

COIR BOARD
(Ministry of Micro, Small and Medium Enterprises, Govt. of India)
P.B.No.1752, M.G.Road, Kochi-682 016.

I-12016(11)/2/2020-EM-II

10.08.2020

C I R C U L A R

Applications are invited from eligible Exporters, Manufacturers, Dealers, Organizations, Individuals, Societies, Clusters, Entrepreneurs, credit providers etc. of coir sector for consideration of the Coir Industry Awards for outstanding performance for the year 2017-18 & 2018-19. Applications should be submitted online through the link www.coirboard.gov.in in respect of each year separately and the printed out at due application submitted online should be forwarded by post to Secretary, Coir Board, Coir House, M. G. Road, Kochi-682 016 alongwith related documents. After logging on to the portal the applicants who have not done the beneficiary registration so far should create a user id and password and then do the beneficiary registration. After beneficiary registration the applicant can open the application by clicking on the plus (+) sign against Coir Industry Award applicants . Applicants may go through the user manual for guidance and clarifications.

Awards

The awards will be granted in the form of Trophies and Certificates in the following categories:-

Sl. No.	Category of Award	No. of Award	Appln. Form No.	Criteria 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 of Coir Geo-textiles	One	A4	FOB value
5	Largest Exporter among Medium Scale Enterprises	One	A5	FOB value
6	Largest Exporter among Small Scale Enterprises	One	A6	FOB value
7	Largest Exporter among Micro Scale Enterprises	One	A7	FOB value
B	DOMESTIC AWARDS			
8	Largest seller of Coir & Coir Products excluding rubberised coir products.	One	B1	Annual sales turnover
9	Largest seller of Rubberized Coir Products	One	B2	Annual sales turnover
C	INNOVATION AWARDS			
10	Innovation in Product, Process & machinery	One	C1	Annual sales turnover
D	COOPERATIVES & CLUSTER AWARDS			
11	Best Performing Coir Co-operative Society	One	D1	Annual sales turnover

12	Best performing Coir Cluster	One	D2	Annual sales turnover
E	ENTREPRENEURSHIP AWARDS			
13	Best Women Coir Entrepreneur	One	E1	Annual sales turnover
14	Best SC/ST Coir Entrepreneur	One	E2	Annual sales turnover
15	Best Coir Entrepreneur From North Eastern Region	One	E3	Annual sales turnover
16	Largest credit provider for coir sector	One	E4	Amount lent

Eligibility Criteria: The eligibility criteria for applying for different categories of awards are given in Annexure I. The application formats and user manual are also attached as Annexure II and Annexure III respectively.

Applications shall be submitted in the formats along with documents as prescribed in the guidelines. Awards shall be decided based on the applications received against this notification.

All export/sales figures should be supported by 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 or audited statement of accounts will also be accepted.

Online applications will be accepted till **18.09.2020** and hard copies of the applications should reach the Secretary, Coir Board, Coir House, M G Road, Cochin-682016 along with necessary supporting documents on or before 5.00 p.m. on **25.09.2020**. Incomplete applications, applications not supported by documentary evidences as required and applications received late will be summarily rejected.

Coir Board reserves the right not to declare awards to any one or more categories mentioned above. The decision of the Chairman, Coir Board, with regard to the winners and number of awards to be declared/given shall be final and binding on all concerned.

Sd/-
SECRETARY

1. All Coir Exporters
2. All Coir Manufacturers
3. All Credit Provider
4. All Coir Exporters Associations
5. All Coir Manufacturers Associations
6. FICEA
7. All Concerned

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 micro, small & medium 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 during the relevant period. The present criteria for deciding the micro, small and medium status is as below:</p> <table border="1" data-bbox="336 1043 1441 1254"> <thead> <tr> <th data-bbox="336 1043 676 1077">Enterprise</th> <th data-bbox="676 1043 1441 1077">Investment in plant & machinery</th> </tr> </thead> <tbody> <tr> <td data-bbox="336 1077 676 1120">Micro Enterprises</td> <td data-bbox="676 1077 1441 1120">Does not exceed Rs.25.00 lakhs</td> </tr> <tr> <td data-bbox="336 1120 676 1184">Small Enterprises</td> <td data-bbox="676 1120 1441 1184">More than Rs.25.00 lakhs and does not exceed Rs.5.00 Cr.</td> </tr> <tr> <td data-bbox="336 1184 676 1254">Medium Enterprises</td> <td data-bbox="676 1184 1441 1254">More than Rs.5.00 Cr. And does not exceeding Rs.10.00 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 & machinery	Micro Enterprises	Does not exceed Rs.25.00 lakhs	Small Enterprises	More than Rs.25.00 lakhs and does not exceed Rs.5.00 Cr.	Medium Enterprises	More than Rs.5.00 Cr. And does not exceeding Rs.10.00 Cr.
Enterprise	Investment in plant & machinery								
Micro Enterprises	Does not exceed Rs.25.00 lakhs								
Small Enterprises	More than Rs.25.00 lakhs and does not exceed Rs.5.00 Cr.								
Medium Enterprises	More than Rs.5.00 Cr. And does not exceeding Rs.10.00 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/moulded 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 drudgery and pollution.</p>

	<ul style="list-style-type: none"> (v) Extending cooperative efforts in cost management like bulk sourcing of raw material / marketing. (vi) No. of entrepreneurs/ artisans/ labourers benefited (vii) Level of wage increase achieved. (viii) Overall growth in the turnover of the cluster, employment, institutional linkages, new products developed/ interventions. (ix) Effectiveness in adopting new technologies/ processes developed by the R&D institutes. (x) Time taken for commissioning of the Cluster since allotment. (xi) Significant achievements made in the export / domestic markets.
VI	ENTREPRENEURSHIP AWARDS
	<ul style="list-style-type: none"> (i) Applicable only to those enterprises in coir sector which have not completed 5 years after its commencement of production. (ii) Should be engaged in the production/processing of coir products (iii) Applicant should produce self certified documentary evidence to prove their claim of belonging to the special categories. (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 (v) Should be a Coir Industrial Unit registered under Coir Board (Registration) Rules (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 (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. (viii) The award for largest credit provided for coir sector shall be decided on the basis of the financial credit provided by the Bank or financial institutions for setting up /modernization of coir units.

GENERAL CONDITIONS

- (i) Applications/entries alongwith supporting documents shall be submitted online as prescribed in the Guidelines are printout of the online application shall be submitted in hard copy by post. 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.
- (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 in Coir Board consisting of the following officials 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) - Member
8. Development Officer (EM) - 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 refuses 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.
