/Reputed Suppliers/Dealers.

3. The beneficiaries will have the option to go for motors with higher capacity for specific needs. However the cost admissible to the machine will be restricted to the ceiling prescribed by the Board from time to time.

Annexure II**Proforma for monitoring the coir units assisted under
Development of Production Infrastructure Scheme of Coir Board**

-
1. Name of the Unit :
 2. Proprietorship/ Partnership/Company/Others :
 3. Name of the Contact Person / Owner :
 4. Year of Establishment :
 5. Coir Board Registration Number :
 6. MSMED Acknowledgement Number :
 7. Job of Unit :
 8. Products purchased :
 9. Date of receipt of Assistance received
from Coir Board :
 10. Assistance for new unit/ modernization :
 11. Total Investment :
 12. Additional Investment, if any made during
: the year
 13. Details of additional Infrastructure created if
any :
 14. Power connection Number :
 15. Number of workers engaged :
 16. Total Production during the year : Rs.
 17. Total wages paid during the year : Rs.
 18. Loss of production, if any during the year
: Rs. Reason for loss of production
(Raw material scarcity/ power shortage/
labour shortage/ bank finance shortage etc.)
 19. Assistance received was utilized for :
 20. Any other information :

Signature of the proprietor with
name

Place :

Date :

Signature of the verifying official of (Regional
Office / Sub-Regional Office, Coir Board)

Countersigned by RO/Sub-RO.

EXECUTIVE INSTRUCTIONS

1. Coir Units desiring to avail of the assistance under the scheme should be registered with the Coir Board under the Coir Industry (Registration) Rules 2008.
2. The assistance under the scheme is extended to the entire coir sector of the country.
3. The unit with a project cost of above Rs.10/- lakhs or the ceiling more than specified in CUY scheme will be considered for assistance under the scheme.
4. Power connection should be available at the location of the coir unit
5. The financial assistance under the scheme will be provided @ 25% of the total project cost excluding the cost of the land subject to a maximum as follows.

Sl. No.	Types of Units	Ceiling for consideration of subsidy
1	Fibre unit	Rs.6,00,000
2	Automatic Spinning Unit	Rs.4,00,000
3	Coir Pith Unit & Others	Rs.5,00,000

6. For a composite or a multiple unit, the maximum monetary ceiling of assistance is limited to Rs.9/- lakhs.
7. The work shed shall conform to the type of design prescribed by the Board and also to meet the essential civil requirements of the project. The design for work sheds of various types of coir units should be as per the essential requirement of the unit. The ceiling for computation of the subsidy is as follows:

Sl. No.	Types of Units	Ceiling for consideration of subsidy
1	Fibre unit	Rs.8,00,000
2	Coir Pith Unit	Rs.8,00,000
3	Others	Rs.6,00,000

8. Further subsidy under the scheme is available for modernization of the existing unit so as to increase productivity and quality only after a period of 3 years of availing any assistance under DPI scheme. The scheme provides assistance for modernization of existing coir units. As far as modernization is concerned

assistance under the scheme will be limited to new work sheds and new equipments for the unit. Assistance will be provided @ 25% of the total project cost limited to Rs. 2/- lakhs.

9. The subsidy will be sanctioned by the Board after observing the following formalities.
 - i. The Regional Officer/ Sub Regional Officer/In-charge of the respective region is authorized to receive the application with all relevant documents and the same will be processed and scrutinized by him. He will allot serial number for the receipt of each application in chronological order.
 - ii. The concerned Regional Officer/ Sub Regional Officer/In-charge of the Coir Board will conduct inspection along with an official designated by Coir Board will verify and assess the quantum of assistance and forward the application to Coir Board Head Quarters for obtaining the sanction from the Competent Authority.
 - iii. The application for subsidy duly recommended by the RO/SRO will be scrutinized and placed before a Screening Committee consisting of the following officers at Head Office.
 1. Joint Director (Planning) – Chairman
 2. Director, CCRI or representative - Member
 3. Senior Accounts Officer - Member
 4. Development Officer (ID) - Convener

The Committee will meet on periodical basis and recommend the proposal of financial assistance to Secretary/Chairman, Coir Board for approval.
 - iv. The assistance will be released through the Bank account of the beneficiary and through online transfer wherever core banking facilities are available by RO/Sub- RO on receipt of all post subsidy documents like joint insurance and necessary agreements.
10. In the case of leased land/ building the lease deed should be for a minimum period of 10 years with permission to operate coir unit and to undertake any constructions required for the unit
11. All legal documents in vernacular should be accompanied with legal opinion from a advocate empanelled in any nationalized banks stating that the land documents are in order for availing subsidy from the Board.
12. In the case of imported machinery, the invoice, shipping bills etc. endorsed\certified by Customs Authorities or DGFT/Bank should be produced.
13. The copies of all documents in support of the financial assistance should be inspected and attested by the RO/SRO with inspection report and certificate recommending quantum of assistance, etc.
14. The RO\SRO\Officer in charge while recommending subsidy has to prepare and attach checklist for all documents required. in the prescribed form along with other documents, which are included in their recommendation.

15. The RO/SRO concerned will submit monitoring report at least once in a year in respect of all the coir units availed subsidy from Board.
16. The Board shall ensure disbursement of subsidy within a period of 21 days from the date of receipt of application from the Regional Office concerned which is completed in all respect.
17. The Board shall ensure the mid-term appraisal and evaluation of the implementation of the scheme by engaging a reputed agency.
18. The beneficiary unit shall execute an agreement on non-judicial stamp worth Rs.100/- to the effect that they bound to the terms and conditions for the extension of financial assistance under the scheme.
19. The beneficiary unit shall cover the same under fire and general insurance policy for a total amount not less than the financial assistance extended by Coir Board under the scheme. The unit shall continue with the insurance coverage for a minimum period of five years from the date of release of financial assistance.
20. A second inspection of 10 % of the total number of cases recommended will be held by the Officer deputed from Head Office by Secretary, Coir Board.
21. Any dispute arising out of the implementation of the Executive Instruction, the matter will be referred to the Chairman, Coir Board and his decision shall be the final.

Annexure III**Checklist for processing of Application for Financial Assistance under DPI scheme of Coir Board**

1. Application form I/ II
(Whether complete in all respect)

Yes	No
-----	----

Date of receipt of application (as per the Inward Register)

DD	MM	YY
----	----	----

2. Whether Coir Board Registration attached (attested copy)

Yes	No
-----	----

3. Whether MSMED acknowledgement copy attached (attested copy)

Yes	No
-----	----

4. Whether copy of the land document certified by notary attached

Yes	No
-----	----

5. If lease land, land document attached

Yes	No
-----	----

6. Whether the drawing of the building, estimate, sanction of local authority is in order (this document may be kept with RO/SRO)

Yes	No
-----	----

7. Whether Valuation Certificate from Chartered Engineer in respect of building is attached

Yes	No
-----	----

8. Whether multiple products/ single product unit (details)

9. Whether the machinery is imported (Details)

10. Whether the receipt for the payment and bill/ invoice enclosed for all machineries and equipments (Attested copy in case of bills\receipts with Bank)

Yes No

11. Whether certificate to the effect that the unit has not availed/ applied for any assistance under any Central Govt. Scheme is enclosed

Yes No

Verified all the documents and found correct/genuine and attached as above.

Date :
Place

Name:
Signature
RO/SRO

(Seal)

Annexure IV

FOR THE GRANT OF FINANCIAL ASSISTANCE TO COIR UNITS
UNDER DEVELOPMENT OF PRODUCTION INFRASTRUCTURE FOR
THE SETTING UP OF NEW UNIT

Inspection report

1. Name of the Unit :
2. Location and full address :
3. Constitution (Proprietary/
Partnership/Company) :
4. Registration No. under Coir
Industry Registration Rules 2008 :
5. MSME acknowledgement
No. and date
6. Date of commencement of production :
7. Whether land is own/ lease
If on lease, state period of lease :
8. Whether the accessories of the
machinery and equipment are as
per the BIS standards :
9. Eligibility as per norms :
10. Details of loan if any availed for
setting up of unit.

11. Whether the construction of workshed is as per the prescribed type and design approved by local authorities

Yes No

12. Specific

recommendation of the committee : Actual Eligibility

(a) Building(s)

Recommendation

(b) Machinery

y *

*

*

*

*

(c) Others(Specify) :

13. Date of inspection of the unit

14. Checklist of machinery along with specification attached : Yes/ No

15. Whether the details of application made online and User ID given, if yes, the details thereof : Yes/ No

Total

25%

Amount Recommended Rs.

Signature of the Officer in the joint inspection team

(Seal)

Signature of RO

Annexure V**CERTIFICATE OF UTILISATION OF CIVIL INFRASTRUCTURE**

This is to certify that the building constructed in survey
no..... village.....taluk

District.....
State as per the plan approved
by (competent authority) is as per the requirement
for installation of machinery, storing of raw materials and finished
goods etc. and is for the exclusive use of coir processing only. The
valuation certificate as per the details given below is attached

1. Name of the Chartered Engineer:-
2. Details of Building (Area & other details):-
3. Cost of the building as per valuation certificate:-

Place:
Unit
Date:

Signature of the applicant
Name & address of the

(Seal)

Verified and found correct/ not correct
Signature
Name
Designation (RO/SRO/OIC)

Note: This is to be attached along with the application.

Annexure VI**Certificate of Utilisation of Machineries/ Equipments**

This is to certify that the following machineries/ equipments procured are being utilized exclusively for manufacturing/ processing of coir mentioned in the MSME acknowledgement issued by DIC (area) only.

Item	Bill no. & date	Cost (Rs.)

Signature
Place:
Unit
Date:

Name &

Name of the

(Seal)

Countersigned
Signature
Name
Designation (RO/SRO/OIC)

Note: To be attached along with the application

Annexure VII**CERTIFICATE FOR INSTALLATION OF GENERATOR/ DRAWING
OF SEPARATE POWER LINE FROM RURAL FEEDER**

This is to certify that the power generator installed/ separate power line drawn from the rural feeder is exclusively for the use of this coir unit located in survey no village taluk District State in the name of Unit.

Copies of the bills and vouchers of generator and statement of expenditure certified by competent authority is enclosed.

Station:

Signature:

Date:

Name :

Name of the Unit

(Seal)

Countersigned

Signature :

Name :

Designation :

(RO/SRO/OIC)

Note: To be attached along with the application

Annexure VIII

CERTIFICATE

Certified that the Unit (Name) located in survey no.....village.....taluk.....District State has not availed any financial assistance under any Central/State Government Schemes Viz .PMREGP,CUY,MSE-CDP scheme etc.

Place:

Date:

(Seal)

Signature:

Name :

Name of the unit:

Countersigned

Signature

Name

Designation

(RO/SRO/OIC)

Note: To be attached along with the application

Annexure IX**CERTIFICATE**

Certified that the financial assistance recommended/sanctioned to M/s..... located in survey no.....villagetaluk..... District..... State..... amounting to Rs..... is as per the terms and conditions for extension of financial assistance to coir units under Development of Production Infrastructure Scheme of Coir Board. This unit will be monitored for the next three years by this office and if any deviations noticed from the agreement furnished by the unit that will be reported to the H.O and General Manager, DIC and suitable action will be initiated.

Signature :

REGIONAL OFFICER

Date:

(Seal)

Note: To be furnished along with the recommendation of the application for financial assistance

Annexure X

Checklist of the Assessment Committee constituted for assessing
the Quantum of Financial Assistance under Coir Board Scheme

.....

A. Verification of the following documents

- | | |
|---------------------------------|--|
| 1. Application | correct/ not correct |
| 2. List of documents | - Verified found correct/ not |
| 3. Certificate of GM,
DIC | correct
- Verified found correct/ not |
| 4. Bills, invoices,
vouchers | correct
- Verified in order/ not in order |
| 5. Land Document | - Verified in order/ not in order |
| 6. Building Estimate | - Verified found correct/ not
correct |

- Verified found

C. Valuation of the Building/ Machinery/
Equipment

- | | |
|---|--------------------------------------|
| | : Rs..... |
| a. Total value of civil infrastructure
including
Soaking tank | (limited to Rs.8 lakhs)
: Rs..... |
| b. Total value of machinery | : Rs..... |
| c. Total value of accessories | : Rs..... |
| | ----- |
| d. Value towards generator/ special feeder
line | : Rs.....
: Rs..... |

Total

C. Quantum of Assistance
proposed
(25% of total)

a) Rs.6 lakhs in coir
fibre extraction unit

D. Assistance limited as per norms of the
scheme

b) Rs.4 lakhs in case of
automatic spinning
unit

c) Rs. 5 lakhs in case of
coir pith processing
units and others

Annexure XI

Date:

Declaration

The committee constituted for the purpose of assessing the quantum of assistance under Development of Production Infrastructure Scheme of Coir Board have verified all the documents and recommended that Rs..... is recommended for consideration of approval being the 25% of the infrastructure developed by M/s a fibre units/ automatic spinning unit/ pith processing unit/ others.

*Officer in the
AO / JD (P)
joint inspection team*

Officer in charge, RO

Sr.

Annexure XII**Agreement**

An agreement made thisbetweenregistered with Coir Board under Coir Industry registration rules 2008, vide the Registration No..... having registered office athere in after called 'Coir Unit' represented by.....on the one part and the Coir Board (Govt. of India), Kochi-682 016 (hereinafter called Coir Board) represented by its Secretary on the other part.

Whereas the Coir Board under the Scheme "Development of Production Infrastructure" is giving assistance to Coir Units for construction of worksheds and for purchase of equipments/modernization of equipments and infrastructural facilities herein after called Work shed/ Equipments/ Mordernisation of equipments whichever is applicable.

Whereas the coir units has applied to the coir Board for assistance under Development of Production Infrastructure for construction of workshed/ purchase of equipments/modernizations of equipments.

Whereas the Coir Board has pleased to sanction assistance of Rs...../- (Rupees.....only) as per order No.dated.....issued by the Coir Board hereinafter referred to as the " Said Order" copy of which is attached hereto and shall together with other communications that may be issued in continuation thereof form part of this agreement as if incorporated herein subject to the conditions hereinafter appearing and subject to the conditions contained in the said order to which the Coir unit has agreed. The Coir unit covenants that the land set apart for constructing workshed is owned by the Coir Unit and free from encumbrances.

- 2) The Coir Unit hereby undertakes and agrees that the grant amount would be utilized only for the purpose for which it is granted and for no other purposes and in accordance with the terms of the said order within the time stipulated in the Said Order.
- 3) The unit shall use the premises and the shed constructed under the scheme exclusively for the purposes of the unit. The shed constructed/ equipments purchased shall not be leased or hired out to or part with the possession of it without prior approval of the Coir Board.
- 4) The unit shall not create any mortgage or charge by way of hypothecation, pledge or otherwise create encumbrances of any kind whatsoever and shall maintain the property free from encumbrances or liability whatsoever.
- 5) The assistance will be given in one installment.
- 6) The unit shall construct the work shed as per the type and design approved by the Coir Board and shall execute the work in accordance with the directions of officers of the Coir Board.
- 7) The equipments purchased/modernized shall conform to the standards laid down by the Coir Board.
- 8) The Coir Unit availing grant to start production immediately on construction of building and installation of machinery and the Coir Unit should make available the premises for inspection by officers of the Coir Board or Officers of the Government of states in which the unit is located.

9) The Coir Unit shall maintain separate accounts with appropriate bills and vouchers and the accounts shall be opened for inspection and audit by Auditors/ officers authorized in this behalf of the Coir Board. The Coir Unit shall furnish to the Coir Board as certificate from the competent Engineer to the effect that work of work shed has been completed as per the approved plan and estimate. The Coir Unit shall arrange the inspection of the equipments by the officers authorized by the Coir Board and the certificate issued by the officers authorized by the Coir Board should be forwarded to the Coir Board.

10) The Coir Unit shall within 30 days from the completion of the construction of the shed/ possession of the equipments insure the same against loss or damage by fire or flood for an amount not less than the amount of assistance, with an Insurance Company and the Policy shall be assigned in favour of the Coir Board, the unit shall keep the policy alive paying the insurance premia promptly for five years from the date of receipt of subsidy.

11) In case of the Coir Unit commits breach of any of the terms and conditions herein contained or those contained in the Rules of the said order in any case the Coir Unit fails to utilize the grant-in-aid for the purpose for which it is granted, the entire grant amount paid to the Coir Unit shall be refunded to the Coir Board immediately and the proprietor shall be personally liable for the refund to the Coir Board of the said grant amount.

12) "Any dispute arising out of this agreement or issue will be subject to jurisdiction at Cochin".

13) The above agreement has been executed by the parties at in the presence the following witnesses".

14) In witness whereof Sri/ Smt.....on behalf of M/s.....and Secretary, Coir Board or his nominee for and on behalf of the Coir Board have here unto set their hands with seal of the Coir Unit and Coir Board affixed on the day and year first above written.

Signed by

in the presence of witness

Witnesses:

Signed by,

(Regional/ Sub Regional Office in charge, Coir Board)

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
FOR SETTING UP COIR BASED UNITS
UNDER DEVELOPMENT OF PRODUCTION INFRASTRUCTURE
SCHEME**

Part -A

1. Name of Applicant
2. Other Details
 - (i) Date of Birth
 - (ii) Community : SC/ST/OBC/Minority/Others
3. Address for Communication
 - Address1 :
 - Address2 :
 - Post office :
 - Taluk :
 - Village :
 - State :
 - District :
 - PIN code :
 - Tele Phone No :

5. PAN Card / AADHAR number:-

Part -B

1. (a) Type of Organisation

Proprietor / Partnership / SHG /NGO / Pvt. Ltd. Co./ Public Ltd.
Co./ Co-operative Society / Others

Specify :-

- (b) Type of Unit

(c) Date of Establishment

DD MM YY

(d) Coir Board Registration under Registration Rules 2008

No.								
Date								

(e) MSMED Acknowledgement from DIC

No.								
Date								

(f) Date of commencement of production as per DIC certificate

DD MM YY

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

If Company, attach copies of the Registration Certificate from Registrar of Companies along with Memorandum of Association & Articles of Association

If Co-operative Society, the registration issued by competent authority, may be attached.

2. If NGO/ SHG, the Registration Certificate issued by competent authority may be attached.

3. Source of Raw
Materials

Husk	Fibre	Pith	Others

4. Whether SC/ ST/ OBC/ Women/ Minority/ Others

5. Total Investment (Excluding Land)

i) Building *

a) Type of Construction

b) Total Plinth area

c) Total value

d) Approval of local
authority

Area (Sq.
ft.)

ii) Soaking Tank *

iii) Well & Pumpset

* iv) Drying Yard *

v) Diesel Generator / Diesel Engine/ Expenditure towards drawing power line from Rural Feeder for the Unit. (If generator, copy of sanction from competent authority to be enclosed)

vi) Machinery and Equipment **

Name of Machine Capacity Year of mfr. Name of the mfr. Regn.
No. Value

- a)
- b)
- c)
- d)
- e)
- f)

*Detailed drawing, estimate, valuation certificate and stability certificate (for a minimum period of 10 years from a Chartered Civil Engineer), copies of invoices/ bills/receipt, details of machinery etc. to be attached.

** Attested copies of bills, cash receipts, copy of the performance certificate of the machinery manufacturer, documents from electricity authority to be attached.

6. Source of funding

Bank Own Other source

7. Source of Power (3 phase)

Date of Power

Connection Consumer

Card No.

8. a) Land

Own	Lease	Extent
Survey No.		
Village		
Taluk		
District		

b) Land
Mark

9. a) No. of persons employed

b) Whether trained/ qualified persons available

Yes

No

c) Whether child labour is resorted to

Yes

No

a) Whether any assistance availed by this unit

Yes

No

b) If yes, please furnish the details and dates on which assistance was received

12. Whether Pollution Abatement Formalities

completed

13. Details of Bank account

c) Bank Name & Branch:-

d) Account no. :-

(Copy of the Bank Pass Book to be enclosed)

Name and Signature of the

applicant

Place

Date

(Seal)

Date of receipt of the application by RO/ SRO.....

- Note:
1. Copy of the Original Land Deed should be enclosed
 2. English version of the land document should be attested by notary public is to be enclosed
 3. Legal opinion from an advocate stating that land documents are in order to avail financial assistance from Coir Board.
 4. If the land is leased, copy of the lease agreement attested by notary
 5. Machinery, workshed etc. to be put up should be as per the standards prescribed by the Coir Board.

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
FOR MODERNISATION OF COIR UNITS
UNDER DEVELOPMENT OF PRODUCTION INFRASTRUCTURE**

Part -A

1. Name of Applicant

2. Other Details

(i) Date of Birth

(ii) Community : SC/ST/OBC/Minority/Others

3. Address for Communication

Address1 :

Address2 :

Post office :

Taluk :

Village :

State :

District :

PIN code :

Tele Phone No :

PAN Card / AADHAR number:-

Part -B

1. (a) Type of Organisation

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

* Specify :-

(b) Type of Unit

(c) Date of Establishment

DD MM YY

(d) Date on which the assistance was availed of earlier

DD MM YY

(e) Coir Board Registration under Registration Rules 2008

No.								
Date								

(f) MSMED Acknowledgement from DIC

No.								
Date								

(g) Date of commencement of production as per DIC certificate

DD MM YY

1. If Partnership concern, please attach the registered partnership deed attested by notary
2. If Company, attach copies of the Registration Certificate from Registrar of Companies along with Memorandum of Association & Articles of Association
3. If Co-operative Society, the registration issued by competent authority may be attached.
4. If NGO/ SHG, the Registration Certificate issued by competent authority may be attached.

2. Whether SC/ ST/ OBC/ Women/ Minority/ Others

3. Total Investment Area (sq. ft.)

(Excluding Land) |

i) Building |

* ii) Soaking Tank |

* iii) Well & Pumpset | |

* iv) Drying Yard *

v) Diesel Generator / Diesel Engine/ Expenditure towards drawing power line from Rural Feeder for the Unit

vi) List of existing Machinery and Equipment available

Name of Machine Capacity Year of mfr. Name of the mfr. Value

- a)
- b)
- c)
- d)
- e)

vii) Give details of equipment/ machinery proposed to be installed **(additionally or as replacement)

Name of Machine Capacity Year of mfr. Name of the mfr. Value

- a)
- b)
- c)
- d)
- e)

5. No. of days the unit worked during the last three years (year wise)

Y- I	Y-II	Y-III

* Detailed drawing, estimate, valuation certificate and stability certificate (for a minimum period of 10 years from a Chartered Civil Engineer), copies of invoices/ bills/receipt, details of machinery etc. to be attached.

** Attested copies of bills, cash receipts, copy of the performance certificate of the machinery manufacturer, documents from electricity authority to be attached.

Land

Own	Lease	Extent

11. Source of power supply

Electricity Board

Generator

12. a) No. of persons employed

b) Whether any child labour is resorted to

Yes

No

13. Whether any assistance availed for this unit from any banks / other financial institutions, if so attach details

Yes

No

14. Details of Bank account

a) Bank Name & Branch:-

b) Account no. :-

(Copy of the Bank Pass Book to be enclosed)

Name & Signature of the applicant

Place Date

Note: Machinery, workshed etc. to be put up should be as per the standards prescribed by the Coir Board.

**OPERATIONAL GUIDELINES FOR
'DOMESTIC MARKET PROMOTION SCHEME'****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 industry. The Industry, in its initial stages, was developed and nurtured in an organized manner by the Europeans.

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 slowdowns, trade / tariff barriers etc.

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 in many parts. 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 too are required. These efforts assumes greater importance for the achievement of the overall objectives envisaged during the 12th five year plan like enhanced raw material utilization, value addition of 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.

The scheme will have to following three components.

1. MRKET DEVELOPMENT ASSISTANCE

OBJECTIVES

The Market Development Assistance Scheme has been introduced by the Coir Board w.e.f. 2000-2001 in lieu of the Rebate Scheme that was in operation in the Coir Sector till 1999-2000. The MDA is linked with the sales performance of the concerned beneficiary organization and aims at providing incentives for better performance.

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 and Public Sector Enterprises who undertake market development programme in coir.

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 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, mattings, rubberized coir goods, coir geotextiel, garden articles, coir Bags, coir umbrella, coir chapel, coir ornaments, coir handicrafts, coir wood and other innovative products during the preceding three financial years. 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.

3. UTILISATION OF THE ASSISTANCE

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

- i) Publicity
- 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.

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 lumpsum 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) In the case of claims from the Apex Societies, Central Societies, State owned Agencies and Corporations, the claims will be settled 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 who in turn will submit the claim in the prescribed proforma (Annexure A) along with the supporting documents mentioned therein to the Coir Board. The claims should be accompanied by the documentary proof of matching share released by the State/UT Government, and Utilization Certificate.

- 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) In the case of Primary Coir Societies the assistance claimed by the individual Co-operative Society shall be submitted to the State/UT Government who in turn shall submit a consolidated claim in the prescribed proforma (Annexure B) with the recommendation on behalf of all eligible Primary Societies through the designated competent authority.
- vii) 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.
- viii) 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.
- ix) 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.
- x) 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.

- xi) 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 Plan programmes 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.
- xii) 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.
- xiii) Along with preparing the Utilization Certificate relating to a particular year an estimated claim for the next year will also be indicated so as to enable the Board to release the On Account Payment of MDA on that basis.

5. GENERAL

- i) The Central share of the Market Development Assistance will be disbursed on a financial year basis.
- ii) 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, P.B.No.1752, Kochi-682.
- iii) 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.

2 PARTICIPATION IN DOMESTIC EXHIBITIONS

Organization of exclusive fairs / exhibition for coir and participation in exhibitions organized by other agencies in India could be a component Domestic Market Development. 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 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.

3 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 will be released either through DAVP or at DAVP rates as per the media plan prepared each year.

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.

Encl: Annexure-A&B

ANNEXURE-A**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. MDA eligibility at 10% of
the average sales turnover : `

7. Share of the State/UT Government
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 Government

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. 6 above

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

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 all Primary Societies

together during the last three years :

5. MDA eligibility at 10% of the average sales turnover :

6. Share of the State / UT Govt. and the No: and date of

order in which the share was disbursed .Sanction order No. & Date :

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
- 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)

**OPERATIONAL GUIDELINES FOR TRADE AND INDUSTRY RELATED
FUNCTIONAL SUPPORT SERVICES (TIRFSS)****1. Background**

Development of coir industry in India is vested with the Coir Board under the Ministry of Micro, Small and Medium Enterprises, Government of India. 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 of updated and effective IT related management information system can be ignored only at the peril of development in this 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. In view of this background, a need has been felt to continue the “Trade & Industry Related Functional Support Services” during the XIIth Plan period 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’ 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 once in five years 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 will be reviewed by Coir Board by taking up an evaluation study through outsourcing.

3.2 Market Analysis

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

3.3 Techno Economic Feasibility Studies

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

3.4 Economic Research

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

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

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

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

4.2 Data Management

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

- Facility for online leave application and approval
- Integration of procurement function
- Integrated financial accounting system
- Human resource management system
- File tracking and monitoring system
- Planning and budgeting tools
- Database management system
- Data storage application
- Inter-phase for data collected from external source

- Tools for data analysis
- E-tracking, E-Office, ISO 9001 implementation

For discharging the above works software development the service of the empanelled agencies will be availed and the work will be executed with the supervision of IT department of the Board. EDP/ data entry personnel will be engaged on contract basis to implement the works related with the IT activities like E-tracking, E-office, ISO 9001 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.

4.4 Connectivity

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

4.5 Hardware & Networking

The hardware such as computers, printers network equipments are essential for strengthening the overall IT functions of the Board. The Annual Maintenance Contract for the existing hardware is also to be carried out 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

For developing infrastructure for trade related activities and the essential physical requirements for the implementation of IT related and other activities will be undertaken by the Board at its Head Quarters and Sub- Offices. The expenditure on the following items is proposed.

- i. Creation/ Maintenance of the physical structure and providing infrastructure facilities at the Head Quarters/ Sub-offices.

- ii. Developing trade facility centres at coir producing areas
- iii. Construction of Secretary Quarters/ Guest House.
- iv. Module for furnishing IT related infrastructure.

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 well equipped Organization of reputed firms 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/ 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 approval allocations.

**OPERATIONAL GUIDELINES FOR GROUP PERSONAL ACCIDENT
INSURANCE SCHEME FOR COIR WORKERS****1. Introduction**

1.1 Coir Industry is a traditional cottage industry employing more than 7 lakh coir workers of which 80% are women and belong to the poorest 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. Though mechanization / modernization are taking place in some sectors of the industry, the fibre extraction in white fibre sector is still being undertaken manually under different working conditions. 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 looms etc, are prone to minor and major accidents. In the background of demands for limited resources from various interests, it is essential to implement a developmental scheme for the benefit of marginalized group like coir workers. Because of the economic backwardness, coir workers are not in a position to get them covered under any insurance scheme for securing their life against accident/accidental death. It was in 1998 that the Coir Board Coir Workers Group Personal Accident Insurance Scheme was first introduced in coir sector to secure the life of coir workers against accidents. The scheme has been got evaluated through an independent agency and based on its recommendations and other factors, the scheme is proposed to be continued during XII Plan.

1.2 The Group Personal Accident Insurance Scheme for Coir Workers is aimed at providing insurance coverage against accidental death, permanent total disability and permanent partial disability to the coir workers in all coir producing states in India. The insurance coverage will be taken on an annual basis by Coir Board by inviting bids from the Insurance Companies registered under the IRDA from time to time.

2. Scheme Coverage

2.1 Coir Workers working anywhere in India are covered under the scheme. Coir worker means any person who is employed for wages to do any work in connection with the various processes in coir industry and who gets his wages directly or indirectly from the employer, dealer or producers of coir products and includes any person employed by or through a contractor or through an agent and depends mainly on coir industry for his livelihood.

2.2 The coir worker may be self-employed, employed in the organized coir industry working in the organization of any of the recognized body or unrecognized body but identifiable by the Coir Board as being a bonafide coir worker.

2.3 Coir worker aged 18 years and above engaged in the industry (no upper age limit) are covered under the Insurance Scheme.

2.4 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. Benefits of the Scheme

3.1 The Insurance Company shall provide financial compensation to the nominee of the deceased/disabled person. The cover provided is only for accidental death and disability caused by any external violent and visible means. Drowning, snake bite, automobile accident, poisoning, falling from tree, lightning and other natural calamities, accident at worksite while using machine etc. are some of the accidents which will come under the purview of the Insurance Company. In addition to the definition of the accident, given here, considering welfare of the women who form majority of the group proposed, the accident in their case will include death and disablement arising out of and traceable to sterilization and consequent complications, arising out of pregnancy, child birth, caesarian hysterectomy, removal of breast as well as murder and rape etc.

3.2 Compensation payable:

Accidental Death	Rs.50,000/-
Permanent Total Disability	
a) Loss of two limbs / two eyes	Rs.50,000/-
b) Loss of one limb and one eye	Rs.50,000/-
Permanent Partial Disability	
a) Loss of one limb / one eye	Rs.25,000/-
b) Provision for finger cut	Depending upon the finger and limited to applicable percentages of capital sum.

4. Premium

4.1 The Coir Board will pay full amount of premium for Group Insurance of Coir Workers to the Insurance Company every year.

4.2 The Insurance Company will issue one policy favouring Coir Board indicating other interested agencies and various beneficiaries in numbers as proposed by the Coir Board. It would not be necessary to furnish individual name of coir workers proposed for insurance.

5. Claim Procedure

5.1 In the event of an eligible admissible claim, the claim intimation shall be routed through Coir Board. The documents required to be produced are as follows:

1. Accidental Death	<ol style="list-style-type: none"> 1. Death Certificate 2. Police Report/FIR 3. Post Mortem Report wherever available 4. Identification of beneficiary, certificate issued by the Coir Society/Unit/ Establishment/ Nominated Officer of Coir Board 5. Recognized Photo ID proof of beneficiary and nominee
2. Permanent Total Disability	<ol style="list-style-type: none"> 1. Disability Certificate from a registered Medical Practitioner 2. Identification of beneficiary, certificate issued by the Coir Society/Unit/ Establishment/ Nominated Officer of Coir Board 3. Photograph of the claimant showing the disability 4. Recognized Photo ID proof of beneficiary
3. Permanent Partial Disability	<ol style="list-style-type: none"> 1. Disability Certificate from a registered Medical Practitioner 2. Identification of beneficiary, certificate issued by the Coir Society/Unit/ Establishment/ Nominated Officer of Coir Board 3. Photograph of the claimant showing the disability 4. Recognized Photo ID proof of beneficiary

In all above cases, the beneficiary/nominee's Bank Account number and proof to be given with claim for transfer of compensation to bank account.

5.2 In the event of an eligible admissible claim, the claim form should be submitted through the following Officers of Coir Board authorized for the purpose:

Authorized Officer	Jurisdiction
<p>The Regional Officer, Coir Board Regional Office, Door No.103, Vallalar Street, Venkatesha Colony, Pollachi - 642001 Tel/Fax : 04259-222450</p>	<p>Tamil Nadu, Andaman & Nicobar Islands, Puducherry</p>
<p>The Regional Officer, Coir Board Regional Office, Swaraj Nagar.A.C. Gardens Rajahmundry-533 101 Phone:0883-2432065</p>	<p>Andhra Pradesh</p>
<p>The Regional Officer, Coir Board Regional Office, Near Attingal Municipal Town Hall, Attingal.P.O. Trivandrum - 695 101. Phone: 0470-2628624</p>	<p>Lakshadweep, all Districts of Kerala except Alappuzha, Kottayam and Idukki</p>
<p>The Regional Officer, Coir Board Regional Office, No. 3A, Peenya Industrial Area, Near TVS Cross, Peenya, Bangalore - 560 058 Phone : 080 – 28375023</p>	<p>Karnataka</p>
<p>The Regional Officer, Coir Board Regional Office, Jagamara (Udyogpuri), P.O.Khandagiri, Bhubaneswar-751 030, Odisha Phone:0674-2350078</p>	<p>Odisha</p>
<p>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:033-64586422</p>	<p>West Bengal</p>
<p>The Sub Regional Officer,</p>	<p>North Eastern Region other than</p>

Coir Board Sub Regional Office, ASIDC Complex, Bhamuni Maidan, Guwahati-781022 Phone:0361-2556828	Tripura and Sikkim
The Extension Service Officer, Office of the Coir Mark Scheme, Ababeel Complex, 1 st Floor, Near SBT Main Branch, CCSB Road Alleppey - 688 011 Phone: 0477 - 2254325	Alappuzha, Kottayam and Idukki districts of Kerala
The Manager, Coir Board Showroom & Sales Depot 5, Stadium House, Church Gate, Mumbai Pin-400 020 Phone : 022-22821575	Maharashtra and Goa
The Manager, Coir Board Showroom & Sales Depot "Pran Vijay" Ashram Road, Navarangapuram Ahmedabad 380 009, Gujarat Phone: +91-79-26580226	Gujarat
The Manager, Coir Board Showroom & Sales Depot House No.153 Shif Nagar, College Road, Ward No.19 Agarthala 799 004,Tripura. Phone: +91-381-2518017	Tripura
The Manager, Coir Board Showroom & Sales Depot Indira Bye Pass, Near AMDO Golai P. O. Tadong-Gangtok , Sikkim 737102. Phone: +91-3592-280690	Sikkim
The Manager, Coir Board Showroom & Sales Depot Raveendra Bhavan, Opp. AIR, M.I. Road , Jaipur-302 001, Rajasthan. Phone : +91-141-2365427	Rajasthan

5.3 **Settlement of Claim**

The claim will be settled by the Insurance Company within 15 days from the date of receipt of claim, full in all respects, from the authorized officer of the Coir Board. The Insurance Company will transfer the compensation to the beneficiary's / nominee's bank account under intimation to the authorized officer of the Board.
