



# कयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार  
Ministry of MS&ME, Govt. of India)

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## Trade Circular No.17 dated 01.09.2015

### SCHEME FOR GRANT OF EXTERNAL MARKET DEVELOPMENT ASSISTANCE

#### 1. INTRODUCTION

As the trade is already aware, Coir Board with the approval of Ministry of Micro, Small and Medium Enterprises, Government of India is implementing various export promotion programmes during the 12<sup>th</sup> Five Year Plan period. One of the component is for providing External Market Development Assistance to encourage the enterprises and small scale exporters to enter global market and to expand the export of Indian coir products. The modified scheme will be effective from 21.05.2015.

#### 2. ACTIVITIES COVERED FOR ASSISTANCE UNDER THE SCHEME

- (i) To participate in Buyer Seller Meets(BSMs)/ Trade Delegations/ Seminars & Conferences abroad;
- (ii) For participation in Trade Fairs & Exhibitions abroad;
- (iii) Assistance to exporters/ enterprises 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.
- (v) 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.

#### 3. ELIGIBILITY

All exporters with FOB turnover of less than Rs.2 crore worth coir and coir products in the previous year and micro, small & medium enterprises of coir and coir products, registered with the Coir Board, would be eligible for assistance under this 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 event or delegation to the same destination with government assistance.

#### 4. 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.

#### 5. ELIGIBLE ITEMS OF EXPENDITURE AND 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	Rs.1.50 Lakh.

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

Sl. No.	Eligible items	Scale of assistance
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1.	Space rent (built up stall) Charges fixed by the organizers and to be verified by Coir Board before making payment	100% space rent paid, subject to a maximum of Rs.1.00 lakh (for one representative from each participating enterprise/ exporter).
2	Airfare in economy class (for one representative from one enterprise/ exporter).	100% economy class air fare paid, subject to a maximum of Rs.1.50 Lakh (for one representative from each participating enterprise/ exporter).
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	Rs.2.50 Lakh

**(c) Scale of assistance for participation in international trade fairs in India which have buyers traffic from 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% space rent paid, subject to a maximum of Rs.1.00 lakh (for one representative from each participating enterprise/ exporter).
2	Freight charges	Actual subject to a maximum of Rs. 20,000/- per participant enterprise/ exporter per event
3	Maximum amount of assistance towards space rental and freight charges	Rs.1.00 Lakh

**(d) Organization of International Conferences/ Seminars in India**

Assistance shall be provided under this 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 available under this scheme are specified below:

Sl. No.	Eligible items	Scale of assistance
a	Foreign Resource Persons  Air fare	100% economy class air fare paid, subject to a maximum of Rs.1.50 Lakh for foreign resource persons. The number of foreign resource persons to be supported per event should be three or 50% of the total resource persons of the event, whichever is less.

**(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/enterprises 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:-

- i. The assistance would be extended only for the production of exclusive catalogues/brochures on coir and coir products.
- ii. The beneficiary should intimate his intention for producing brochure/ catalogue in writing along with a dummy catalogue 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.
- iii. The production of catalogue should be for use abroad.
- iv. Coir Board shall acknowledge and intimate approval or otherwise of the application.
- v. The work should be entrusted to the lowest bidder after inviting quotations from at least a minimum of three bonafide printers.
- vi. This assistance shall be extended once in a financial year.
- vii. The claim in the prescribed format along with a copy of the product brochure/catalogue (self certified), copies of quotations from printers (Minimum three - self certified), self certified copy of the invoice, self certified copy of receipt/bank advise towards proof of payment, pre-stamped receipt etc. in the prescribed format shall be submitted immediately after completion of the activity.
- viii. Claim form received after three months of the date of return to India after release of Product brochure/ catalogue or deficiencies not fully rectified within 30 days of the date of receipt of directions from Coir Board would not be entertained.
- ix. The reimbursement of the claim shall be subject to availability of funds allotted by the Government of India for implementation of this Scheme.

**6. GENERAL CONDITIONS**

- (i) Assistance would be permissible for one senior level employee/Director/ Partner/Proprietor of a Company/ firm 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 enterprises/exporters and enterprises 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 from general/ women, SC/ST and NER enterprises/ exporters, priority should be given to those persons who have not participated in such events earlier.
- (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 the External Market Development Assistance (EMDA) Scheme should be furnished by the beneficiary to Coir Board at least 14 days before the departure from India to attend the exhibition / event. Date of receipt of application in Coir Board and date of departure from India will be excluded for the calculation of advance notice period.
- (vii) The Enterprise/exporter shall not have been charged/debarred/prosecuted/ blacklisted under the Foreign Trade Policy of the Government of India or by the Coir Board.
- (viii) Documentation for availing assistance under the Scheme including preliminary and claim applications shall be furnished as prescribed by Coir Board from time to time.
- (ix) The companies/ enterprises/ exporters availing the assistance under the scheme should invariably submit a report containing the firm business orders canvassed, expected business from the participation including recurring orders, number of buyers interacted, problems raised by the buyers on the Indian coir products, if any, to the Coir Board.
- (x) Assistance shall be available only for participation in the events in which Coir Board organizes participation of Indian Coir sector.
- (xi) Assistance shall be released through RTGS for which all participants shall take Jan Dhan account before applying for assistance

## **7. DOCUMENTATION FOR AVAILING ASSISTANCE**

1. Application in the prescribed format (Annexure – I) duly signed and sealed with 14 days clear advance notice period as mentioned under general conditions shall be filed with Coir Board.
2. The applicant have to submit along with the application a self declaration showing the list of Exhibitions/ Buyer Seller Meets/ Delegations undertaken by him by availing assistance from Coir Board or any other Government sources

during the last 5 years. This is applicable for new applicants also. In the case of participation in Buyer Seller Meets /Trade Delegations the details of documentary evidence for the events from the concerned organizer will have to be produced.

3. Claim applications received after three months of the date of return to India after conclusion of the event or deficiencies not fully rectified within 30 days of the date of receipt of directions from Coir Board would not be entertained.
4. The reimbursement of the claim shall be subject to availability of funds allotted by the Government of India for implementation of this Scheme.
5. The Chairman, Coir Board reserves the right to accept or reject any claim.
6. The claim in the prescribed format (Annexure-II) has to be submitted to Coir Board, immediately after completion of the activity but in any case not more than 3 months of return to India along with the following documents.
  - a. Original Boarding passes of all sectors of the journey
  - b. Legible colour copy of passport showing person's identity and immigration seals of departure & arrival into India and also to the destination country/ countries. (In case any of the above documents is not proper, original Hotel Bills)
  - c. Original E-ticket, showing the fare amount
  - d. Proof against payment of air fare such as receipt, bank transfer details etc. (If payment is made through Credit Card, documentary proof against full payment of the amount)
  - e. Space Rent receipt / proof of payment in Original or Bank Advice towards remittance of space rent, freight charges etc. shall be produced.
  - f. Report on results achieved in the format Annexure III
  - g. Stamped Pre-Receipt in Annexure-IV

The intention of the Coir Board is to release all claim applications within a month's time after conclusion of the event subject to availability of fund, for which the applicants should ensure submission of claim applications within one week's time along with required documents. Application form has been unified and documentation procedure has been liberalized. With little care on both sides the whole system can be implemented in a most user friendly manner, giving the entitlement to the beneficiaries in limited time and effort.

This issues with the approval of Chairman, Coir Board

**SECRETARY**

To

All Registered Exporters

Coir Exporters' Associations

Co-ordination Committee of Coir Exporters' Associations



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## ANNEXURE -I

### APPLICATION FOR COIR BOARD EXTERNAL MARKET DEVELOPMENT ASSISTANCE FOR PARTICIPATION IN BUYER-SELLER MEET/TRADE DELEGATION/ FAIR/ PRODUCTION PRODUCT BROCHURE FOR USE AT ABROAD

01	Name of the firm with full address and mobile No. of the key executive/ contact person	Email: Mob:
02	Whether belong to the category of enterprise or exporter	
03	Number of Industrial Establishment Registration as enterprise with Coir Board along with date of validity in the case of enterprise/ SSI Registration	Reg. No: Date of validity: (Attach copy)
04	Number of Registration as Exporter with Coir Board along with date of validity, in the case of exporters	Reg. No: Date of validity: (Attach copy)
05	FOB value of exports of coir and coir products in the previous financial year, in the case of exporters.	(Rs. in Crores)
06	Name of the event (in the case of delegation countries proposed to be visited) with duration/ Production of catalogue	
07	Name and designation of the person going abroad with mobile No	Email:



		Mob:
08	Arrival and departure	a. Proposed date of departure from India:- b. Proposed date of arrival into India:-
09	No. of proposal(s) already submitted in the same financial year	a. b. c.
10	Whether assistance have been availed for the event from any other source other than Coir Board EMDA?	Yes / No. If , Yes, Please give full details:
11	Whether belongs to the categories of Woman / SC / ST /or from NE Region? If so, specify the category	

**DECLARATION**

I/We hereby declare that

\*1. I/We have not participated in any Buyer seller meet/Trade Delegation/ Fair abroad/ produced Product Brochure for use at abroad availing EMDA from Coir Board/any other Government Agency.

\*2. We have participated in the following Buyer seller meet/Trade Delegation/ Fair abroad/ produced Product Brochure for use at abroad availing External Market Development Assistance from Coir Board/other Govt. agencies as detailed below:

\* Strike out whichever is not applicable

Sl. No.	Year	Events participated	From whom Assistance obtained
1.			
2.			
3.			
4.			
5.			

The information given in this application is true and correct to the best of my knowledge and belief and in the event of proving otherwise I shall be liable to refund the assistance besides facing legal action.

Place:

Signature

Date:

Name & Designation

Seal:



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**ANNEXURE -II**

## CLAIM APPLICATION FOR COIR BOARD EXTERNAL MARKET DEVELOPMENT ASSISTANCE FOR PARTICIPATION IN BUYER-SELLER MEET/TRADE DELEGATION/ FAIR/ PRODUCTION PRODUCT BROCHURE FOR USE AT ABROAD

01	Name of the firm with full address	Email: Mob:
02	Coir Board Acknowledgement letter No. and date	
03	Whether Coir Enterprise/ Exporter	
04	Did you furnish the copy of the IE Registration certificate/ Exporter Registration certificate/SSI Registration Certificate while applying for in principle approval?	Yes/ No (If not attach copy)
05	Name of the event	
06	Name of the Person attended the event with designation	
07	Particulars of event (In the case of delegation the name of countries visited)	Name : Place : Organized by:



17	Whether the organization has been charged/prosecuted/debarred/blacklisted under investigation under Export and Import Policy of India or by Coir Board or any other law framed by the Govt. of India relating to export and import business?	Yes/No
18	Whether assistance availed from other Govt. bodies EPCs/Commodity Boards/ Authorities etc. for the activity under reference?	Yes/No  (If yes, please give full details)
19	<p>Expenditure incurred</p> <p>a) Actual expenditure incurred on space Rent</p> <p>b) Actual airfare paid in economy class</p> <p>c) Actual freight charges paid</p> <p>d) Participation charges in the case of delegation/BSM</p> <p>e) Production charges for bringing out Product Brochure/ Catalogue</p>	<p>Rs. _____</p> <p>Rs. _____</p> <p>Rs. _____</p> <p>Rs. _____</p> <p>Rs. _____</p>
20	<p>Amount claimed</p> <p>f) Actual expenditure incurred on space Rent</p> <p>g) Actual airfare paid in economy class</p> <p>h) Actual freight charges paid</p> <p>i) Participation charges in the case of delegation/BSM</p> <p>Production charges for bringing out Product Brochure/ Catalogue</p> <p style="text-align: center;">Total</p>	<p>Rs. _____</p> <p>Rs. _____</p> <p>Rs. _____</p> <p>Rs. _____</p> <p>Rs. _____</p> <p>Rs. _____</p>

21	Whether any other financial assistance has been received for the same event, if so details of amount received	
22	Bank details for transfer of assistance  a) Jan Dhan Account No.  b) Account Holder's name  c) Name of the bank  d) Address of the bank  e) IFSC Code	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

NB: Applicant needs to furnish only the data relating to his claim, against other columns or items he/ she may write NA.

### Declaration

I solemnly declare that the particulars given in the above statement are correct. I also undertake that any financial assistance granted to this firm on the basis of this declaration shall be liable to be refunded to Government, if at any point of time, any information furnished in this application/ declaration is found to be wrong, or incorrect or misleading and I do hereby bind myself and the firm to pay amount of assistance to the Coir Board with interest as decided by the Board within 7 days of receipt of the demand in writing from Coir Board who shall be entitled to make the said demand on me/the firm besides facing legal action against me for furnishing of false information/ forged documents.

Place:  Date :  (Office Seal)	Signature: Name Designation Firm:
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## Annexure III

### FORMAT OF FEEDBACK REPORT FROM PARTICIPANTS OF VARIOUS INTERNATIONAL EVENTS

Name of the Event: .....

Place: .....

Period: .....

Name of the Participant: -----

Sl. No.	Items	Description	
1.	Number of visitors/ business persons met		
2.	Number of export inquiries generated		
3.	Value firm business orders canvassed		
	Value of export inquiries generated		
4.	Quantity & value of export potential expected from the event, including recurring orders for an year	Qty.	Value
5.	Other achievements, such as joint ventures, technology transfer agreements, etc. (give details)		
6.	Are you satisfied with the facilities provided by Coir Board		
7.	Shortfalls, if any, on the part of Coir Board		

8.	Suggestions to improve participation of coir sector in the event.	
9.	Any other comments/observations	

Signature :

Name :

Designation :

Firm :

**Stamped Pre-Receipt**

**(To be prepared in the letter head of the applicant)**

Received with thanks from Coir Board a sum of Rs.\* \_\_\_\_\_

(Rupees \_\_\_\_\_ )

being the EMDA grant towards the Buyer Seller Meet/Trade delegation/Participation of fair/ Production of Product Brochure/ Catalogue RTGS.

Signature

(on One Rupee Revenue Stamp):

Name & Designation:

Place: (with Office Seal)

Date :

\*Note: Please calculate the amount of claim strictly as per the guidelines.



