

# **COIR BOARD**

(Ministry of Micro Small & Medium Enterprises, Government of India)  
Coir House, M.G Road, Kochi- 682 016, email: info@coirboard.org

**No: I-11012/1/2016-ERS**

**Date:12.04.2017**

## **INVITATION OF BIDS FOR CONDUCTING EVALUATION STUDY ON PLAN SCHEME COIR VIKAS YOJANA**

The Coir Board, Ministry of MSME, Government of India, proposes to conduct independent Evaluation Study on Coir Vikas Yojana a Central Sector Scheme being implemented by the Board.

Interested and reputed agencies/ parties with proven track record of experience in the relevant field may respond with competitive bids, under two cover systems, for undertaking the work. Bids in sealed covers superscribed 'Bids for conduct of Evaluation Study on Plan Scheme Coir Vikas Yojana- 2017' will be accepted by the undersigned at the above address up to 3.00p.m on 24th April 2017. Bids will be opened on the same day and place at 3.30pm. A pre bid meeting will be held at 11.00am on 19.04.2017 at the above address, to give clarifications, if any, required by the prospective bidders.

Addendum/modification/extension of time limit etc . of this tender notice will not be published in newspapers and instead notified only through the official website mentioned above. All concerned may therefore regularly visit the website for updated information of the notification.

The undersigned reserves the right to accept or reject any or all the bids received either in full or in part without assigning any reason, whatsoever.

*Sd/-*  
**Secretary**  
**Coir Board**

## INVITATION TO TENDER (ITT)

### **INSTRUCTIONS FOR ENGAGEMENT OF AGENCIES FOR CONDUCTING EVALUATION STUDY ON THE PLAN SCHEME COIR VIKAS YOJANA**

#### **1. Introduction**

This Invitation to Tender (ITT) and (in particular) the Instructions for Compiling and submitting your Tender are designed to help you produce a tender for engagement of Agency for conducting Evaluation Study on *Coir Vikas Yojana* being implemented by the Coir Board as per the Terms of Reference attached, that is acceptable to Coir Board and to ensure that tenders are given equal consideration. It is essential, therefore, that you provide the information requested in.

**Coir Board** is not bound to accept the lowest, or any, tender. Coir Board also reserves the right to request any, or all, of the Tenderers to meet with us to clarify their tender.

#### **2. Instructions for Submitting your Tender**

##### **a) Format of Your Tender**

Your tender should be submitted in two main parts:

- **Part A** - Technical Bid – consisting of all technical details along with commercial terms and conditions
- **Part B** – Financial Bid – indicating item-wise price for the items mentioned in the technical bid

**Parts A & B** must be sealed by the bidder in separate covers duly super scribed (*Technical/Financial bids for undertaking Evaluation Study on Coir Vikas Yojana*) and both these sealed covers are to be put in a bigger cover which should also be sealed and super scribed. Please do not include any price information in Part A. No publicity material is required.

## **Part A - Technical Bid**

Technical Tender (Part-A) structured in the following 7 sections should be attached to this tender.

### **Section 1: Organisational Details**

Name of the Company or Organisation/Complete Postal Address /Contact Person / Contact Telephone Number(s)/ E-Mail Address, etc.

### **Section 2: Employee Information**

Number of Full time Employees / Number of Part time Employees /Other Employees (please specify).

### **Section 3: Years in Business/ Area of works specified in the tender**

How many years have the firm/company been in the relevant field? Documents proving the experience in conducting evaluation studies of schemes/projects etc. and list of evaluation studies undertaken so far may be annexed.

### **Section 4: Turnover**

1. What was the firm/company's total annual turnover in Indian Rupees for the last three years?
2. What was the turnover in Indian Rupees, for services similar to those required here, for the last three years?

*Note: Please enclose the copies of the audited statement of accounts for last three years.*

### **Section 5: Capability Statement**

Please provide as annex with this form, a capability statement of not more than 3 A4 pages in font size 12, which illustrates your skills and experience of providing the service under this Contract Notice.

### **Section 6: CV(s) of Key Person**

Please provide, as an annex to this form, abridged CV(s) of not more than two pages (for each individual) in respect of key personnel who would be expected to provide the services listed in the Contract Notice as per the format enclosed (Annexure-A)

**Section 7: Disputes with clients**

Please provide details of disputes/legal cases, if any, during the last three years indicating the nature of disputes.

**Part B – Financial Bid**

- (1) Please provide details of all costs, which are associated with this assignment implementation in line with the technical proposal as per the format enclosed (Annexure-B). The amount quoted for the work should be all inclusive. Conditional offers/bids will not be accepted.

**3. Alterations to Tenders**

Any manuscript or other alteration to the tender must be countersigned and dated by the person submitting the tender. The Tenderers must not alter the ITT documents.

#### **4. Letters and Declaration to accompany Tenders**

Your tender must be accompanied by a letter on Company letter head showing the full registered office address of the Tenderer and, in the case of a Company, the place of incorporation. It should be signed by a person of suitable authority to commit the Tenderer to a binding contract. You must quote the Contract Title, Contract Number and include the following declarations:

We have examined the information provided in your Invitation to Tender (ITT) and offer to undertake the work described in accordance with requirements as set out in the ITT. This tender is valid for acceptance for 3 months and we confirm that this tender will remain binding upon us and may be accepted by you at any time before this expiry date.

The Tender (Technical & Financial) has been arrived at independently and without consultation, communication, agreement or understanding (for the purpose of restricting competition) with any other party invited to tender for this contract.

We confirm that all personnel named in the tender will be available to undertake the services.

We agree to bear all costs incurred by us in connection with the preparation and submission of this Tender and to bear any further pre-contract costs.

I / we confirm that I / we have the authority [name of organization] to submit tenders and to clarify any details on its behalf”.

## **5. Packaging and Delivery of Tenders**

**Earnest Money:** Earnest Money of Rs.50,000/- may be submitted along with the tender documents and enclosed in the technical bid covers in the form of account payee demand draft/fixed deposit receipt/bankers cheque/bank guarantee in favour of **The Secretary, Coir Board**. payable at Kochi, Kerala. The earnest money of the unsuccessful bidders will be returned to them after award of the contract.

Tenders must be delivered in a double sealed envelope clearly labeled with the following and should be addressed to the **Secretary, Coir Board, Coir House, M.G. Road, Kochi-16:**

1. Contract Title
2. Contract Reference Number
3. Tender Due Date
4. Tenderer's Name, Address, E-mail id and Phone No.

## **6. EVALUATION:**

The consultants would be selected by following the Quotation Cost Based System after short listing of the successful consultants based on the Technical Bids, as prescribed in the 'Manual of Policies and Procedure of Employment of Consultants'.

## **7. Risk Purchase Clause**

If the agency after place of letter of contract fails to abide by the terms and conditions of tender document, or fails to execute the work as per the tender or at any time repudiates the work order, Coir Board will have the right to forfeit the EMD and invoke the performance security deposit and execute the works from other agencies at the risk and cost of the agency. The cost difference between the alternative arrangements and agency tendered value will be recovered from the agency along with other incidental charges. In case of execution of work through alternative sources and if price is lower, no benefit on this account will be passed to agency.

## **8. Integrity Pact**

The agency selected will have to sign an integrity pact with Coir Board as per Government of India guidelines.

**Coir Board** accepts no responsibility for the premature opening of any incorrectly marked tender.

Tenders along with the requisite earnest money must be received by the Secretary, Coir Board, M.G Road, Ernakulam, Cochin-16 on or before 3.00 p.m. on 24th April 2017.

The Technical Bids will be opened on the same day at 3:30 pm at Coir House, M.G. Road, Kochi-16. The date of opening of Financial Bids will be informed to the selected parties later. Bidders are invited to attend both tender openings at their own cost.

**Coir Board** will open the bids on the prescribed date and time even if none of the bidders is present.

If there is any change in dates of the bid opening, Coir Board will inform all the bidders as soon as possible.

Late tenders will not be accepted under any circumstance and will be returned unopened. No special pleadings will be accepted. Faxed or e-mailed tenders will not be accepted.

**CURRICULUM VITAE (CV) OF PROPOSED  
PROFESSIONAL STAFF FOR THE ASSISGNMENT**

1. Proposed position [only one candidate shall be nominated for each position]:

\_\_\_\_\_

2. Name of entity [Insert name of entity proposing the staff]:

\_\_\_\_\_

3. Name of staff [Insert full name]:

\_\_\_\_\_

4. Date of Birth: \_\_\_\_\_ Nationality: \_\_\_\_\_

5. Education: [Indicate college/university and other specialized education of staff members, giving names of institutions, degrees obtained, and dates of obtainment]:

\_\_\_\_\_

6. Membership of Professional Associations: \_\_\_\_\_

7. Publications [Indicate books, research papers and other articles published in reputed journals].

\_\_\_\_\_

8. Other Training(s): [Indicate significant training since degrees under 5 – education were obtained]:

\_\_\_\_\_

9. Countries of Work Experience [List countries where staff has worked in the last ten years]

\_\_\_\_\_

10. Employment Record [Starting with present position, list in reverse order every employment held by staff member since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held]:

From [Year]: \_\_\_\_\_ to [Year]: \_\_\_\_\_

Employer: \_\_\_\_\_

Positions held: \_\_\_\_\_



11. Detailed Tasks Assigned

[List all tasks to be performed under this assignment]

12. Work undertaken that best illustrates capability of Handle the Tasks assigned

[Among the assignments in which the staffs has been involved, indicate the following information for those assignments that best illustrate staff capability to handle the tasks listed under point 10]

Name of assignment or project \_\_\_\_\_

Year \_\_\_\_\_

Location \_\_\_\_\_

Client \_\_\_\_\_

Main project features: \_\_\_\_\_

Positions held: \_\_\_\_\_

Activities performed: \_\_\_\_\_

13. Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes me, my qualifications and my experience. I understand that any willful misstatement described herein may lead to my disqualification or dismissal, if engaged.

\_\_\_\_\_  
Date: \_\_\_\_\_

[Signature of staff member or authorized representative of the staff]

Day/Month/Year

Full name of authorized representative: \_\_\_\_\_

**AGENT'S FINANCIAL PROPOSAL**

- (a) Cost of the Study/Survey/Research Paper : Rs.  
(based on team and staff inputs and all  
necessary activities as per ToR)
- (b) Taxes (if any) : Rs.
- (c) Total Cost (a+b) : Rs.

**Note:** No separate payment towards overheads, equipment, accommodation, Procurement of primary and / or secondary data, necessary travel (if any), etc. shall be allowed.

## **COIR VIKAS YOJANA (CVY)**

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

1. Skill Upgradation and Mahila Coir Yojana (MCY)
2. Development of Production Infrastructure (DPI)
3. Domestic Market Promotion (DMP)
4. Export Market Promotion (EMP)
5. Trade and Industry Related Functional Support Services (TIRFSS)
6. Welfare Measures Scheme for Coir Workers.

Each component of the scheme has to be evaluated for its continuation during the next plan period.

## **CVY- Skill Upgradation and Mahila Coir Yojana (MCY)**

### **Background**

The decentralized operation in the coir industry without adequate training has been posing problems for ensuring the desired level of quality to the ultimate product. In most cases, a coir worker experienced in the manufacture of one item may not be conversant with the technology involved in the manufacture of other items. Inferior quality may ultimately turnout to be detrimental to the survival of the industry, particularly it being a traditional product. Skill development is the most essential pre-requisite for the overall development of the industry and to accelerate the proliferation of the industry into non-traditional areas. For newly developing brown coir sector in coconut producing regions, the demand for training facilities for imparting skills of artisans is substantial, particularly in the context of developing post fiber activities. In this area a large number of trainers are required to conduct the training for artisans at the field level to develop the production base. Taking note of the need for training managerial/supervisory, trainers/instructors and skilled artisans in adequate numbers, a three tier training system has been envisaged.

- 1) Training for managerial/ supervisory personnel
- 2) Trainers Training Programme
- 3) Training for artisans and orientation programmes for skill upgradation.

The Coir Board is running training institutions to impart training in coir processing and manufacture of value added products. Training is being imparted mainly through the National Coir Training and Design Centre, Kalavoor, Regional extension centers at Thanjavur and through the Board's Regional Offices located at Bengaluru, Pollachi, Rajahmundry, Bhubaneswar, Kalavoor(CMS) and also through Sub Regional Offices located in Attingal, Kannur in Kerala, Singampunari in TamilNadu, Kolkata in West Bengal, Sindhudurg in Maharashtra, Kavarathi in Lakshadweep, Port Blair in Andaman & Nicobar Islands, Hyderabad in Telangana and Guwahati in North Eastern Region. These centers were entrusted with the task of the development of coir industry, identifying the growth centers for organization of coir extraction and processing units, entrepreneur motivation, technical consultancy in project formulation and implementation in setting up coir units, development of skills for artisans, coordination of the activities at different levels with appropriate linkages.

## **Scope**

### **Training**

Coconut producing States like Tamil Nadu, Karnataka, Andhra Pradesh, Orissa, West Bengal, Assam, Maharashtra, A&N and Lakshadweep Islands etc. would get adequate opportunities to start manufacture of value added products utilizing the coir fibre produced by them and the unemployed youth in rural areas can be provided employment by setting up of new processing units. The coir manufacturing units and coir cooperative societies will get the service of technically qualified personnel to produce better quality products and timely repair and maintenance of equipments to improve the production. The women in rural areas could improve their technical skill for increasing the productivity and income earning capacity. The entrepreneurs can be self employed by starting own coir units. Production of coir and employment opportunities in coir sector will increase.

### **Mahila Coir Yojana**

With more than 80% workforce engaged in coir industry being women, the industry is a women oriented traditional industry. It is rural based and the workers engaged in the industry are mostly below the poverty level. Spinning sector is one of the vulnerable sectors of the industry employing predominantly women who derive their primary income from spinning coir yarn. The traditional method of spinning using ratt involves drudgery, strain and low returns because of low productivity. Mahila Coir Yojana is the first women oriented self employment scheme being implemented by the Coir Board for the empowerment of women artisans in the coir sector. The scheme facilitates proliferation of the industry into new regions where raw material potential exists. The scheme was first introduced in 1994 during the VIII<sup>th</sup> Five Year Plan. For the successful implementation of the scheme and to encourage more women artisans to coir spinning activity, Coir Board under its training is given in spinning of coir yarn/various coir processing activities to rural women in regions producing coir fibre in the country. The scheme envisages distribution of motorized ratts/motorized traditional ratts and other coir processing equipments which can be operated by women at 75% subsidy after completion of the 2 months training programme. The training under MCY are conducted through all training centres of the Board. During the training period, the women artisans are

given stipend amounting Rs. 1000 per month. The trained women are given motorised ratt / motorised traditional ratt and other coir processing equipments which can be operated by women at 75 % subsidy subject to a maximum of Rs. 7500/-.

### **Quality Improvement Programmes**

Quality Improvement Programmes aim at inculcating quality consciousness among the workers at grass root level and educate them on proper methods of producing standard quality fibre, yarn and products. The Entrepreneurship Development Programmes, Seminars, Workshops, Awareness programmes and Exposure tours are organized by the Board with the intention of creating awareness among the coconut growers, entrepreneurs etc. for betterment of income through setting up modern coir units.

### **Scope**

In order to develop coir industry in coconut producing States, particularly in the non-traditional coir producing States like Tamil Nadu, Karnataka, Andhra Pradesh, Orissa, West Bengal and Assam where there is substantial potential for development of coir industry and generation of rural employment on account of raw material availability, the training program for the development of skills of artisans have to be continued with greater participation of Co-operative societies, SUFRTI clusters and other recognized institutions. There is no agency other than Coir Board having the expertise to conduct skill development training in coir sector.

Organizing exposure tour to successful units in coir producing regions will not only provide exposure to the production and processing techniques, but also provide motivation. Women coir workers are under privileged and exploited lot. Therefore, the development of coir industry has a pronounced aspect of empowering rural women and enlisting their participation in the development of the nation. The women artisans engaged in coir industry are low paid. The proposal to include modern looms by giving a forward linkage to Mahila Coir Yojana Scheme would result in more and more rural women seeking self employment in post yarn stage in coir industry and earning more through their engagement in on the quality of products.

## **Purpose/Objective of the Evaluation**

- To evaluate the scheme in order to consider continuation of the scheme in the 12<sup>th</sup> Five Year Plan with the changing needs in the trade for the development of Coir Industry. This is required for effective implementation of the Plan Schemes during 12<sup>th</sup> Five year plan.

## **Terms of Reference**

1. To study and assess the impact of Mahila Coir Yojana towards the empowerment of women coir workers through enhancements in the level/ extent of income/ earnings of beneficiary under the MCY since their availing of the scheme benefit.
2. To study and assess the extent by which the production of coir has increased in areas where MCY is in operation.
3. To study and assess the extent to which the Board has been successful in the development of coir industry in non-traditional areas through development of skill of coir workers. To study and report as to what extent the programme has contributed towards the generation of additional employment in rural areas producing coir fibre.
4. To study and assess the availability of trained workers to the industry in the traditional and non-traditional sectors/ areas and to what extent the Board has been successful in training the personnel for the cadres of supervisors/instructors/artisans to meet the requirement of skilled manpower for the development of coir industry. To study and report the rate of absorption of trainees of the Board by the industry?
5. To study and assess whether the expertise of the candidates trained by Coir Board is adequate to meet the requirements by the industry. Is there a need to revise the syllabus/ contents of the training programme?
6. To ascertain whether youngsters are coming forward in sufficient number to attend the training programs offered by the Board and to assess and report the need or otherwise to revise the stipend/honorarium offered?
7. To study and assess the extent by which Entrepreneurship Development Programmes organized in various traditional and non-traditional areas could bring and encourage new entrepreneurs to enter into the coir industry. The modifications suggested if any.

8. To study and assess whether the quantifiable targets/objectives of the scheme such as Distribution of Ratts/other machineries and Training under Mahila Coir Yojana, Skill development training programs etc. proposed during the 12<sup>th</sup> plan period have been achieved. If not, the reasons therefore.
9. To study and assess the impact of other programmes like seminars, workshops, awareness programmes, exposure visit etc. on development/ extension of coir industry in the country.
10. To study and report any or all the programmes under this component of the scheme are worth continuation beyond the 12<sup>th</sup> plan. If they are to be continued with changes, the extent to which those changes are to be made it.



## **CVY- Development of Production Infrastructure**

### **Background**

The principal thrust of the Development of Production Infrastructure Scheme is on the development of infrastructure for the sustainable development of coir sector. The scheme envisages provision of financial assistance for setting up new coir units and modernization of existing units for the sustainable growth of the coir sector. Under the scheme the board is extending subsidy to the tune of 25 % of the cost of equipments and other infrastructural facilities subject to a maximum of Rs. 6 lakhs for setting up of defibering unit, Rs. 4 lakh for Automatic Spinning Unit and Rs. 5 lakh for others. For a composite or a multiple unit the maximum ceiling of assistance would be Rs. 9 lakh. In the case of modernisation of existing unit the subsidy will be limited to 25 % of the cost of modernisation equipments and infrastructural facilities subject to a maximum of Rs. 2 lakh.

### **Objective**

Provision of financial assistance for setting up new coir units and modernization of existing units for the sustainable growth of the coir sector.

### **Scope**

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

With the introduction of Coir Udyami Yojana (CUY), being implemented by the Coir Board, financial assistance is provided for setting up spinning and tiny household units with a project cost less than Rs.10 lakhs, in the country. Assistance to the coir units, involving project cost above Rs.10 lakhs, will only, therefore, be provided under the instant scheme viz., Development of Production Infrastructure Scheme. The maximum amount of assistance may be sanctioned under the DPI Scheme is Rs.9 Lakhs.

## **Purpose/Objective of the Evaluation**

To evaluate the scheme in order to consider continuation of the scheme in the 12<sup>th</sup> Five Year Plan with the changing needs in the trade for the development of Coir Industry. This is required for effective implementation of the Plan Schemes during 12<sup>th</sup> Five year plan.

## **Terms of Reference**

1. To assess the impact of the scheme in spreading the industry to potential areas and to what extent the modern infrastructure facilities provided to the beneficiary units resulted in improvement of productivity, quality and profitability, To evaluate impact of the scheme in the creation of more employment opportunities, especially for women in rural areas.
2. To study and evaluate impact of the scheme in the progress of modernization of existing units converting them into state of the Art coir processing units.
3. To study and assess the impact made by the scheme in attracting new generation entrepreneurs to the industry. To assess the number of coir workers employed in the units assisted under the scheme.
4. To study and evaluate impact of the scheme on adoption of eco friendly production techniques in the Coir Industry. To study and evaluate impact of the scheme on achieving the target of a pollution free coir industry.
5. To study and evaluate impact of the scheme on the development of Coir Industry on the traditional/non-traditional sectors and evaluate impact of the scheme in the production of high value customer oriented products.
6. To study and assess the increase in the raw material consumption, if any due to the implementation of the scheme? To assess the increase in output possible in coir sectors particularly on improving quality of coir fibre and products manufactured by the units after implementation of the scheme?
7. To study and report on the sources of Supplementary financial support if any for setting up the units assisted under the scheme.
8. To assess the increase in wage level in the units assisted as compared to the coir units which have not obtained any type of assistance from the Government and to what

extent the additional income generation possible through the schematic intervention especially in the case of women artisans, SC, ST and other backward classes.

9. To assess whether the quantum of assistance extended under the scheme needs revision/enhancement? If so, reasons thereof and the extent to which revision is required.
10. To recommend for modification of the existing scheme for generating employment, improving productivity, increasing the returns to the beneficiaries etc and to make the scheme more attractive for the entrepreneurs.
11. To assess and report whether the quantifiable targets/objectives of the scheme such as assistance provided for setting up of new coir units etc., have been achieved. If not, the reasons therefore.
12. To study and report on the continuation or otherwise of the scheme along with justifications, beyond 12<sup>th</sup> Plan period.

## **CVY- DOMESTIC MARKET PROMOTION**

### **Background**

Promotion of the sales of coir products in India and abroad is one of the major functions of the Coir Board. The major components of this plan scheme are Market Development Assistance (MDA), publicity, participation in exhibition, expos etc., and improvement of sales network. Coir Board has been undertaking publicity and propaganda measures through electronic and print media to project coir as an environment friendly, functional and hygienic product. Printing of brochures, catalogues and other publicity literatures, erection of hoardings are other measures adopted for promoting coir in the domestic market. Coir Board has been participating in the exhibitions for popularization of coir and coir products in the domestic market including North Eastern Region.

Central scheme of MDA is implemented to extend Market Development Assistance to the Government owned, public sector and co-operative organization on the basis of 10% of the average annual sales turnover for previous 3 years, equally shared by Central and State Governments. Participation in trade fairs and exhibitions is one of the important tools of market promotion being implemented by Coir Board. The Managers of the Showrooms in various parts of the country also canvass bulk orders for supply of coir products under institutional sales.

### **Objective**

- Popularize the use of coir and coir products in the domestic market through establishment of Showrooms & Sales Depots and other publicity measures.

### **Scope**

The vast market potential for coir and coir products in India is yet to be fully exploited. The present level of off take is not very significant compared to the size of the Indian market. The situation calls for continuing the effort to achieve the objective of development of domestic market. A stable and growing domestic market will always contribute to the healthy growth of the industry particularly on occasions of fluctuations in the export market.

The coir sector has to develop the requisite market orientation and produce marketable products at competitive prices. The biggest challenge before the coir industry in the new era of open market will be to keep the quality of their products and service at high and their cost low. The product or service is new or unique; the tasks of branding are made easier. Since there is no pre-existing bias towards product or service, it will be easy to manipulate customer attitudes.

### **Purpose/Objective of the Evaluation**

- To evaluate the scheme in order to consider continuation of the scheme in the 12<sup>th</sup> Five Year Plan with the changing needs in the trade for the development of Coir Industry. This is required for effective implementation of the Plan Schemes during 12<sup>th</sup> Five year plan.

### **Terms of reference**

1. To study and evaluate the impact/ results made possible in domestic market promotion for coir products so far through the implementation of the plan programme titled “Domestic Market Promotion”.
2. To study and comment on the functioning of the Showroom and Sales Depots of Coir Board, government and private organizations and trading houses related to Coir Products and its value added products for the past ten years and the impact of these outlets for promoting coir and coir products in domestic market. To examine the performance of the present system of marketing and suggest possibilities other than the present system, whether the Franchisee model network system would be advisable for market development for coir products?
3. To study the present networking and links, if any, between supplier and the buyers in India and suggest methods for improving the networking. To study and recommend the development of possible links between supplier and producers/exporters in each State/ UT for a sustainable supply chain development.
4. To study and recommend on the impact of Market Development Assistance provided to the state governments and other agencies on the domestic market of Coir Products.

5. To study and analyze domestic market potential for value added items and forecast the strategy for development of the market of these items in comparison with the competing items available in the market.
6. To study and comment on the impact of exhibitions organized by the Coir Board or other agencies engaged in the promotion of coir and coir products and suggest methods to improve participation in exhibition for promoting coir materials in domestic market.
7. To examine and report on the effect of publicity through electronic media, print media and activities like erection of hoardings, banners, posters, printing and distribution of pamphlets, brochures etc. in the domestic market. To study and report to what extent the publicity material produced by the Coir Board have been found to be attractive and able to convey the message to the target groups? To study and recommend the scope for improving the publicity activities.
8. To study the effect of publicity activities for projection of coir as the strongest natural fibre and its eco-friendly characteristics and to suggest appropriate measures for fine tuning/ improving the efforts.
9. To study and suggest the innovative methods like IT enabled publicity which could bring in more visibility for the products, technology, applicational aspects, USP of coir products etc. To study and comment as to whether on-line marketing would be an adaptable model for Indian Coir Sector?
10. To study and report whether publicity efforts like train/ bus branding will help to reach the general public effectively when compared to other media?
11. To study and report whether a proper brand image for coir products would help the marketing efforts to a great extent. If so, suggest an appropriate branding strategy.
12. To study the results of intervention under the scheme and state whether the quantifiable targets/objectives of the scheme have been achieved. If not, the reasons thereof.
13. To study and comment on the need for continuation or otherwise of the scheme beyond 12<sup>th</sup> Plan along with justifications thereof. To suggest modifications, if any in the scheme required while continuing further.

## **CVY- EXPORT MARKET PROMOTION**

### **Background**

India is the largest producer and exporter of coir in the world with a share of 70% of coir yarn and 85% of finished coir products in the global trade. There is considerable scope for furthering the exports through product diversification and exploration of new markets. Creation of additional employment opportunities to the rural poor through promotion of exports and consequent increased utilization of existing raw material potential also calls for continued governmental support for 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 oriented industry on modernization programme and to attain overall and sustainable development of Indian Coir Industry are the broad objectives of this Scheme.

The Plan programmes under the Export Market Promotion Scheme are implemented under the following components:

- 1) Market study/survey, delegation, Consultancy & Data Sourcing
- 2) Participation in International seminars and conferences
- 3) Participation in international fairs and buyer-seller meets and organizing exclusive international fairs for coir.
- 4) Publicity abroad
- 5) External Market Development Assistance Scheme
- 6) Coir Industry Awards

## **(1) MARKET STUDY/SURVEY, DELEGATION, CONSULTANCY & DATA SOURCING**

### **Objectives**

#### **To assess**

- The market size, characteristics, trends, development and changes
- Main competitors, product range, price, general setting and promotional strategies.
- General description of distribution channels.
- Tariff/non tariff barriers on coir vis-à-vis competing products.

### **Scope**

The Board proposes to continue this programme as it will enable the industry to assess the market requirements, trends, market potential, competition faced from substitutes and also to find out the ways and means for achieving better market penetration. The means for sustenance in the export field is to go with the changing consumer preferences and market trends and to reorient the production base to suite the market requirement. Fluctuation on the export of various coir products have to be monitored closely for necessary corrective measures. Awareness of the real market situation will help to modulate and implement the apt promotional strategy which will help to direct the promotional efforts in the right direction and yield better results.

## **(1) PARTICIPATION IN INTERNATIONAL SEMINARS AND CONFERENCES**

### **Objectives**

#### **To study about**

- The up-to-date information on developments in soil and water management, technologies developed and accepted for erosion control and bio-engineering applications.



- The market acceptability of coir geotextiles and to promote the use of the item in the fields of erosion control, soil stabilization and other bio-engineering applications in the export markets.
- The situation of coir in comparison to other hard fibres all over the world and to formulate future development strategy.
- The present case of Indian coir and mobilize funding support
- To assess the possibility to expand the market potential for innovative coir and coir products like coir substrates, coir wood etc.

### **Scope**

The IECA is the world renowned agency working for environmental protection in the global scenario. It's Annual Conference and Expo is the apt platform to project and convince the environmentalists, bio engineers etc. on the suitability of coir geo-textiles in bio-engineering applications. For deriving benefits from the various projects being implemented by IGG on hard fibres, WASME and other similar international agencies, it is necessary to associate with them through their conclaves / conferences.

### **(3) PARTICIPATION IN INTERNATIONAL FAIRS AND BUYER-SELLER MEETS AND ORGANIZING EXCLUSIVE INTERNATIONAL FAIRS FOR COIR**

#### **Objectives**

To assess

- The participation of Indian coir sector in worldwide markets.
- More methods to introduce coir and coir products in new markets abroad.
- Newer methods to boost up export of coir and coir products in the existing markets.

#### **Scope**

Participation in International exhibitions / BSMs both in India and abroad is an effective tool for expanding the export market for coir. Governmental support is necessary for the small scale exporters in coir sector as they have little exposure to international markets. Due to financial constraints, the coir exporters are not willing to explore the possibilities of

nascent markets. Board proposes to organize participation in international fairs on a focus-country, focus product approach in the following five categories:

- Doormats & Floor coverings
- Coir pith products and garden articles
- Coir Geotextiles
- Coir wood / Furniture Fairs
- Technology fairs

Besides, organizing exclusive International fairs for coir and coir products by creating a market place between the manufacturing industry in India and traders and buyers both in India and abroad is also an effective tool for expanding the global merchandise on coir. Such events will also give a platform for creating awareness on the tremendous industrial and market potential for coir.

#### **(4) PUBLICITY ABROAD**

##### **Objectives**

- The Communication of product message and to increase the consumer acceptability.
- To position the coir products as ‘home décor products’ replacing the existing image of floor covering products giving emphasis for USP – natural, eco-friendly, versatile and hygienic.

##### **Scope**

There is a growing affinity towards environment friendly goods and services world over especially in EU countries and USA. As of now, coir products are considered as floor décor products, particularly, for decoration of doorsteps. Coir industry produces varied ranges of products with multitude of end-use applications touching every facets of human life. There is an urgent need to position coir products as home decor products. This would be possible only through strategic publicity propaganda.

#### **(5) EXTERNAL MARKET DEVELOPMENT ASSISTANCE (EMDA)**

A major portion of the coir exporters do business below Rs.2.00 crore on an annual basis. These exporters are not able to find their own resources for undertaking promotional activities abroad. Therefore, there is a need to assist these small scale exporters. Under the EMDA Scheme, such exporters are assisted to enter global market and to expand the export of Indian coir products by providing assistance to undertake/participate in Buyer Seller Meet/Trade delegation/Trade Fairs/ Exhibitions/ Production of product brochure/catalogue, participation in international trade fairs, Conferences/Seminars in India etc. All exporters with FoB turnover of less than Rs.2 crores worth coir and coir products in the previous year and Micro, Small and Medium enterprises of coir and coir products registered with Coir Board are eligible for assistance under the Scheme.

### **Objectives**

To encourage the small scale exporters to enter into international market and to expand the export of Indian coir products.

### **Scope**

The assistance under the scheme is provided in the form of Airfare, space rental and freight charges which cover a major portion of the expenditure involved in the participation of foreign fairs and international trade fairs in India which have buyers traffic from abroad. In addition to this, the Board also provides assistance to exporters for production of product brochures and catalogue for use in exhibitions and fairs. The scheme has been widely approved by the exporters' community and a large number of exporters have come forward to avail of the benefits under the scheme.

### **(6) COIR INDUSTRY AWARD**

To recognize the outstanding performance in various fields connected with coir industry and to inspire the entrepreneurs to put in more efforts for the development of the trade and industry, awards are presented by the Board annually in different categories. The awards serve as a motivation to the stake holders of the industry to achieve better positions in their respective fields.

## **Objective**

Motivation of exporters/manufacturers of coir products and machinery manufacturers to put in their best efforts and excel in their respective fields.

## **Scope**

Implementation of this programme motivates the exporters, manufacturers, scientists, technocrats, co-operatives, machinery manufacturers, workers etc. to manifest better performance and take the coir industry to new heights.

## **Terms of Reference**

1. Suggest a strategy for expanding the scope of the scheme to areas other than those included in the scheme and also recommend suitable avenues for providing assistance to the exporters for improving their performance in the export of coir and coir materials.
2. Make a comparative evaluation of the scheme implemented by the board and other similar government organizations for the promotion of competitive products.
3. To assess whether the participation in international seminars and conferences have helped to grab better visibility for coir products and whether the scheme has been instrumental in promoting the export of coir and coir products from the country?
4. To study the present strategy of organizing participation in Fairs and suggesting modifications, if any, needed.
5. Whether the external publicity efforts under the scheme have helped in propagating the message of Indian coir abroad? Whether the external publicity strategy requires any modifications?
6. Whether the exporters and manufacturers are satisfied with the implementation of the MDA Scheme?
7. Whether the eligibility conditions/level of assistance/programmes identified for grant of assistance require any modifications from the beneficiary perspective?
8. Whether the implementation of the EMDA Scheme has made its impact in promotion of exports?

9. Whether the Coir industry award Scheme has helped to acknowledge the outstanding contribution of exporters/manufacturers and other stake holders of the industry in an effective manner? How far the awards have helped the exporters to be competitive in the realm of export performance?
10. Whether the Scheme requires any modifications in terms of category, scope of awards and mode of recognitions?
11. Whether it would be advisable to implement a subcomponent for setting up warehouses with a view to cater to the needs of products in smaller quantity?
12. Whether any new programme has to be formulated and implemented under this component of the scheme Coir Vikas Yojana?
13. Whether the quantifiable targets/objectives of the scheme such as export of coir and coir products etc. have been achieved. If not, the reasons therefore and the measures suggested for its achievement.
14. Continuation or otherwise of the Scheme along with justifications. Modifications if any, in the scheme required while continuing beyond the XII Plan.

## **CVY- TRADE AND INDUSTRY RELATED FUNCTIONAL SUPPORT SERVICES (TIRFSS)**

### **Background**

Development of coir industry in India is vested with the Coir Board under the Ministry of Micro, Small and Medium Enterprises, Government of India. With the passage of time, the global environment for coir sector has become highly competitive. In the fast changing global economic scenario, the coir industry has to face a lot of challenges and the industry has to be modernized according to the changing needs. The trade now need to be assisted to adopt market oriented reforms to enhance their capability for marketing the product and to possibly to promote public private partnerships. Collection of statistical data pertaining to various aspects like production, productivity, labour infrastructure, raw material, marketing etc. is required for providing feedback to the trade and industry and for evolving appropriate policy for the overall organized and systematic development of the coir industry. Introduction of updated and effective IT related management information system can be ignored only at the peril of development in this competitive sector. The past few years in particular have witnessed growth in production, product diversification and other areas of development including technology, marketing and skill development, which has also necessitated a systematic feedback of information assisted by modern information technology to impose the effectiveness of delivery of services and identifying appropriate policy initiatives by Coir Board for the planned and rapid development of Coir Industry.

The need for HRD requires implementation of new development techniques. In view of this background, a need has been felt to continue the “Trade & Industry Related Functional Support Services” during the XII<sup>th</sup> Plan period for which Coir Board, Cochin will continue to be the nodal agency for implementation.

## **COMPONENTS**

The scheme Trade and Industry Related Functional Support Service have the following sub-components viz;

- i. Knowledge Management
- ii. Information Management
- iii. Infrastructure Creation
- iv. Human Resource Development.

### **1. KNOWLEDGE MANAGEMENT**

#### **1.1 Coir Industry Survey**

Collection and compilation of various aspects pertaining to the coir industry is the main objective of conducting coir industry survey in the major coir producing states of the country. Survey will be outsourced by the Coir Board for ascertaining the availability of raw material for the coir industry, utilization of the raw material, production of coir fibre and allied product, infrastructure availability and the man power available for the coir sector of the respective states and the existence of the coir units in the country. The survey shall be conducted once in five years and suggestions and recommendations incorporated in the survey report will be taken as a guiding parameter for the preparation of schemes and programmes in respect of the coir industry according to the requirement of the respective area and their subsequent implementation.

1.1.1 The outcome of the implementation of the schemes and other activities will be reviewed by Coir Board by taking up an evaluation study through outsourcing.

#### **1.2 Market Analysis**

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

#### **1.3 Techno Economic Feasibility Studies**

Techno Economic Feasibility studies will be undertaken, through outsourcing for the development of coir industry including non-traditional areas. This will help in development of prospective-entrepreneurs for setting up of coir based units and increased utilization of raw

material potential besides enhancing the market demand for coir and allied products through studies on logistics support, market feasibility economics and scales of production, skilled man power requirement etc. Economic feasibility study report will form a part of the base document for the respective states of Coir Board for formulating schemes and programmes to adopt implementation procedure as per regional environment.

#### **1.4 Economic Research**

The role of the Coir Board has to be seen increasingly as a promoter and facilitator of the industry and its focus should be on facilitating market oriented development of the coir sector. Promoting the use and consumption of coir, both in domestic and international market, would have to be facilitated by the Board through activities that would provide a sound understanding of the products, markets, economic scenario – India and International, competition, technology, sales promotion, etc. This would require that meaningful information is available to the Board and industry that would facilitate proper planning and framing of policy so as to achieve the objectives. Coir Board would also need to shift the focus of the Industry from supply management role to the role of demand creator. Similarly, creation of additional demand for coir products in both domestic and international market would call for an in-depth understanding of:

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

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

## **2. INFORMATION MANAGEMENT**

### **2.1 Data Collection**

Periodical Collection and compilation of data on production of coir material and coir products, domestic consumption, export and other trade related information will be done by



Coir Board. Details of export of coir and coir products will be collected by Coir Board from various ports and customs offices located in India, compiled, analyzed and disseminated to the Ministry, trade and public for the development of the industry. The expenditure in this regard shall be met by the Board from the Head earmarked for the scheme as per the Government of India norms.

## **2.2 Data Management**

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

1. Integrated Financial accounting system with Planning and budgeting tools
2. Integrated Direct Beneficiary Transfer(DBT) through PFMS system
3. Integration of e-procurement System
4. Human resource management system
5. Database management system
6. Data storage application
7. Inter-phase for data collected from external source
8. Tools for data analysis
9. E-Marketing and online sale of coir products
10. Online franchisee based inventory system
11. Total computerization best suited to the Digital India context

For discharging the above works software development the service of the National Informatics Centre (NIC) will be availed and the work will be executed with the supervision of IT department of the Board. EDP/ data entry personnel will be engaged on contract basis to implement the works related with the IT activities.

## **2.3 Library**

The existing library will be covered through the integrated e-governance system and also proposed to introduce web based library so that every employee can easily access the details of the books/ periodicals available at library. Inorder to update the knowledge/ developments in various fields, essential books will be procured after following the prescribed procedures.

## **2.4 Connectivity**

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

## **2.5 Hardware & Networking**

The hardware such as computers, printers network equipments are essential for strengthening the overall IT functions of the Board. The Annual Maintenance Contract for the existing hardware is also to be carried out for the smooth functioning of Boards IT activities. The computer and other hardware equipments will be procured as per the Government norms after observing usual formalities in GFR. The internet leased line for the Board is to be renewed every year for the inter and intra connectivity. The same will be done through the Internet Service Provider on payment basis.

**2.6** Necessary improvement/ Updation of the Website/Portal of the Board will be made under the supervision of National Informatics Centre, meeting the expenditure from this plan head.

## **3. INFRASTRUCTURE CREATION**

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

- i. Creation/ Maintenance of the physical structure and providing infrastructure facilities at the Head Quarters/ Sub-offices.
- ii. Developing trade facility centres at coir producing areas
- iii. Construction of Secretary Quarters/ Guest House.
- iv. Module for furnishing IT related infrastructure.

## **4. HUMAN RESOURCE DEVELOPMENT**

- i. A well structured human resources development programme for the Boards officials, stake holders of the industry, manufacturers, coir workers and major market players will be formulated.
- ii. As a part of the above requirement, Coir Board will organize tailor made HRD programmes through well equipped Organization of reputed firms including Central/State/others for improving the capabilities of the human resource of the Board as a part of capacity building and, inter- alia, to provide effective market promotion support to industry.
- iii. Central/ State Government organizations engaged in organizing HRD programmes will be approved by Coir Board for providing training to its/ officials in trade related/ administration/ IT/ Marketing/ Technology/ RTI Act matters etc.
- iv. The Board will also organize, in consultation with trade and industry, training programmes for the stake holders engaged in the industry in market. Promotional activities and creating awareness about incentives available under different schemes of Government of India.

- v. Coir Board will outsource the work of preparation of manuals, project reports and other documents for capacity building developmental activities etc.

## **Terms of Reference**

1. To assess the present method and approach of conducting surveys and studies and suggesting improvements/modification. To evaluate the steps taken for conducting survey on marketability of coir products in India and abroad and making suggestions/recommendations for improving its scope/strategy.
2. To assess the possibility of getting world trade statistics of coir and coir products and suggesting ways and means for its updation/analysis etc.
3. To evaluate the present data collection mechanism and suggestions for improving the same.
4. To assess the Economic Research activities in coir sector and suggesting changes if any required based on current trade/economic situation world over.
5. To assess the impact/results of HRD activities and making suggestions for modifications if any.
6. To assess the need for Policy impact studies (GST, Export/Import regulations) and making suggestions thereof;
7. To analyze the competitions faced- for products like jute, sisal, grass and from other producing countries of Coir Products.
8. To suggest new areas/subjects for surveys/studies for the development of the coir industry.
9. To review the existing organizational structure of IT department in Coir Board HQ and sub offices and recommend appropriate measures to strengthen it. To review the existing mechanism and recommend measures for generating income through Board's existing IT infrastructure and trade facilitation services.
10. To review the existing workflow of the organization including the use of information and communication technology and recommend measures best suited in the Digital India context. To review the revamped mechanism of receiving applications from beneficiaries and recommend measures best suited to the Digital India context.
11. To review the existing mechanism and recommend measures for strengthening of Database and inter-agency information sharing, not only between Coir Board and its sub offices but also with the banks, Ministries, Economics & Statistics departments, Customs, etc and use of tools for utilization of such information to optimize the benefits.
12. To review the existing mechanism and recommend measures for collecting data like monthly returns of export data from exporters, export data from ports, information of all stake holders in coir etc. online.
13. To assess the scope of introduction of Online Trade Directory & Trade Enquiry (Domestic and international). To assess the prospects of online marketing of coir products through Coir Board and setting up/evolving channels for e-marketing and to recommend suitable measures to achieve the same.

14. To assess the existing facilities towards of Internal/External Video Conferencing System and suggest appropriate steps for improving the system.
15. To assess the feasibility of procurement of equipments/services through Government e-Market portal (GeM)
16. To review the existing mechanism of e-office and suggest the cost effective methods to implement e-office in the sub offices of Coir Board.
17. To review the existing mechanism of calling tenders and to asses and recommend whether e-tender will suit to the Boards requirements.
18. To recommend in-house software development team of ideal size with either Board's own personnel or on outsourcing basis to meet the requirements of our organization's software development.
19. To evaluate the current functioning of Coir Board library and suggest measures for improvement.
20. To assess the current infrastructural facilities at Board's Head Office and sub offices and suggestions for scaling up and improvement. To assess all the other infrastructural facilities like residential quarters, staff amenities available at Boards HQ and sub offices and suggestions for improvement.
21. To evaluate the possibility and making a cost benefit analysis of installing a centralized UPS system. To evaluate the possibility and economic viability of installation of UPS based on solar power.
22. To evaluate and recommend the need or otherwise for continuation of the Scheme beyond 12<sup>th</sup> plan along with justifications.
23. To suggest modification if any needed in the scheme in terms of content, size and budget outlay.

## **CVY- GROUP PERSONAL ACCIDENT INSURANCE SCHEME FOR COIR WORKERS**

### **Background**

Coir Industry is a traditional cottage industry employing more than 7 lakh coir workers of which 80% are women and belong to the poorest sections of the society. The coir processing activities such as extraction of fibre, spinning of coir yarn, manufacture of rope and finished products involve drudgery, strain and hardship. Basic amenities of life are very often not available in this sector and the people are unable to find their own resources to acquire such facilities. Though mechanization / modernization are taking place in some sectors of the industry, the fibre extraction in white fibre sector is still being undertaken manually under different working conditions. The coir workers engaged in the extraction of fibre with the aid of machinery like crusher, disintegrator, defibering machine, decorticating machine, spinning on motorized ratt and fully automatic machine, and manufacture of products on looms etc, are prone to minor and major accidents. In the background of demands for limited resources from various interests, it is essential to implement a developmental scheme for the benefit of marginalized group like coir workers. Because of the economic backwardness, coir workers are not in a position to get them covered under any insurance scheme for securing their life against accident/accidental death. It was in 1998 that the Coir Board Coir Workers Group Personal Accident Insurance Scheme was first introduced in coir sector to secure the life of coir workers against accidents. The scheme has been got evaluated through an independent agency and based on its recommendations and other factors, the scheme is proposed to be continued during XII Plan.

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

### **Scheme Coverage**

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

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

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

If there arises a question as to whether a person is a coir worker or not for the purpose of insurance coverage, the decision of the Coir Board shall be the final

### **Benefits of the Scheme**

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

### **Compensation Payable**

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

### **Premium**

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

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

### **Claim Procedure**

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

1. Accidental Death	<ol style="list-style-type: none"> <li>1. Death Certificate</li> <li>2. Police Report/FIR</li> <li>3. Post-Mortem Report wherever available</li> <li>4. Identification of beneficiary, Certificate issued by the Coir Society/Unit/Establishment/ Nominated Officer of Coir Board.</li> </ol>
2. Permanent Total Disability (PTD)	<ol style="list-style-type: none"> <li>1. Police Report/FIR</li> <li>2. Disability Certificate from a Reg. Medical Practitioner</li> <li>3. Identification of beneficiary, Certificate issued by the Coir Society/Unit/Establishment/ Nominated Officer of Coir Board</li> </ol>
3. Permanent Partial Disability (PPD)	<ol style="list-style-type: none"> <li>1. Police Report/FIR</li> <li>2. Disability Certificate from a Reg. Medical Practitioner</li> <li>3. Identification of beneficiary, Certificate issued by the Coir Society/Unit/Establishment/ Nominated Officer of Coir Board</li> </ol>

### Settlement of Claim

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

### Convergence to PMSBY

As directed by the Ministry, the scheme Coir Board Coir Workers Group Personal Accident Insurance Scheme has been converged to Pradhan Mantri Suraksha Bima Yojana. Accordingly During May, 2016, action has been initiated to enrol the estimated 7 lakhs coir workers under the scheme through the field offices of the Board, SFURTI coir clusters, coir societies, exporters, etc.

As it was found difficult to complete the work of enrolment of coir workers under the PMSBY with the limited strength of the sub offices, the work has been outsourced by inviting open tenders and awarded to the agencies as detailed below:

States	Name of agency
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Kerala, Tamilnadu, West Bengal, Pondicherry, Maharashtra, New Delhi, UP, NE region, Lakshadweep, Goa, Gujarath, Andaman, Rajasthan, Haryana, Punjab, MP and J & K)	Entrepreneurship Development Institute of India, Thrissur
Karnataka, Andhra Pradesh & Telengana	Rayalaseema Harijana Girijana Backward Minorities Seva Samajam (RHGBMSS), Rajahmundry
Odisha	Society for Awareness Perception and Numerous Alternatives (SAPNA), Bhubaneswar

As per the agreement, the agencies will complete enrolment of 50,000 coir workers before 31<sup>st</sup> March, 2017 and enrolment beyond 50,000 workers will be continued during 2017-18. However, up to March, 2017 only 16138 coir workers have been enrolled. The work of enrolment of coir workers under PMSBY is running slow when compared with the target to be finished.

### **Terms of Reference**

1. To study and evaluate the impact of the coir workers Group Personal Accident Insurance scheme on the welfare of coir workers.
2. To study and recommend in the context of convergence of the scheme with PMSBY the suggested modalities for getting quicker coverage to the coir workers in the country.
3. To study and recommend on the need for providing Health Insurance Coverage for coir workers.
4. To study and recommend on appropriate health Insurance Package/Scheme to coir workers and their family.
5. To study the housing requirements of coir workers in each coir producing areas and to suggest the possible methods to provide housing facilities to coir workers family.
6. To study and recommend the scheme of Central and various state Govt. that can be dovetailed/utilized for providing housing facilities to coir workers.
7. To study and suggest any other welfare measures needed by the coir workers in the country.



## 9. TIME FRAME AND CONDITIONS

- (a) The agency should study each component separately and simultaneously and should be completed within the stipulated time. The study reports, executive summary, suggestions and recommendations, presentations etc. of each component should not be clubbed.
- (b) Five copies of the draft report of the evaluation study along with soft copy have to be submitted to the Coir Board within 30 days from the date of agreement for the execution of the work. The draft report will be presented to the Ministry of Micro, Small & Medium Enterprises and a presentation would be made by the evaluator before a group nominated for this purpose and will be finalized only after incorporating suggestions of the group. Final report shall be submitted within two weeks after acceptance of draft Report.
- (b) The assignment should be completed within the time stipulated in the agreement. Delay in submission of the report beyond the stipulated time will attract penalty as provided in the agreement. For factors beyond the control of institution given the assignment, suitable extension in time may, however, be granted at the request of the institution.
- (c) The Board shall not pay any extra amount for any escalation in the cost of the assignment beyond the time period stipulated in the agreement.
- (d) The total fee for the study as agreed with the organization will include service tax and other taxes/levies, if any, and the liability of payment of the tax will be of the organization/consultants conducting the study.
- (e) Ten hard copies of the final report, fifteen hard copies of the Executive Summary and Ten CDs containing the study report and executive summary shall be submitted before releasing the final installment of the payment.
- (f) The draft/final reports and the contents thereof would be the property of the Government and would not be published by the Institution concerned without prior approval of the Government.
- (g) The raw data/processed data/findings should not be disclosed by the institution to any third party without prior approval of the Government.
- (h) During the currency of the assignment, the ToR and other terms and conditions of the assignment, if necessary, may be modified in order to strengthen/deepen its

scope/coverage with the concurrence of the institution concerned. As far as possible, such modifications will not be made more than once during the currency of the study. In case, there is any cost escalation due to substantial and major changes in the ToR, such cost escalation shall be restricted to a maximum of 25% over and above the original cost subject to the approval of the Committee constituted for this.

- (i) In case of change of consultant/team leader during the currency of study, the new consultant/team leader may be appointed by the Institution with the prior approval of the Board.
- (j) The consultant will notify the Board of any material change in their status, shareholding or that of any Guarantor of the consultant, where such change would impact on performance of obligations of the consultant under the Agreement.
- (k) If the performance of the consultant during the currency of the study is not found to be satisfactory, the agreement can be terminated and action will be taken by the Board to recover the amount already paid to the consultant.

## **10. Payment Terms**

- (a) First installment: 20 percent of the fees on signing of the agreement shall be made against a bank guarantee of equivalent amount from a Scheduled Bank in favour of the Coir Board till receipt of the draft Report from the Consultant and its general acceptance by the Government.
- (b) Second installment: 50 per cent, subject to
  - i) Submission of the draft report (5 copies of the draft report including executive summary) within the time frame stipulated in the agreement and
  - ii) A presentation on the draft report being made before the competent Authority and the draft report being found to be generally acceptable.

### **OR**

Alternatively, the agency may opt for 70% of the total agreed fee for the above study on submission of the draft report and its general acceptance by the Government instead of releasing first installment of 20% as advance payment and acceptance of the draft report

- (iii) Final installment: Balance 30% on submission of the final report and its acceptance by the Coir Board/Government. Any delay in submission of reports without due approval by the Board will attract a penalty of 5% per week and the balance 30% will be forfeited on delay in submission of the report beyond 5 weeks from the stipulated date.

The final payment will be made within 6 weeks on acceptance of the report and submission of bills etc. by the agency.

## **11. GENERAL CONDITIONS**

### **11.1 Organisation's Proposals**

- (a) The Technical and financial bid submitted by the Organization will be the basis for contract negotiations and ultimately for a signed contract with the selected firm.
- (b) The costs of preparing the proposal and of negotiating the contract, including a visit to the Client, are not reimbursable as a direct cost of the assignment.
- (c) The Client is not bound to accept any of the Tender submitted.

### **11.2 Clarification regarding advertisement/ type of services required by the Client**

- (a) Organization may request a clarification seven days before the Tender submission date. Any request for clarification must be sent in writing, mail, or facsimile to the Client's address indicated in point 11.9 below. The Client will respond by mail or facsimile to such requests.
- (b) At any time before the last date for submission of Tender, the Client may, for any reason, whether at its own initiative or in response to a clarification requested by a Organization, amend the advertisement. Any amendment will be issued in writing through addenda. Depending upon, the type of addenda, the Client may at its discretion extend the deadline for the submission of proposals.

### **11.3 Technical Evaluation Criteria**

- (a) Concept of the proposal in light of the overall objective of the assignment/ understanding of the task. Wherever samples are required to be taken for study and preparation of the report, the same shall not fall below 20% of the total of each item concerned.
- (b) Experience, expertise & capacity of the institution/ individual to perform the task. The bidders responded to the call should possess a minimum of 3 years proven experience in the relevant fields of work.
- (c) Evidence of similar and successful assignment completed somewhere else. Previous experience of having conducted a minimum of 3 surveys/studies of Govt. schemes/projects is essential.
- (d) Working experience of the institutions with Government, Financial Institutions & International agencies.
- (e) Organization's ability to complete the task in specified time limit.

(f) Profile/ competency of the implementing team proposed by the institution

#### **11.4 Evaluation and Selection of Consultants**

The consultants would be selected by following the Quotation Cost Based System after short listing of the successful consultants based on the Technical Bids, as prescribed in the ‘Manual of Policies and Procedure of Employment of Consultants’.

#### **11.5 Negotiations and Award of Contract**

- (a) No post tender negotiations will be held except in certain exceptional situations as per provisions in the CVC circular no. 01/01/10, dated 20.01.2010.
- (b) The firm is expected to commence the assignment on the date and at the location specified as agreed upon in the contract.

#### **11.6 Performance Security**

The selected bidder will deposit an amount equivalent to 5% of the cost of work assigned as performance security in the form of account payee demand draft/fixed deposit receipt/bankers cheque/bank guarantee in favour of Secretary, Coir Board. The performance security should remain valid for a period of sixty days beyond the date of completion of work. The earnest money deposited by the selected bidder will be refunded on receipt of the performance security.

#### **11.7 Amendment to Contract**

Any change or revision in TOR, scope, Tender, costs, outputs, milestone etc. if required during the implementation will be done with the consent of the Client by issuing a Contract Amendment/Addendum in writing to be signed by both the parties. Such contract amendment will be the integral part of the Contract.

#### **11.8 Confidentiality**

Information relating to Evaluation of proposals and recommendations concerning awards shall not be disclosed to the Organization who submitted the tender or to other persons not officially concerned with the process, until the contract is notified and awarded.

#### **11.9 Clients Address for communication:**

The Secretary,  
Coir Board, Coir House,

MG Road, Cochin – 682016

E-mail: [ers@coirboard.org](mailto:ers@coirboard.org), [info@coirboard.org](mailto:info@coirboard.org)