

COIR BOARD

GUIDELINES FOR PARTICIPATION IN DOMESTIC EXHIBITIONS

1. Introduction

Coir Board has been undertaking various measures to expand the domestic market and to increase the consumption of coir products in the country. However the reach of the product among the common people is found to be very less. Indian Coir is touted across the world as one of the most environment-friendly products, earning it the name 'nature's golden fibre'. From door mats, matting, rugs & carpets, coir rope to rubberized coir, coir pith, coir geo-textiles, coir garden articles, coir pith manure, coir ornaments, coir handicrafts, coir bags, coir chappals, UV resistant umbrella, coir wood and acoustic panels, coir touches our daily lives in remarkably different ways. Coir, a product made from renewable source of raw material, is natural, bio degradable, enjoying a multiplicity of end use applications ranging from interior and exterior home décor products to erosion control products, wood substitutes, horticultural products and a lot more. All global countries, like USA, EU, China are looking at India for marketing their products. Having a population of over 130 Crore that too with a good portion of citizen with higher purchasing power Indian domestic market offers great potential for market expansion for coir products.

2. Objectives

Participation in exhibitions/ organizing exclusive fairs / exhibitions for coir in India is an approved programme of the Board under the 'Domestic Market Promotion' component of the scheme 'Coir Vikas Yojana'. Trade Fairs/Exhibitions is an effective tool for promotion of any product with the unique advantage of direct interaction with the prospective customers. It also provides a great opportunity for the customers to witness the entire range of products which the Indian Coir Sector is capable of providing and assess the uniqueness and versatility of the products in comparison to their substitutes which will enable them to take on the spot decisions. The Trade Fairs also act as a platform for product propagation and market education. With this end in view the Board attaches due importance for participation in exhibitions.

3.1 Procurement of Exhibits

The exhibits intended for display may either be manufactured at the National Coir Training & Design Centre or procured from CCRI, CICT, registered suppliers to Coir Board Showrooms and SFURTI coir clusters in compliance with the procedures laid down in GFR. Advance if any, required may be released for utilization observing due formalities. The items to be purchased

shall be inspected to ensure quality standards. The original invoice/bills duly certified shall be considered for payment on confirmation of the receipt of goods after settling the advance, if any, sanctioned. If the exhibits are manufactured through NCT&DC, sufficient advance shall be sanctioned for procurement of raw material, payment of wages etc. Wherever possible, small scale manufacturers/ exporters/ traders/ franchisees/SFURTI coir clusters shall be allowed to participate in the exhibition through Board's space, if required, after levying nominal charges. If the exhibit items / sale of goods are taken from Showrooms, certified delivery challans should be furnished to HO immediately on taking goods from the Showrooms.

3.2 Conduct of sales and booking of orders.

Zonal Directors and Showroom Managers should ensure the sale of coir products in all fairs to the amount equal to the expenditure in terms of stall rent ,interior decoration etc for the expo or canvass confirmed orders equal to an amount four times of the expo expenditure, the responsibility entirely lies with the Showroom Manager and monitored by the concerned Zonal Directors.

A Committee headed by Zonal Director/ Showroom Manager/Assistant Showroom Manager of each Zone will finalize the tenders, sales, confirmed orders executed. If the Manager fails to achieve the sales of 80% of the target for the fairs, the subsequent proposal of the concerned Showroom Manager will not be entertained.

4. Selection of event

Fairs shall be selected for participation on the basis of the importance of the event in terms of visitors' traffic, product profile, visibility of the event, publicity propaganda undertaken by the organizers, number of editions, output produced tangible results during previous editions etc. The officers who are proposing the events shall be solely responsible for justifying the suitability of the event. Normally fairs with duration of three to seven days shall be selected for participation. But in exceptional circumstances and based on past experience fairs with a different duration either below three or above seven days shall be considered for participation subject to convincing justifications. Proposals from Showrooms / Sub-offices for participation shall be forwarded to HO along with brochures, application forms, space rent, contact details of the organizers, proposed budget prepared in line with this guidelines etc., well in advance and approval of the concerned Zonal Directors, duly vetted in the monthly zonal meetings with the prior approval from Head Office. The event proposed for participation shall be verifiable through internet. Each proposal shall also contain the fund transfer details of the organizers through PFMS only. Those exhibitions in which the above details are not available shall not be proposed for participation to Head Office. Exclusive exhibitions shall be organized directly by Head Office by deploying staff from HO as well as personnel of the nearest offices after seeking specific approval from the Competent Authority on a case to case basis.

While participating/organizing Udyam Samaagam, care should be taken by the Zonal Directors/Showroom Managers to ensure to maintain the theme of growth of MSMEs through technology innovation, seminars, workshops etc.

In all expos care should be taken to ensure commensurate benefits to all stakeholders of coir sector.

Zonal Directors and Showroom Managers should concentrate and ensure participation in all Folk Fairs to the possible extent, so as to benefit the tribal's, SC/ST/Women/NER and other priority categories.

5.Reservation of space

Space shall be reserved in a prominent location preferably at main entrance and alongside of the main pathway. The space reserved shall normally be of minimum bookable area of 3x3/3x4 sq. mtrs. in any case not more than 18 sq. mtrs. The space rent shall be negotiated with the organizers to the possible extent through mail or official correspondence and the details of negotiations shall be forwarded along with the proposal for participation. The payment of space rent shall be made only through PFMS only. A PFMS generated print payment advice shall be submitted along with bills/vouchers for settlement. In exceptional circumstances, pavilion with a larger area shall be considered subject to convincing justifications such as guaranteed sales as derived from earlier participations, reputation of the event, increased number of participants from trade etc.

Care should be taken to hire lesser space and lesser number of stalls and to dress up the limited space taken so attractive to the visitors thus achieving the objectives of participation in the exhibition. Use of more IT tools in the stall to publicize various technologies and products should be ensured. Publicity materials and literatures should also be distributed through Board's stalls.

Under any circumstances fairs organized by any private organizers should not be selected for participation consecutively and the number of fairs of any private agencies shall be three in a financial year.

When any Honorable Chief Guest and other high dignitaries visiting the Coir Board Stall, emphasis should be on displaying useful concepts, products, modern technologies and innovative ideas.

Coir Board has been participating in IITF held at Pragati Maidan from 14th to 27th November every year through ITPO, New Delhi. The Zonal Director (N) and the concerned Showroom Manager will ensure that advance action is taken to reserve the minimum required space in consultation with HO for a successful participation with all stakeholders.

6. Advance

On approval, eligible advance, as deemed fit, shall be sanctioned to the Director/ Officer in Charge of the pavilion which shall be expended in accordance with the provisions of GFR, Guidelines issued by the Government of India and Coir Board from time to time.

7. Incurring of Expenditure

The expenditure from the advance shall be incurred judiciously and in consonance with the guidelines issued from time to time by the Government of India and Coir Board. Expenditure on the following items shall be regulated as below:

i. Space Rent: The space rent shall be incurred after negotiation with the organizers that too for the minimum bookable area, which shall be increased to beyond 18 sq. mtr in exceptional circumstances. The space rent shall be paid to the organizer, through PFMS only.

Categorization and pattern of participation in various expos by Coir Board.

Category	Coir Board	Clusters/Suppliers*	Maximum ceiling for participation including space rent
Regional Expo	3x3 or 12 sq.m	One stall 3x3 or 12 sq.m	Rs.2.00 lakhs
State Expo	18sq.m	3 stalls- 3x3 or 12 sq.m	Rs.10.00 lakhs
National Expo	50 sq.m.	5 stalls- 3x3 or 12 sq.m	Rs.25 lakhs
International Expo	100 sq.m.	10 stalls-3x3 or 12 sq.m	As per actual

- In the case of Clusters/Suppliers, Coir Board will extend support /reimbursement upto maximum 50% of space rent, provided they participate along with the Board. Balance 50% space rent to be paid by the concerned clusters/suppliers including GST and other statutory charges to Coir Board in advance through PFMS.
- Chairman, Coir Board reserves right to waive the 50% stall rent in deserving /justified cases with the recommendation of a Committee headed by the concerned Zonal Directors, Showroom Managers with justification.
- In National/International expos, CCRI/CICT/RO/SRO will participate in Coir Board stall with Theme Pavilion.

- ii. **Interior Decoration:** The expenditure on interior decoration shall not exceed 20% of the space rent subject to the following ceiling.
 - 1. Regional Expo - Rs. 25,000/-
 - 2. State Expo - Rs. 1,00,000/-
 - 3. National Expo - Rs. 5,00,000/-
 - 4. International Expo - As per actual
- iii. **Hiring of Display Aids/Furniture:** The expenditure on hiring of display aids/furniture shall be brought to the possible minimum but in any case shall not exceed 10% of the space rent or Rs. 10,000/-, whichever is less.
- iv. **Engagement of guides:** The number of guides including helpers engaged for an exhibition shall not exceed two and the wages paid shall be reasonable and prevailing in the fair. The engagement of Sales Guides should have a relationship with the sales achieved in the exhibitions.
- v. **Engagement of night watchman:** Normally no night watchman need be engaged while participating in an exhibition since the organizers will be deploying security personnel for the entire venue after the fair timings. In case the organizers are not engaging security persons for the venue, the director or officer in charge of the pavilion can engage night watchman in association with adjacent exhibitors on a cost sharing basis, provided the organizers issue a confirmation to the effect that they are not deploying any security personnel for the entire pavilion, which shall be forwarded along with the proposal.
- vi. **Engagement of sweeper:** No individual sweepers need be engaged for the sweeping work of Board's booth since all fair organizers used to make arrangements for cleaning the pavilion on all fair days. Any other specific occasion can be managed by the staff and the guides engaged.
- vii. **Printing of bit notices and banners:**

While participating in exhibitions adequate local publicity will be made by the organizers themselves. In such exhibitions, the director of the pavilion need not print any bit notices and banners except for exclusive fairs being organized by Coir Board for coir products. However, Showroom Managers can use the spot publicity fund earmarked to them proportionately for printing banner, bit notices on discount details, showroom location, product details etc in the event of any eventuality.

- viii. **Local Transport:** Wherever public transport system is available, the officials should utilize the public transport system for the local transport and taxi should not be hired in such cases. Taxi shall be hired only in exceptional circumstances where there is scarcity of public transport system and on justifiable needs. In such cases the director or officer in charge of pavilion should furnish detailed justifications for each instances of hiring taxi. In all cases, the exhibits shall be moved to the exhibition venue before the beginning of the fair and back after the conclusion of the fair utilizing the services of the parcel/courier agencies.

- ix. Miscellaneous expenses: Miscellaneous expenses such as arrangement of drinking water and other contingencies etc., shall be brought to the barest minimum. Normally, hospitality bills including that of VIPs shall not be admitted. In exceptional circumstances, the hospitality bills of VVIPs incurred in accordance with austerity measures and fiscal prudence shall be entertained subject to production of photographs of visits, entries in the visitor's register etc. However, the total expenditure under the head Miscellaneous, in any case, shall not exceed Rs.5000/-.
- x. The expenditure limits proposed above are on broader and indicative lines and the Officers concerned shall try to bring those limits to the barest minimum by following austerity measures, fiscal prudence and judicious consideration.
- xi. The above parameters are not applicable in the cases of exhibitions referred by VIPs/ Ministry. In Such cases, Chairman, Coir Board reserves the right to decide the stall area and other organizing expenses.

8. Director/Officer in Charge of the Exhibition

For the smooth conduct of the exhibition an officer or a Committee consisting of two or more officers shall be appointed and either the officer or the senior most officer of the Committee shall be designated as the Director of the Pavilion. The duties and responsibilities of the Director of the pavilion shall be as follows:

- i. Take charge of the exhibits sent, make proper inventory and arrange proper storage.
- ii. Take charge of the stall sufficiently in advance so that proper display could be made.
- iii. Arrange proper display of the exhibits sent.
- iv. Maintain statement of expenditure and render accounts of the funds entrusted to him by the HO supported by duly certified bill and vouchers.
- v. Arrange photographs of the stall, display and visiting dignitaries.
- vi. Maintain visitor's book.
- vii. Arrange screening of film, if asked for.
- viii. Arrange distribution of publicity pamphlets and other materials.
- ix. Make arrangements for providing sales counter in the Board's stall, if the office desires so. In the case of the Officer-in-charge of the exhibitions not being a Showroom Manager/SR staff, the nearest showroom will be authorized to make arrangements for operating a sales counter at the Board's stall in the exhibition and the business transaction at such counter shall be the duty of that showroom staff under the overall control of the officer-in-charge.
- x. Maintain accounts of the sales in the prescribed manner, in case of sales activity is undertaken, as may be specified by Head Office
- xi. Arrange to remit sales proceeds to the Board's account on the following day of such sales.

- xii. Arrange to pay GST or any other taxes, if any, to the authorities concerned before the closure of accounts.
- xiii. Maintain separate stock register of goods on display and those received for sales in the prescribed form.
- xiv. Maintain imprest/petty cash register in the prescribed manner.
- xv. In all types of exhibitions, Zonal Directors and Showroom Managers should place the outcome after the completion of the event.

9. Disposal of Exhibits/Display materials

On conclusion of the fair the exhibits/Display materials shall be disposed of as follows:

- i. The exhibits/ coir goods taken from the Showroom shall be taken back to the Showroom, the goods taken from and returned back to the Showroom shall be intimated to HO along with the report.
- ii. No credit bill shall be raised in the name of Coir Board against the goods taken from the showroom for use in the pavilion, instead the bill against the goods shall be raised in the name of the Manager and the amount met from the advance sanctioned for participation in the fair without deviation from the item wise budget sanctioned.
- iii. Subject to the approval of the Head Office, disposal of the exhibits/display materials at prices not lower than the invoice price on the condition that the items so sold would be delivered only at the close of the exhibition.
- iv. Hand over unsold exhibits/display materials procured out of Board's funds which could not be disposed of as under (i) above, to the Manager of the local showroom of the Board; if any, with instruction to sell them at invoice price as Coir Board property provided the exhibits/display materials are in the opinion of the Manager, saleable through the showroom.
- v. Unsold exhibits/display materials which could not be disposed of as under (i) and (ii) above may be sold at a discount; the quantum of discount being got approved from Head Office prior to such sale.
- vi. Exhibits/display materials which could not be disposed of as norms laid down under clauses (i), (ii) and (iii) above may be disposed of by auction.
- vii. Dispose of coir mats, matting etc., actually used for furnishing the pavilion by public auction at the close of the exhibition. As many parties as possible will be motivated to participate in the auction through propaganda over phone, mail, letters etc. in addition to exhibit a Notice at the fair venue and the nearest offices of the Board. The auction will be held in the presence of the Committee/official authorized for the purpose.

10. General :

All decisions relating to Board's participation in the exhibition shall be taken keeping in view the best interests of Coir Board and in consultation with Head Office, wherever required.

A detailed report on Board's participation in the fair shall be prepared at the close of the exhibition critically analyzing the advantages, disadvantages and evaluating the effectiveness of participation from the point of view of popularization of the products. The worthwhileness of future participations shall also be discussed in the report.

While incurring expenditure, the following guidelines shall strictly be adhered to:

- a. Ascertainment of space rent/rate of space rent levied from other participants from the Government/PSU sector and inclusion of the same in the report on participation.
- b. Observance of procedure while procurement of goods and services required for the exhibition.

Provisions relating to goods and services through Government e-Marketplace (GeM) portal have been made in Rule 149 of GFR 2017. As per this Rules, the procurement of goods and services will be mandatory from goods and services available on GeM.

Ministry of Finance, Government of India has issued General Financial Rules (GFR)2017 replacing GFR2005. Substantial changes have been made in new GFR particularly with regard to procurement of goods and services. In the case of purchase of goods up to the value of Rs.25,000/-, Rule 154 may be invoked along with certificate as below.

"I,....., am personally satisfied that these goods purchased are of the requisite quality and specifications and have been purchased from a reliable supplier at a reasonable price. Recommended for payment of Rs...../-".

Signature
Name & Designation

Further, purchase of goods costing above Rs.25,000 and upto Rs.2.50 lakh on each occasion may be made on the recommendation of a duly constituted Local Purchase Committee, following GFR-155.

Certification to be given by the Local Purchase Committee.

“ Certified that We, , members of the purchase committee are jointly and individually satisfied that the goods recommended for purchases are of the requisite specification and quality, priced at the prevailing market rate and the supplier recommended is reliable and competent to supply the goods in question. Recommended for payment of Rs...../-”.

Signature
Name & Designation

Signature
Name & Designation

Signature
Name & Designation.

In case of procurement of goods and services above Rs. 2.5 lakh, relevant GFR may be followed.

- c. Furnishing of stock entry certification on bills towards purchase of consumables and stock (excluding edible items).
 - d. Deduction of taxes at source, as applicable, and remittance in our TAN under timely intimation to Head Office.
 - e. All payments, except those of petty nature, shall be made through PFMS only. Proper payee's receipt of PFMS shall be obtained.
 - f. Exercising control over expenses and achievement of sales target shall be ensured.
 - g. Auction proceeds shall not be diverted without prior approval. Auction to be conducted under the supervision of a committee against advance notice following relevant GFR.
- iv. The advance sanctioned for participation in the exhibition shall be settled with proper and authenticated statement of expenditure (computer generated) along with duly certified bills/vouchers and cash receipts from the payees and individual certifications wherever required as per provisions rules and regulations in force including these guidelines immediately in any case not later than 15 days after conclusion of the event. A further proposal from the same Manager/ officer shall not be considered for sanction in any circumstances, if he has not furnished the proper settlement of accounts of the earlier one.
- v. Non-settlement of advance by the Director / Officer in charge of the pavilion or the officer to whom the advance is sanctioned and deviation from the guidelines and item wise budget approval will be viewed seriously.
- vi. While furnishing the Report and Settlement of accounts, the Director of the Pavilion shall furnish a video clip of the pavilion in a busy hour along with entrance of the venue as well as important other pavilions for records and ad purpose. This would enable the Board to produce and bring out success stories, web ads, publicity material, brochures etc.
- vii. The Director (Marketing) shall be the Nodal Officer for implementation of these guidelines.
- viii. These guidelines shall come into effect with immediate effect.