

COIR BOARD
(MINISTRY OF AGRO AND RURAL INDUSTRIES, GOVERNMENT OF INDIA)
COIR HOUSE, M.G ROAD, ERNAKULAM, KOCHI-682016, KERALA, INDIA

TRADE CIRCULAR NO. 3 DATED 12-03-2003

COIR BOARD EXTERNAL MARKET DEVELOPMENT ASSISTANCE SCHEME
FOR THE PERIOD 2002-2007

1. ABOUT THE SCHEME

1.1. The Ministry of Agro & Rural Industries, Government of India approved implementation of various Export Market Promotion Programmes for the year 2002-2007. With a view to encourage the small exporters of coir and coir products to undertake promotional measures abroad, Coir Board would be implementing the External Market Development Assistance (EMDA) Scheme for the benefit of exporters of coir and coir products, subject to certain conditions. The programme will be in force during the period 2002-2007.

2. ACTIVITIES COVERED UNDER THE ASSISTANCE SCHEME

2.1. (a) To undertake Sales-Cum-Study Tour, Trade Delegation and Buyer Seller Meets abroad;
(b) For participation in Trade Fair & Exhibition abroad; and
(c) For Publicity through printed materials.

2.2. The assistance under the scheme shall be limited to the fund available for implementation of this scheme under the head Export Market Promotion during the Five Year Plan period 2002-2007. The decision regarding admissibility of assistance, quantum of assistance, availability of fund etc. shall be taken by the Chairman, Coir Board, which shall be final.

3. ELIGIBILITY

3.1. All Exporters of coir and coir products, registered with the Coir Board and having some export with FOB turnover of less than Rs.2 Crores worth coir and coir products in the previous year would be eligible for assistance under the scheme, provided they have not availed the facility from any other source for the same purpose or participated three times in the same exhibition or undertaken sales promotion tour to the same destination for three times with government assistance.

4. PERMISSIBLE LIMIT

1. Sales cum Study Tour, Trade Delegation and Buyer Seller Meet.
2. Participation in Exhibitions abroad.

Maximum three combined events in a financial year i.e. two Sales Tours/Trade Delegation/Buyer Seller Meet and one participation in exhibition or one sales tour etc. and two participation in exhibitions alone will be eligible for assistance.

Assistance for Promotion of Exports to LAC/African Region

In view of the necessity to improve exports to the LAC and African Region Countries, small exporters participating exhibitions/undertaking sales tour to LAC/African countries can also avail assistance for one additional event each i.e. one sales tour and one participation in exhibition over and above the permissible limits specified under Clause 4 above.

5. ELIGIBLE ITEMS OF EXPENDITURE & FUNDING PATTERN

- (1) Sales-cum-Study Tours/Trade Delegation/Buyer Seller Meet:
Permissible on Air Travel Economy Excursion Class and Eurorail – 90% of the fare per tour. The assistance shall be limited to Rs.1.00 lakh to the Manufacturer Exporter and Rs.90,000/- to Merchant Exporter. Maximum assistance for sales tour to LAC and African Region Countries would be Rs.1.10 lakhs for Manufacturer exporter and Rs.1 lakh for Merchant Exporter.
- (2) Participation in Exhibitions: Air Travel Economy Excursion Class – 90% of the air fare and 50% of the space rent per participation. Total assistance of Air fare + Space rent will be limited to Rs.1 lakh to the Manufacturer Exporter and Rs.90,000/- to the merchant exporter. Maximum assistance for participation in exhibitions to LAC and Focus African Countries would be Rs.1.10 lakhs for Manufacturer exporter and Rs.1 lakh for Merchant Exporter.

6. GENERAL CONDITIONS

- (i) The Sales Tour shall be with a minimum of 4 nights stay abroad excluding journey period.
- (ii) Assistance would be permissible for one Regular employee/ Director/ Partner/ Proprietor of a Company for air travel in Economy Excursion Class.
- (iii) A maximum of three Sales-cum-Study Tours to a particular country with Govt. assistance (including past cases) would only be eligible for EMDA.
- (iv) A maximum of three participation in the same exhibition with Govt. assistance (including past cases) alone will be eligible for assistance.
- (v) If any other financial assistance has been received from Coir Board for the same purpose, the assistance already received will be deducted from the eligible EMDA and balance alone will be paid.
- (vi) The application for Coir Board EMDA should be given to the Coir Board at least 14 days before departure from India to attend the exhibition/ Sales Tour. Date of receipt and date of departure will not be taken into account for the calculation of advance notice.
- (vii) The Company shall not have been charged/ debarred/ prosecuted/ blacklisted under the EXIM Policy of the Govt. of India or by the Coir Board.
- (viii) Claims not satisfying any of the conditions are liable to be rejected summarily

7. DOCUMENTATION FOR SALES TOUR/ PARTICIPATION IN FAIR/ EXHIBITIONS ABROAD

- (i) Application in the prescribed format (Annexure-I for Sales Tour and Annexure-II for Fairs/Exhibitions) duly signed and sealed with 14 days clear advance notice as mentioned under general conditions is required to be fulfilled.

- (ii) The applicant have to submit along with the application a self declaration showing the list of Exhibition/Sales cum Study Tour undertaken availing assistance from Coir Board or any other sources during the last 5 years counter signed by the Chartered Accountant of the Company/Applicant. This is applicable for new applicants also.
- (iii) The claim in the prescribed format (Annexure-III for Sales Tour etc. and Annexure IV for Fairs/Exhibitions) has to be submitted immediately after completion of the activity but in any case within 3 months of return to India along with the following documents.
- a. Bill for Payment as per Annexure – V.
 - b. Self Certified copy of SSI Registration or valid Coir Board Industrial Unit Registration Certificate in the case of manufacturer exporters. This alone will be considered as proof for manufacturer exporter.
 - c. Legible copy of passport highlighting the entries about departure and arrival into India and also the countries visited. In case passport does not have arrival/departure dates regarding visits to various countries, documentary evidence such as Hotel Bills, Boarding Pass, Lodging Pass etc. need be submitted.
 - d. Original Ticket Jacket used during the journey. If original jacket is lost a certificate from the concerned Airline (as in Annexure-VI) will be accepted.
 - e. Space Rent receipt/proof of payment in Original or Bank Certificate towards remittance of space rent.
 - f. Report on result achieved
 - g. Pre-Receipt (Annexure-VII)
 - h. A declaration by the applicant as in the format of application.

ASSISTANCE FOR PRODUCTION OF PUBLICITY MATERIALS

With a view to encourage the exporters to undertake product promotion through production of product brochures/catalogue for use abroad during sales tour/participation in fairs and exhibitions etc., the exporters of coir could be assisted under the Coir Board External Market Development Assistance Scheme @ 25% of the total approval cost, subject to an upper ceiling of Rs.15,000/-. This would be subject to meeting the following conditions.

1. The Assistance would be extended only for the production of exclusive catalogues on coir and coir products.
2. Assistance would be provided once in a financial year.
3. The exporter should intimate his intention for producing brochure/ catalogue in writing along with a dummy catalogue at least 10 days in advance of undertaking the activity excluding the date of receipt of application and date of catalogue/brochure.
4. Coir Board shall acknowledge and intimate approval or otherwise of the application.
5. Quotation from a minimum of three printers is to be obtained and submitted along with the claim. Assistance will however be allowed on the lowest quotation, subject to the upper ceiling mentioned above.

6. The company shall not be under investigation/ charged/ prosecuted/ debarred/blacklisted under EXIM policy or by the Coir Board.
7. Maximum assistance shall be limited to Rs.15,000/- in a financial year.
8. The claim in the prescribed format along with a copy of the brochure/ catalogue (self certified), copies of quotations from printers (Minimum three – self certified), self certified copy of the invoice, self certified copy of receipt/bank advise evidencing payment, pre-stamped receipt, declaration etc. in the prescribed format (Annexure VIII) shall be submitted immediately after completion of the activity.
9. Claim form received after three months of the production of publicity materials or deficiencies not fully rectified within 30 days of the date of directions given would not be entertained.
10. The reimbursement of the claim shall be subject to availability of funds allotted by the Government of India for implementation of the Scheme.
11. The Chairman, Coir Board reserves the right to accept or reject any claim.

(sd/-)
CHAIRMAN (I/C)

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To

All registered Exporters
Four Coir Exporters' Associations
Co-ordination Committee of Coir Exporters' Associations
Coir News.