

**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.

COIR BOARD
(Ministry of Micro, Small and Medium Enterprises, Govt. of India)

1. This scheme shall be called as the “Coir Industry Award Scheme”.

2. Objective: To motivate the coir exporters / enterprises / entrepreneurs to excel in their respective area and thereby to bring sustainable development to the coir industry.

3. Category of Awards: Coir Industry Awards shall be presented in the following categories:

Sl. No.	Category of Award	No. of Award	Appl. Form No.	Rider on which award is decided
A	EXPORT AWARDS			
1	Largest Exporter of Coir & Coir Products	One	A1	FOB value
2	Largest Exporter of Coir Floor Covering Products	One	A2	FOB value
3	Largest Exporter of Coir pith and related products	One	A3	FOB value
4	Largest Exporter among Medium Scale Enterprises	One	A4	FOB value
5	Largest Exporter among Small Scale Enterprises	One	A5	FOB value
6	Largest Exporter among Micro Scale Enterprises	One	A6	FOB value
B	DOMESTIC AWARDS			
7	Largest seller of Coir & Coir Products excluding rubberised coir products.	One	B1	Annual sales turnover
8	Largest seller of Rubberized Coir Products	One	B2	Annual sales turnover
C	INNOVATION AWARDS			
9	Innovation in Product, Process & machinery	One	C1	Annual sales turnover
D	COOPERATIVES & CLUSTER AWARDS			
10	Best Performing Coir Co-operative Society	One	D1	Annual sales turnover
11	Best performing Coir Cluster	One	D2	Annual sales turnover
E	ENTREPRENEURSHIP AWARDS			
12	Best Women Coir Entrepreneur	One	E1	Annual sales turnover
13	Best SC/ST Coir Entrepreneur	One	E2	Annual sales turnover
14	Best Coir Entrepreneur From North Eastern Region	One	E3	Annual sales turnover
15	Largest credit provider for coir sector	One	E4	Amount lent

4. Eligibility Criteria: The eligibility criteria for applying for different categories of awards are given in Annexure I and application formats in Annexure II attached.

ANNEXURE - I

The details of eligibility criteria for deciding awards

I	EXPORT AWARDS								
	<p>(i) The winners of award for Export Performance in all categories will be decided on the basis of F.O.B value of export of the specified items.</p> <p>(ii) The applicants for the categories under Export Performance should have a minimum export of Rs.2.00 Crore to their credit in the respective product category during the year for which applications are invited.</p> <p>(iii) For considering export award in the category of Largest Exporter of Coir and Coir Products, the export of all items of coir and coir products collectively would be accounted.</p> <p>(iv) For considering in the category of Best Exporter of Coir Floor Covering Products, the export of coir items like mats & matting (including rubber backed/molded coir mats, PVC tufted coir mats & matting and latex backed coir mats and matting), rugs, carpets, mourzouks etc. would be accounted.</p> <p>(v) Award for best export performance in the categories of medium, small & micro scale enterprises, shall be considered on the basis of best export performance during the year in all items of coir and coir products put together, from amongst those enterprises who belong to the respective categories in accordance with the provisions of MSMED Act of the Govt. of India. The present criteria for deciding the micro, small and medium status is as below:</p> <table border="1" data-bbox="336 1115 1439 1256"> <thead> <tr> <th data-bbox="336 1115 678 1149">Enterprise</th> <th data-bbox="678 1115 1439 1149">Investment in plant and machinery</th> </tr> </thead> <tbody> <tr> <td data-bbox="336 1149 678 1182">Micro Enterprises</td> <td data-bbox="678 1149 1439 1182">Does not exceed Rs.25 lakhs</td> </tr> <tr> <td data-bbox="336 1182 678 1216">Small Enterprises</td> <td data-bbox="678 1182 1439 1216">More than Rs.25 lakhs and not exceeding Rs.5 Cr.</td> </tr> <tr> <td data-bbox="336 1216 678 1256">Medium Enterprises</td> <td data-bbox="678 1216 1439 1256">More than Rs.5 Cr. and not exceeding Rs.10 Cr.</td> </tr> </tbody> </table> <p>(vi) Applicant should have a valid registration under the Coir Industry (Registration) Rules as exporter for consideration of award in the categories of Export Performance.</p>	Enterprise	Investment in plant and machinery	Micro Enterprises	Does not exceed Rs.25 lakhs	Small Enterprises	More than Rs.25 lakhs and not exceeding Rs.5 Cr.	Medium Enterprises	More than Rs.5 Cr. and not exceeding Rs.10 Cr.
Enterprise	Investment in plant and machinery								
Micro Enterprises	Does not exceed Rs.25 lakhs								
Small Enterprises	More than Rs.25 lakhs and not exceeding Rs.5 Cr.								
Medium Enterprises	More than Rs.5 Cr. and not exceeding Rs.10 Cr.								
II	DOMESTIC AWARDS								
	<p>(i) Award for Domestic Market Development will be considered on the basis of the total domestic sale of the coir and coir products in the respective category other than the supply for export purposes.</p> <p>(ii) Award for largest seller of coir and coir products excluding rubberized coir products shall be considered on the basis of the total domestic sale of products like mats, matting, carpet, rugs, mourzouks etc including backed/moulded / tufted with other materials like rubber, latex, PVC etc., coir geotextiles, coir pith and related products other than the supply for export purposes. The products like mattresses, pillows, cushions, rubberized coir sheets etc. shall not be considered for this award.</p> <p>(iii) Award for largest seller of Rubberized coir products shall be considered on the basis of the total domestic sale of rubberized coir products like rubberized coir mattresses, pillows, cushions, rubberized coir sheets etc., other than the supply for export purposes. The sale of rubber/ latex backed/molded coir mats, matting, rugs and carpets etc. shall not be considered for consideration of award in this category.</p>								

	<p>(iv) The domestic sales figures produced along with the applications shall be certified by a Chartered Accountant.</p> <p>(v) The organizations in the cooperative fold as well as Central and State Public Sector Undertakings shall not be eligible to apply for awards in the category of Domestic Awards,.</p> <p>(vi) The applicants for the categories under Domestic Awards should have a minimum domestic sale of Rs.1.00 Crore to their credit in the respective product category, during the year for which award is being considered.</p>
III	INNOVATION AWARDS
	<p>(i) The applications for award for R & D Efforts in Product Development, Process Improvement & Diversification shall be considered against new products/ machinery /processes differing from the existing ones. In the case of product development, the product developed shall be manufactured either 100% with coir or a blend with other fibres. In the case of machinery developed / Process Improvement, it shall be new production/finishing processes differing from the existing ones, which would bring sufficient advantages in terms of make, costing, saving time and energy, reducing pollution, increasing productivity or remarkable and convincing advantage over the existing one.</p> <p>(ii) The machinery developed / process improved shall be innovative and cost effective/ deploying new ideas and methods/ processes and capable of reducing drudgery and it shall bring significant improvement in quality, productivity, cost of production, leading to reduction of pollution etc.</p> <p>(iii) Demonstration and presentation of the product / process / machinery including samples of product shall be arranged by the applicant at his cost, when called for by the Board.</p>
IV	CO-OPERATIVES & CLUSTER AWARDS
	Cooperatives
	<p>(i) Award shall be presented to the Best performing Coir Cooperative Society.</p> <p>(ii) All societies engaged in the manufacture of coir fibre / yarn, mats & matting and any type of coir and coir products shall be eligible to apply in this category, irrespective of the fact that the manufacturing process is undertaken through its members or workers / labourers.</p> <p>(iii) The application should be submitted through the Project Officer/General Manager, District Industries Centre of the concerned district.</p> <p>(iv) The application should be supported by statement of accounts audited by the Registrar of Co-operative Societies/Statement of Accounts approved by the general body/Board of Directors.</p> <p>(v) The awards shall be decided on the basis of turnover including export with trading profit.</p>
	Clusters
	<p>(i) Applicable only to those Coir Clusters which have become functional.</p> <p>(ii) The applicant shall be a registered SPV authorized for implementation of the cluster for which award is claimed.</p> <p>(iii) Should be engaged in extending common facilities like production, processing, value addition, finishing operations of coir products, effluent treatment solutions.</p> <p>(iv) Efforts in improving production technology aiming at elimination of</p>

	<p>drudgery and pollution.</p> <p>(v) Extending cooperative efforts in cost management like bulk sourcing of raw material / marketing.</p> <p>(vi) No. of entrepreneurs/ artisans/ labourers benefited</p> <p>(vii) Level of wage increase achieved.</p> <p>(viii) Overall growth in the turnover of the cluster, employment, institutional linkages, new products developed/ interventions.</p> <p>(ix) Effectiveness in adopting new technologies/ processes developed by the R&D institutes.</p> <p>(x) Time taken for commissioning of the Cluster since allotment.</p> <p>(xi) Significant achievements made in the export / domestic markets.</p>
VI	ENTREPRENEURSHIP AWARDS
	<p>(i) Applicable only to those enterprises in coir sector which have not completed 5 years after its commencement of production.</p> <p>(ii) Should be engaged in the production/processing of coir products</p> <p>(iii) Applicant should produce self certified documentary evidence to prove their claim of belonging to the special categories.</p> <p>(iv) Entrepreneurs outside the NE Region by origin can also apply for the NE Region Award if the coir enterprise is set up in NE Region</p> <p>(v) Should be a Coir Industrial Unit registered under Coir Board (Registration) Rules</p> <p>(vi) The award in respect of Entrepreneurship shall be decided on the basis of turnover of coir and coir products during the year for which the award is being considered</p> <p>(vii) In the case of partnership firms and limited companies the status of such applicants shall be decided on the basis of the status of its Managing Partner and CMD respectively.</p> <p>(viii) The award for largest credit provided for coir sector shall be decided on tge basis of the financial credit provided by the Bank or financial institutions for setting up /modernization of coir units.</p>

GENERAL CONDITIONS

- (i) Applications/entries shall be submitted in the formats along with documents as prescribed in the Guidelines either online or in hard copy. Awards shall be decided based on the applications received against the notification.
- (ii) While submitting the applications online, scanned copies of the required documents shall be uploaded along with the applications. However, online applications have to be followed by submission of the application in hard copy. Application in any one of the mode need be received within the prescribed time.
- (iii) All export/sales figures should be supported by audited statement of accounts or certificate from a Chartered Accountant. In the case of Co-operative Societies/Govt. bodies, statement of accounts as approved by the General Body or Board of Directors will also be accepted.

- (iv) Official Technical Committee: An Official Technical Committee consisting of the following will scrutinise the applications with reference to the eligibility for each category of awards and make their recommendations to the Jury of Awards
- | | |
|--|------------|
| 1. Director (Marketing) | - Chairman |
| 2. Director (RDTE), CCRI | - Member |
| 3. Joint Director (Planning) | - Member |
| 4. Senior Accounts Officer | - Member |
| 5. Deputy Director (TC) | - Member |
| 6. Any Official/person deemed suitable | - Member |
| 7. Development Officer (Marketing) | - Convener |
- (v) Jury of Award: The recommendations of the Official Technical Committee shall be placed before the Jury of Award consisting of the following:
- | | |
|--|------------|
| 1. Chairman, Coir Board | - Chairman |
| 2. Nominees from any 2 Commodity Boards | - Members |
| 3. Nominee of Cochin Port Trust | - Member |
| 4. Nominee of Customs Commissioner of Kochi | - Member |
| 5. Nominee of Lead Bank, Kochi | - Member |
| 6. Director, Coir Development, Govt. of Kerala | - Member |
| 7. Secretary General, FICEA | - Member |
| 8. Secretary, Coir Board | - Convener |
- (vi) Wherever necessary, the Technical Committee constituted to recommend award shall undertake field visits and the applicant shall extend all facilities for the inspection of units to assess performance. The committee may also outsource experts from the relevant fields to assist as and when required.
- (vii) If found necessary, the Technical Committee shall constitute sub-committees with or without outside experts for deciding awards, particularly in the R&D categories.
- (viii) If required by the Technical Committee/ Jury of Award, the applicants should demonstrate the functioning of the machinery/ production process for which the award is claimed, at the premises of the Board at their own cost or if approved by the Committee at the premises preferred by the applicant.
- (ix) There shall be no bar on the winner to receive more than one award during the same year or in succession.
- (x) Applications shall be submitted online through a one page application with separate links for different categories of awards. One applicant can submit his/ her application for different categories with the same application.
- (xi) Completed applications/ online applications (printouts of the online applications shall be forwarded subsequently) should reach the Secretary, Coir Board, Coir House, M G Road, Kochi-16 along with necessary supporting documents on or before the stipulated date and time.

- (xii) Incomplete applications, applications not accompanied with documentary evidence as required under the scheme and applications received late will be summarily rejected.
- (xiii) In case, any of the award winners denies the award after announcement/ absents himself/herself from the award function without intimation or furnishing convincing reasons, the applicant (a company or individual) shall not be considered for any of the Awards in future.
- (xiv) The awards will be granted in the form of trophies and certificates.
- (xv) The award winner shall be provided with to and fro conveyance charges including airfare in economy class / train fare in 3 Tier A/C, Bus fare in public transportation system as per actual along with accommodation charges for the limited period as decided by the Board to facilitate their stay at the venue where the Award function is held.
- (xvi) Coir Mitra Award or similar kinds of special awards for recognizing the commendable contributions made to the industry by industrialists, manufacturers, workers, reformers, technocrats etc. shall be presented on special occasions like Jubilee celebrations or similar taking into account the life time contribution made by the individual concerned to the industry. Similarly, the contribution made by the employees and workers of various coir units shall also be recognized in suitable modes on such occasions. The eligibility criteria for Coir Mitra Awards and recognition of employees and workers of coir industrial establishments shall be decided by Chairman. Coir Board from time to time.
- (xvii) The decision of the Jury of Award with regard to the eligibility for the award, number of awards etc. shall be final.

Online Application Form**Annexure -II****COIR BOARD**

(Ministry of Micro, Small & Medium Enterprises, Government of India)
Coir House, M.G.Road, Kochi-682 016

APPLICATION FOR COIR INDUSTRY AWARDS FOR THE YEAR 2015-16
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1. Background data

1.1	Name of the firm	
1.2	Address with telephone, email etc.	
	Aadhar /Udyog Aadhar no.	
	PAN	
1.3	Number and year of registration with coir board as an exporter	

2. Category of award applied for

A	EXPORT AWARDS		
	A1	Largest Exporter of Coir & Coir Products	Apply
	A2	Largest Exporter of Coir Floor Covering Products	Apply
	A3	Largest Exporter of Coir pith and related products	Apply
	A4	Largest Exporter among Medium Scale Enterprises	Apply
	A5	Largest Exporter among Small Scale Enterprises	Apply
	A6	Largest Exporter among Micro Scale Enterprises	Apply
B	DOMESTIC AWARDS		
	B1	Largest seller of Coir & Coir Products excluding RC products.	Apply
	B2	Largest seller of Rubberized Coir (RC) Products	Apply
C	INNOVATION AWARDS		
	C1	Innovation in Product, Process & machinery	Apply
D	COOPERATIVES & CLUSTER AWARDS		
	D1	Best Performing Coir Co-operative Society	Apply
	D2	Best performing Coir Cluster	Apply
E	ENTREPRENEURSHIP AWARDS		
	E1	Best Women Coir Entrepreneur	Apply
	E2	Best SC/ST Coir Entrepreneur	Apply
	E3	Best Coir Entrepreneur From North Eastern Region	Apply
	E4	Largest credit provider for coir sector	Apply

DECLARATION

Certified that I have gone through the Coir Industry Award notification and the scheme guidelines and understood the eligibility criteria for various categories of awards. I do hereby declare that what has been stated above is true to the best of my knowledge and belief and in the event of any of the information furnished above proved to be wrong, I am liable to accept any action taken by Coir Board for breach of trust.

I AGREE

Place:

Date:

Name & Designation of the applicant

SUBMIT

DROPDOWN MENUS

A1 - Largest Exporter of Coir & Coir Products

Exports of Coir and Coir Products		
Year	Qty. (MT)	FOB Value (Rs. lakh)
2013-14		
2014-15		
2015-16		
Whether CA Certificate attached		Yes / No

A2 - Largest Exporter of Coir Floor Covering Products

Exports of Coir Floor Covering Products like mat, matting, rug, carpet etc.		
Year	Qty. (MT)	FOB Value (Rs. lakh)
2013-14		
2014-15		
2015-16		
Whether CA Certificate attached		Yes / No

A3 - Largest Exporter of Coir pith and related products

Exports of Coir Pith and Allied products, including garden articles		
Year	Qty. (MT)	FOB Value (Rs. lakh)
2013-14		
2014-15		
2015-16		
Whether CA Certificate attached		Yes / No

A4 - Largest Exporter among Medium Scale Enterprises

Exports of Coir and Coir Products		
Year	Qty. (MT)	FOB Value (Rs. lakh)
2013-14		
2014-15		
2015-16		
Total investment in Plant & Machinery as on 31.03.16		Rs.
Whether CA Certificate attached		Yes / No

A5 - Largest Exporter among Small Scale Enterprises

Exports of Coir and Coir Products		
Year	Qty. (MT)	FOB Value (Rs. lakh)
2013-14		
2014-15		
2015-16		
Total investment in Plant & Machinery as on 31.03.16		Rs.
Whether CA Certificate attached		Yes / No

A6 - Largest Exporter among Micro Scale Enterprises

Exports of Coir and Coir Products		
Year	Qty. (MT)	FOB Value (Rs. lakh)
2013-14		
2014-15		
2015-16		
Total investment in Plant & Machinery as on 31.03.16		Rs.....
Whether CA Certificate attached		Yes / No

B1 - Largest seller of Coir & Coir Products excluding rubberized coir products

Sales of Coir & Coir Products excluding rubberized coir products		
Year	Qty. (MT)	Value (Rs. lakh)
2013-14		
2014-15		
2015-16		
Whether CA Certificate attached		Yes / No

B2 - Largest seller of Rubberized Coir Products

Total Domestic Sale of Rubberised Coir Products other than for export purposes (Sales of products like Rubber backed/rubber moulded coir products shall not be accounted)		
Year	Qty. (MT)	Value (Rs. lakh)
2013-14		
2014-15		
2015-16		
Whether CA Certificate attached		Yes / No

C1 - Innovation in Product, Process & machinery

Innovation in Product, Process & machinery		
1	New product/machinery/process improvement developed	
2	Specialties and advantages of the new product / machinery / process from the existing models.	
3	Whether the product/machinery/process improvement developed has been accepted by the market/ trade and industry and ultimate customers? If so, details.	
4	Energy saving achieved by the new process/machinery developed when compared to the existing ones with specific mention on pollution control efforts.	
5	Whether any export or domestic sale of the product/machinery has been made so far?	
6	Efforts taken to popularize the product/ machinery/ process improvement	
7	Whether patent has been obtained / applied for, if so details.	
8	Whether sample/video of the product/ machinery/ process improvement has been produced to Coir Board?	

D1 - Best Performing Coir Co-operative Society

Production and sales of coir & coir products				
Year	Item manufactured	Production	Sales	Trading

		Qty. (MT)	Value (Rs.)	Qty. (MT)	Value (Rs.)	profit (Rs.)
2013-14						
2014-15						
2015-16						
NUMBER OF MEMBERS	MALE		FEMALE		SC	ST
NUMBER OF WORKERS	MALE		FEMALE		SC	ST
Whether CA Certificate/audited statement attached				Yes / No		

D2 - Best performing Coir Cluster

Scales of performance							
1	Common Facility Centres set up with area of application.						
2	Details of efforts for pollution control, improving production technology, raw-material supply and marketing.						
3	Level of wage increase achieved & employment generated						
4	Achievement made in social security schemes and marketing efforts						
Turnover of the cluster during the year 2015-16							
Number of beneficiaries	Employment generated	Production		Sales		Trading profit (Rs.)	
		Qty. (MT)	Value (Rs.)	Qty. (MT)	Value (Rs.)		
NUMBER OF MEMBERS	MALE		FEMALE		SC		ST
NUMBER OF WORKERS	MALE		FEMALE		SC		ST
Whether CA Certificate attached				Yes / No			

E1 - Best Woman Coir Entrepreneur

Turnover of the enterprise						
Production and sales of coir & coir products including export						
Year	Item manufactured	Production		Sales		Trading profit (Rs.)
		Qty. (MT)	Value (Rs.)	Qty. (MT)	Value (Rs.)	
2013-14						
2014-15						
2015-16						
Whether CA Certificate attached				Yes / No		

2.1.2 Status of the applicant

Whether documentary evidence like copy of passport, voters ID, Aadhar card, driving license, etc. which carries photograph of the applicant has been attached to prove that the applicant is a woman ? Y/N

E2 - Best SC/ST Coir Entrepreneur

Turnover of the enterprise - Production and sales of coir & coir products including export						
Year	Item manufactured	Production		Sales		Trading profit (Rs.)
		Qty. (MT)	Value (Rs.)	Qty. (MT)	Value (Rs.)	

2013-14						
2014-15						
2015-16						
Whether CA Certificate attached				Yes / No		

Status of the applicant

Whether self attested copy of the valid community certificate has been attached to prove that the applicant belongs to SC/ST Category Y/N

E3 - Best Coir Entrepreneur from North-Eastern Region

Turnover of the enterprise - Production and sales of coir & coir products including export						
Year	Item manufactured	Production		Sales		Trading profit (Rs.)
		Qty. (MT)	Value (Rs.)	Qty. (MT)	Value (Rs.)	
2013-14						
2014-15						
2015-16						
Whether CA Certificate attached				Yes / No		

Status of the applicant

Whether valid documentary evidence like self attested copy of certificate of possession, SSI, telephone bill etc. in the name of the enterprise has been attached to prove that he/she belongs to NER Y/N

E4 - Largest Credit Provider for Coir Sector

Financial credit sanctioned and released to coir units				
Year	Purpose	Amount released (Rs.)	No. of units assisted	Remarks
2013-14				
2014-15				
2015-16				
Whether Self Declaration attached			Yes / No	