

**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.

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.
