



कयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of MS&ME, Govt. of India)

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GUIDELINES ON COIR UDYAMI YOJANA – A CENTRAL SECTOR SCHEME

1. The Scheme

Government of India has approved the continuation of the credit linked subsidy scheme called Rejuvenation, Modernization and Technology Upgradation of the Coir Industry (renamed as Coir Udyami Yojana) to facilitate sustainable development of the Coir Industry in the country. This will in turn generate more employment opportunities especially for women and the weaker sections of people in rural areas. Coir Udyami Yojana will be a Central Sector Scheme to be administered by the Ministry of Micro, Small and Medium Enterprises. The Scheme will be implemented by Coir Board a statutory organization under the Ministry of MSME as the Nodal Agency at the national level. At the State level the scheme will be implemented through Board's Regional Offices, Sub Regional Offices, Coir Mark Scheme Office and District Industries Centres, Coir Project Offices, Banks and such other offices. The Government subsidy under the scheme released to Coir Board will be routed through the identified banks for eventual distribution to the beneficiaries/entrepreneurs in their bank accounts. The Implementing Agencies viz. Coir Board Offices, DIC, Coir Project Offices etc will associate with reputed Non Governmental Organizations (NGOs)/reputed Autonomous Institutions/National Small Industries Corporation/Panchayathi Raj Institutions and other relevant bodies in the implementation of the Scheme especially in the area of identification of beneficiaries, area of specific viable projects and providing training in Entrepreneurship Development, verification of units established under the Scheme.

2. Objectives of the Scheme

The main objectives of the scheme are as under:

- (i) To modernize Coir Industry by adoption of modern technology in production and processing of coir and coir products;
- (ii) Upgradation of the production and processing technology for improving the productivity, quality and product diversification;
- (iii) To increase the efficiency and productivity for enhancing the earnings of the workers engaged in the sector;
- (iv) To enhance the utilization of coconut husk and for increasing the production of coir fibre and coir products;
- (v) To generate employment in the rural areas of the coconut producing States/Union Territories;

- (vi) To provide more employment opportunities for women in the rural sector for gender empowerment;
- (vii) To enhance the socio-economic conditions of the producers/workers engaged in the industry;
- (viii) To contribute to inclusive growth of vulnerable sections of beneficiaries especially those belonging to Scheduled Castes (SC), Scheduled Tribes (ST) and North Eastern Region (NER);
- (ix) To give sufficient training to the rural youth of the coconut producing States with an eye on attracting them to the fold of coir sector.
- (x) To provide backward/forward linkages to the unit holders to whom assistance is given under the Scheme.

3. Quantum and Nature of Financial Assistance

Level of funding under Coir Udyami Yojana

Beneficiary's contribution (of Project Cost)	Bank credit	Rate of Subsidy (of project cost)
5%	55%	40%

Note: Maximum admissible cost of the project is Rs.10 lakhs plus working capital, which shall not exceed 25% of the project cost. The banks shall consider composite loan instead of term loan to cater to the working capital requirements also. This should be exclusive of Rs.10 lakhs limit proposed. However, subsidy will be computed excluding working capital component.

4. Eligibility conditions of the Beneficiaries

- i) Any individual above 18 years of age with Indian Citizenship.
- ii) There will be no income ceiling for assistance for setting up of project under Coir Udyami Yojana.
- iii) Assistance under the Scheme is only available for projects for the production of coir fibre /yarn/products etc. coming under coir sector.
- iv) Assistance under the Scheme will be made available to individuals, Companies, Self Help Groups, Non Governmental Organizations, Institutions registered under Societies Registration Act 1860, Production Co-operative Societies, Joint Liability Groups and Charitable Trust. However the units that have already availed Govt. subsidy under any other Scheme of Govt. of India or State Govt. for the same purpose are not eligible to claim subsidy under the scheme.

4.1. Other eligibility conditions

- i) Certified copy of the caste/community certificate issued by the competent authority in the case of other special categories, is required to be produced by the beneficiary along with the application form.
- ii) A certified copy of the bye laws of the institution is required to be appended along with the application wherever necessary
- iii) The project cost will include capital expenditure ie. Building and Machinery.
- iv) The applicants will have the option to include one cycle of working capital also in the project proposal. However the working capital will not be considered for subsidy. The bank can consider approval of the project and loan shall be given to the working capital also without considering any grant for the same. The loan for working capital shall be sanctioned and released only after setting up of the unit. In no case the working capital included in the project shall exceed more than 25% of the project cost.
- v) If the beneficiary is already having the workshed the component of required machinery will alone constitute the project cost as per the scheme.

Note: Only one person from one family is eligible for obtaining financial assistance for setting up of projects under Coir Udyami Yojana. The ‘family’ includes self and spouse.

5. Implementing Agency

5.1 The Scheme will be implemented by **Coir Board, Coir House, MG Road, Kochi – 682016**, a statutory body under Ministry of MSME which will be a single Nodal Agency at the national level. At the state level the Scheme will be implemented through the Field Offices of the Board viz. Regional Offices / Sub Regional Offices / Coir Mark Scheme Office / Showroom & Sales Depots. The Regional Offices will coordinate with State District Industries Centres, Coir Project Offices, Panchayati Raj Intuitions and other NGOs of repute and such others for the identification of the beneficiaries under the Scheme.

5.2 The technical interventions, wherever necessary, will be provided by Central Coir Research Institute (CCRI), Kalavoor and Central Institute of Coir Technology (CICT), Bangalore and other institutions engaged in development and promotion of the Coir Sector. The Scheme will be regularly monitored by the Ministry of Micro, Small and Medium Enterprises.

5.3 Nodal Agencies

The details of other agencies to be associated as Nodal Agencies in the implementation of Coir Udyami Yojana are as under:

- i) Field Offices of Coir Board viz. Regional Offices / Sub Regional Offices / Coir Mark Scheme Office / Showroom and Sales Depots and all other sub offices of the Coir Board situated in different parts of the country.
- ii) District Industries Centres of all State Governments and State owned Coir Fed/Coir Corporations.

- iii) Banks
- iv) Panchayati Raj Institutions
- v) NGOs run by persons having adequate experience and expertise in Project Consultancy in Small Agro & Rural Industrial Promotion and Technical Consultancy Services, Rural Development, Social Welfare having requisite infrastructure and manpower and capable of reaching village and taluk level in the State or Districts. NGOs should have been funded by State or National Level Government Agency for any of its programmes in the preceding 3 years period.

6. Financial Institutions

- i) All the Scheduled Commercial Banks listed in the 2nd schedule of the RBI Act
- ii) All Regional Rural Banks
- iii) Co-operative Banks who are Member Lending Institutions (MLIs) of the Credit Guarantee Trust Fund for MSME as well as through SC/ST/OBC Finance and Development Corporations.

7. Identification of Beneficiaries

The identification of beneficiaries at different regions will be done by a committee consisting of representatives of the Coir Board, DIC, Coir Project Office, Banks, Panchayati Raj Institutions etc. The committee will be headed by the Industries Commissioner / Director of Industries / Officer-in-charge of coir activities in the State. The Banks, DICs, Project Offices, Panchayati Raj Institutions will refer the applications to the Selection Committee Convenor, who is the Officer-in-charge of the respective Coir Board Field Offices, for its consideration. Cases of inflated costing on machinery/building and other elements of a project with a view to availing higher amount of subsidy will not be allowed and such applications will be summarily rejected or the committee will have the authority to consider such applications by reducing the cost of the project. The selection process should be a thorough, transparent, objective, just and fair process and the names of the selected application by the committee will be displayed in the website of the Coir Board.

8. Bank Finance

8.1 Once the application is received by the Bank, the Bank shall intimate the sanction or otherwise to the beneficiary and Coir Board within sixty (60) calendar days. Detailed grounds for rejection shall be recorded and intimated to the Coir Board and beneficiary and also maintained in the Nodal Branches of the Banks.

8.2 Margin Money (subsidy) in advance based on the sanction received will be placed lump sum deposit in the name of Coir Board with the Nodal Branch of the Implementing Banks in each State for release of Margin Money (subsidy).

8.3 The Bank will sanction 95% of the project cost after adjusting 5% beneficiary contribution deposited and disburse full amount of project cost including the beneficiary

contribution in installments for setting up of the project.

8.4 The beneficiary shall deposit his contribution to the concerned bank within 30 days of the receipt of a copy of the sanction letter from the bank.

8.5 The Bank through its financing branch shall release 1st installment of loan to the beneficiary within 30 days of receipt of beneficiary contribution.

8.6 The Banks will finance Capital Expenditure in the form of Term Loan and Working Capital in the form of Cash Credit. Projects can also be financed by the Bank in the form of composite loan consisting of Capital Expenditure and Working Capital. The amount of Bank Credit will be 55% of the total project cost after deducting 40% of Margin Money (subsidy) and owner's contribution of 5% from beneficiaries.

8.7 The Banks shall consider Composite Loan instead of Term Loan to cater to the Working Capital requirements also. This should be exclusive of Rs.10 lakhs project cost limit proposed. The Working Capital shall not exceed 25% of the project cost. No Subsidy will be paid by the Board for Working Capital component.

8.8 The eligible subsidy for the approved project will be released by the Nodal Bank after receiving the official confirmation from the Implementing Bank that 1st instalment of the loan has been released to a particular beneficiary based on the projections of Capital Expenditure in the project report. The Banks will not be charging interest on the loan to the extent of subsidy amount from the total loan. Though banks will claim subsidy on the basis of projections of Capital Expenditure in the project report and sanction thereof, subsidy proportionate on the actual availment of Capital Expenditure will be retained and excess, if any, will be refunded to Coir Board, immediately after the project is ready for commencement of production.

8.9 The entire assets created under the scheme shall be insured by the beneficiaries.

9. Rate of Interest and Repayment Schedule

9.1 Rate of interest chargeable for the loans shall be at par with base rate. Repayment schedule may not exceed 7 years after an initial moratorium as may be prescribed by the concerned Bank/financial institution so as to enable the beneficiaries to complete this project.

9.2 The loan would be covered under Credit Guarantee Trust Fund Scheme under the O/o the Development Commissioner, Ministry of MSME. The guarantee fee for the coverage will be borne by the beneficiary or the Bank. The term loan would be without collateral / third party guarantee and under no circumstances such documents should be insisted upon by the banks.

10. Modalities of the operation of the Scheme

10.1 The project proposal will be invited by Coir Board from potential beneficiaries at State level through advertisement, Press, Radio and other multimedia and through DICs at periodical intervals. The Scheme will also be advertised / publicised through Panchayati Raj Institutions which will also assist in identification of beneficiaries.

10.2 The applications under the Scheme can be collected from Coir Board Offices, District Industries Centres, Coir Project Offices, Panchayati Raj Institutions and the Nodal Agencies approved by the Board for this purpose. The forms can also be downloaded from the Coir Board website and have to be submitted directly to the Coir Board Field Offices or through the DICs.

10.3 The applications received by the DICs will be referred to the Field Offices of the Coir Board. The Officer-in-charge of the following Field Offices are authorized for receiving the applications from the DICs coming under their jurisdiction.

Authorized Office	Jurisdiction
Coir Board Regional Office, Door No.103, Vallalar Street, Venkatesha Colony, Pollachi - 642001 Tel/Fax : 04259-222450	Tamil Nadu, Andaman & Nicobar Islands, Pondicherry
Coir Board Regional Office, Swaraj Nagar.A.C. Gardens Rajahmundry-533 101 Phone:0883-24320196	Andhra Pradesh
Coir Board Regional Office, Near Attingal Municipal Town Hall, Attingal.P.O. Trivandrum - 695 101. Phone: 0470-2628624	Thiruvananthapuram, Kollam and Pathanamthitta Districts in Kerala
Coir Board Regional Office, No. 3A, Peenya Industrial Area, Near TVS Cross, Peenya, Bangalore - 560 058 Phone : 080 - 28375023	Karnataka, Maharashtra, Goa and Gujarat.
Coir Board Regional Office, Jagamara (Udyogpuri), P.O.Khandagiri, Bhubaneswar-751 030, Odisha, Phone:0674-2350078	Odisha, Bihar and Jharkhand
Coir Board Sub Regional Office, New Secretariat Building, C-Block, Ground Floor, 1 Kiran Sankar Roy Road, Kolkata-700 001 Phone:033-22625735	West Bengal
Coir Board Sub Regional Office, ASIDC Complex, Bhamuni Maidan, Guwahati-781022 Phone:0361-2556828	North Eastern Region
Office of the Coir Mark Scheme, Ababeel Complex, 1 st Floor, Near SBT Main Branch, CCSB Road Alleppey - 688 011 Phone: 0477 - 2254325	Lakshadweep, all Districts of Kerala except Thiruvananthapuram, Kollam and Pathanamthitta.
Coir Board Public Relation Office, Rajiv Gandhi Handicrafts Bhavan, II nd Floor, Baba Khadag Singh Marg, Cannought Place, New Delhi-110 001, Phone : 011- 23341388, 23747766	New Delhi, Uttar Pradesh, Jammu, Punjab, Chandigarh and other Northern States

10.4 The applications received will be referred to the Regional Level Selection Committee for its consideration. A Regional Level Selection Committee, consisting of the following members, will be set up to scrutinize the applications received by it.

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| i) | Industries Commissioner / Director of Industries /
Officer-in-charge of coir activities in the State | - Chairman |
| ii) | Lead Bank Manager / SLBC Nominee | - Member |
| iii) | Representatives (one each) from 3 major Banks
operating in the region | - Member |
| iv) | One representative of SC/ST Corporation | - Member |
| v) | Representatives of Zilla Panchayat | - Member |
| vi) | General Manager, DIC | - Member |
| vii) | One nominee of the State Industries Department of each
State of the region | - Member |
| viii) | Officer-in-charge of the Field Office of Coir Board | - Convenor |

The venue may be the District Head Quarters where the Field Office of the Coir Board is located or at the place where the office of the Committee Chairman is located, whichever is convenient to the Chairman of the Committee.

10.5 The Regional Level Selection Committee will also review the status of the applications already forwarded to the Banks. Once the application is received by the Bank, the Bank shall intimate the sanction or otherwise to the beneficiary and Coir Board Field Office within sixty (60) calendar days.

10.6 A Evaluation and Steering Committee under the chairmanship of the Chairman, Coir Board will review the implementation of the Scheme on all India basis. The Committee will meet as and when required according to the convenience of the Chairman, Coir Board. The committee will be consisting of the following:

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| i) | Chairman, Coir Board | - Chairman |
| ii) | Secretary, Coir Board | - Member |
| iii) | Representatives of SLBC / Lead Bank /
Implementing Banks | - Member |
| iv) | Representative from State Government | - Member |
| v) | Representatives from Coir Industry/Coir
Machinery Manufacturers | - Member |
| vi) | Joint Director (Plg.), Coir Board | - Convenor |

11. Criteria for selection of Beneficiary

- i) The selection of beneficiary will be done on merit on 'first-come-first-served' basis.
- ii) Entrepreneurship Development Programme will be mandatory for all beneficiaries of the

- Coir Udyami Yojana. The applicants shall undergo EDP training either before submitting the application under Coir Udyami Yojana or after submitting the application but before the Regional Level Selection Committee recommends the applicants to the Bank. A certificate to the effect that the beneficiary has undergone the training has to be enclosed along with the application while it is recommending to the banks for consideration.
- iii) The Officer-in-charge of the Field Office of the Coir Board will scrutinize the applications and the applications which are complete in all respects will be placed before the Regional Level Selection Committee.
 - iv) The Regional Level Selection Committee will scrutinize the application based on experience, skill and viability of the projects and also interview the applicants to assess their knowledge about the proposed project, aptitude, interest, skill and entrepreneurship abilities, market available, sincerity to repay and make the proposed project success.
 - v) Thereafter the selected applications will be forwarded to the Banks.
 - vi) The banks will take their own decision on the basis of the viability of each project. No collateral securities will be insisted by the banks in line with the guidelines of RBI for projects covered under CGTF Scheme.
 - vii) If the applications are rejected by the Bank, the reasons for rejection shall be furnished by the banks in writing to the Coir Board Field Office and the applicants concerned.

Fund Flow Mechanism:

The release of funds to the banks will be in the following manner

- a) Government of India will provide the funds under the Coir Udyami Yojana to the Coir Board.
- b) Once the application is approved by the bank, the bank shall intimate the approval to the beneficiary and Coir Board. On receipt of sanction from the bank the eligible Government Grant for the approved project will be deposited by Coir Board with that bank. Banks will take their own credit decisions on the basis of viability of each project. They will appraise the projects both technically and economically for ensuring the investment actually warranted by their own mechanism.
- c) Margin Money (subsidy) in advance based on the sanction received will be placed lump sum deposit in the name of Coir Board with the Nodal Bank in each State for release of Margin Money (subsidy).
- d) The beneficiary shall deposit his quantum of investment (beneficiary contribution) necessary for the purpose to the concerned bank. This should be done by the beneficiary within 30 days of the receipt of letter from the bank confirming sanction of his loan.
- e) The bank shall release term loan to the beneficiary within 30 days of receipt of Margin Money (subsidy) from Coir Board.

f) The Margin Money (subsidy) on the actual investment in terms of capital expenditure only will be retained and excess, if any shall be refunded to Coir Board immediately after the project is ready for commencement of production.

g) The project shall be completed within 6 months from the release of term loan by the bank.

h) The loan would be covered under the CGTF Scheme under O/o. Development Commissioner, Ministry of MSME. The guarantee fee for the coverage will be borne by the beneficiary or the bank. No collateral / third party guarantee will be required for the loans.

i) Coir Board will carry out the important task envisaged in the forward and backward linkages including e-tracking, web management, publicity, physical verification of units, organizing training programme, awareness workshops etc.

viii) The Regional Level Selection Committee shall hold quarterly meeting with the banks to review the status of the project proposals. Wherever the projects were rejected, shortcomings / reasons shall be furnished by the banks to the Coir Board and applicants concerned.

ix) Since the bank representatives will also a member of the Selection Committee it needs to be ensured that maximum number of projects, cleared by the Selection Committee is sanctioned by the banks. The selection committee will also review the performance of the banks and the loan recovery and repayment status in the quarterly review meetings.

x) Once the project proposals are received by the Coir Board Field Office the details of such proposals are to be fed in the web based application tracking system with a unique registration number for each beneficiary to enable the entrepreneurs to track their application status at any point of time.

xi) Till such time the e-tracking system will be fully operational (for which detailed guidelines should be issued by Coir Board separately to the Field Offices). This aggregated data in respect of progress of each application assistance availed by beneficiaries belonging to special categories (category wise), employment details etc. will be maintained by the Field Offices and data will be reconciled by Coir Board Head Office. The status of reconciliation will also be reviewed by the Selection Committee in the Selection Committee meetings and by Chairman, Coir Board in the review meetings.

xii) First installment of the loan will be released to the beneficiary only after the EDP training specially designed by Coir Board for the purpose which will be organized by its Field Offices.

xiii) The details of the sanction received from the Banks will be reported to the Coir Board Head Office by the Field Offices and Head Office will deposit lump sum subsidy in the Savings Bank Account in the name of Coir Board in the Nodal Bank of the respective Bank.

- xiv) The beneficiary shall deposit his contribution to the concerned bank within 30 days of the receipt of a copy of the sanction letter from the bank.
- xv) The eligible subsidy for the approved project will be released by the Nodal Bank after receiving the official confirmation from the Implementing Bank that 1st installment of the loan has been released to a particular beneficiary based on the projections of Capital Expenditure in the project report. The Banks will not be charging interest on the loan to the extent of subsidy amount from the total loan. Though banks will claim subsidy on the basis of projections of Capital Expenditure in the project report and sanction thereof, subsidy proportionate on the actual avilment of Capital Expenditure will be retained and excess, if any, will be refunded to Coir Board, immediately after the project is ready for commencement of production. Though the subsidy will be released by the designated Nodal Branch of the bank, Coir Board will be the final authority to accept or reject a project / claim based on the parameters of the scheme. Detailed grounds for rejection shall be recorded and maintained by Coir Board.
- xvi) Once the Margin Money (subsidy) is released in favour of the beneficiary, it should be kept in the Term Deposit Receipt of two years at branch level in the name of the beneficiary. No interest will be paid on the TDR and no interest will be charged on loan to the corresponding amount of TDR.
- xvii) Since the Margin Money (subsidy) is to be provided in the form of subsidy (grant), it will be credited to the beneficiary's loan account after two years from the date of first disbursement to the beneficiary, by the Bank.
- xviii) In case any recovery is effected subsequently by the Bank from any source whatsoever, such recovery will be utilized by the Bank for liquidating their outstanding dues first.
- xix) Margin Money (subsidy) will be 'one time assistance', from Government. For any enhancement of credit limit or for expansion/modernization of the project, Margin Money (subsidy) assistance is not available.
- xx) Bank has to obtain an undertaking from the beneficiary before the release of Term Loan that, in the event of objection (recorded and communicated in writing) by Coir Board, the beneficiary will refund the Margin Money (subsidy) kept in the TDR or released after two years period.
- xxi) Banks / Coir Board have to ensure that each beneficiary prominently displays the following sign-board at the main entrance of his project site:

<p>.....(Unit Name)</p> <p>Financed by(Bank), District Name</p> <p>Under</p> <p>Coir Udyami Yojana of Coir Board</p> <p>(Ministry of MSME, Govt. of India)</p>
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(subsidy claim will be submitted by the Financing Branch of the Bank to the designated Nodal Branch at the earliest possible time).

- xxii) The Nodal Branch shall, on a quarterly basis, render accounts to the Coir Board on reconciliation of the lump sum Margin Money (subsidy) placed with them indicating the branch wise details of number of units assisted, investment accrued, Margin Money (subsidy) admissible, Margin Money (subsidy) refund due to Coir Board etc. The consolidated statement (beneficiary wise) shall be supported by the loanee wise details furnished by each branch.
- xxiii) Final adjustment of subsidy will be made only after updated photograph of the unit along with the beneficiary has been uploaded on the e-tracking system after joint physical verification by the Coir Board and Bank.

12. Machinery

The coir machinery/accessories purchased from manufacturer must comply with the standards set up by the Coir Board from time to time. Since beneficiaries are facing power shortage under the project they have the option to consider purchase of generator with reasonable capacity for working the coir machinery in order to get full utilization of the machinery purchased.

13. Entrepreneurship Development Programme (EDP)

13.1 The objective of EDP is to provide orientation and awareness pertaining to various managerial and operational functions like finance, production, marketing, enterprise management, banking formalities, book keeping etc. The EDP will be conducted by Coir Board either directly or through the nodal agencies approved by the Coir Board or Ministry of MSME, Rural Development and Self Employment Training Institutes (RUDSETI) reputed NGOs, and other organizations / institutions, identified by Coir Board from time to time. The duration of the EDP shall be 5 days. EDP will be mandatory for all Coir Udyami Yojana beneficiaries.

13.2 **Budget for EDP Charges to the Training Centres :** An amount of Rs.2000/- per trainee for a period of 5 days towards course material, honorarium to guest speakers etc. is admissible under the Scheme. Coir Board will reimburse the expenditure to the training centres / institutes chosen for the purpose.

13.3 Reputed NGOs/organizations will also be identified for extending handholding support

to the beneficiaries for availing the loan from the Banks under the scheme and setting up of the units.

14. Physical Verification of Coir Udyami Yojana Units

100% physical verification of the actual establishment and working status of each of the units, set up under Coir Udyami Yojana, will be done by Coir Board through the agencies of State Government and / or, if necessary by outsourcing the work to professional institutes / agencies having expertise in this area, following the prescribed procedures as per General Financial Rules (GFR) of Government of India. Banks will coordinate and assist Coir Board in ensuring 100% physical verification. A suitable proforma will be designed by Coir Board for such physical verification of units. Quarterly reports, in the prescribed format will be submitted by Coir Board to the Ministry of MSME.

15. Awareness Camps

15.1 Coir Board will organize awareness camps in the coconut producing states to popularize Coir Udyami Yojana and to educate potential beneficiaries about the Scheme. The awareness camps will involve participation from the men and women, engaged in coir sector, with special focus on special category i.e, SC, ST, OBC, Minorities, Women etc. The requisite information / details in this regard will be obtained by Coir Board from DICs, State Level organizations like SC/ST Corporation, reputed NGOs, Nodal Agencies etc. From the awareness camp the beneficiaries will be short listed and sent for training.

15.2 Mandatory activities to be undertaken in the awareness camps

- i) Publicity through banners, posters and press advertisements in local newspapers etc.
- ii) Presentation of the Scheme by Coir Board officials
- iii) Presentation by Lead Bank of the area
- iv) Presentation by the successful Coir Udyami Yojana entrepreneurs
- v) Press Conference
- vi) Collection of data from the potential beneficiaries which will include information like profile of beneficiary, skill possessed, background and qualification, experience, project interested etc.
- vi) A shelf of projects in coir activities prepared by Coir Board will be circulated for consideration under Coir Udyami Yojana to the implementing offices of the Board, Banks, DICs etc. Further inclusion of the projects will also be made by the Board in consultation with DICs, Banks, other stakeholders etc. Beneficiary will also have the freedom to prepare coir projects as per their requirements. The projects prepared by the beneficiaries will be considered after analyzing the viability of the project.
- viii) Marketing support for the products of Coir Udyami Yojana units through the marketing outlets of Coir Board may be provided as far as possible. Coir Board reserves the right to provide such support based on quality, pricing and other parameters from time to time.

16. Execution of a Bond

- 16.1 The beneficiary availing of the grant under the scheme shall not mortgage the assets except to the financial institutions from which he might have taken the loan for establishing the unit.
- 16.2 No transfer of assets, partially or wholly, which are obtained pursuant to the grant of approval under the scheme can be transferred, mortgaged, or sold under any circumstances.
- 16.3 The beneficiary availing the grant will have to execute a bond with the Coir Board, Kochi to the effect that:
- 16.3.1. The machinery/equipment will be maintained properly
 - 16.3.2. Will be used for running coir unit
 - 16.3.3. Will not be shifted from the premises
 - 16.3.4. Will not be disposed off without the prior approval of the Coir Board
 - 16.3.5. Will be insured for an amount not less than the amount of grant granted by the Coir Board.
 - 16.3.6. Make available the unit at any time for inspection by the officers of the Coir Board or officers of the Government of the State in which the unit is located.
 - 16.3.7. Operate the unit for a minimum of 5 years
 - 16.3.8. Abide by any/all the instruction issued by Coir Board, Central and State Governments in regard to the working of the unit, from time to time.
 - 16.3.9. If the conditions laid down are violated in any manner, the beneficiary is liable to repay the entire amount of assistance with interest as may be applicable at the rate decided by the Coir Board, failing which action will be taken against the defaulters.
- 16.4 The beneficiary seeking the grant under the scheme should make available to the committee all relevant records relating to the construction of the shed, and purchase of machinery so as to enable it to determine the quantum of grant admissible.
- 16.5 The grant received under the scheme would be recovered from the beneficiary
- 16.5.1 Where the assistance under the scheme has been obtained by fraudulent misrepresentation as to the essential facts or by furnishing false information;
 - 16.5.2 Where the unit goes out of production within 5 years from the date of commencement of production except in case where the unit remains out of production for short period extending to a maximum of 6 months due to reasons beyond its control.

17. Marketing Support Assistance to the beneficiaries of Coir Udyami Yojana

- 17.1 With a view to provide handholding support towards the marketing efforts of the Coir

Udyami Yojana beneficiaries the following interventions will be made out of the allocation of Rs.10 Crores earmarked for the purpose.

- a) Providing financial assistance for establishing Marketing Consortium of Coir Udyami Yojana beneficiaries. The assistance will be disbursed towards reimbursement of expenditure incurred for formation of the Consortium, the fee paid to the Consultant engaged for forming Consortium, the expenses towards registration of the Consortium and the preliminary expenses thereof. The ceiling of assistance will be Rs.1.00 lakh per Consortium based on the claims supported by the statement of expenditure certified by the Chartered Accountant.
- b) Reimbursement of expenditure incurred for participation in fairs/exhibitions towards space rent, to and fro transportation of goods and travel expenses of the functionaries of the Consortium limited to sleeper class charges by rail between places connected with rail or actual bus fare whichever is less for two persons. This assistance will be limited to a maximum of 5 fairs a year and will be admissible during the initial 5 years after commencement of marketing activity by the Marketing Consortium. The claims will be supported with the statement of accounts of expenditure and sales made duly certified by the Chartered Accountant.
- c) The Marketing Consortium will be permitted to hire spaces in the showrooms of other parties / depots for exhibiting / selling their products. 50% of the rent provided to the owner of the Showroom / Sales Centre will be reimbursed under the scheme. The claims in this regard shall be supported with copies of the agreement with the shop owner / showroom owner together with statement of accounts, copies of rent receipt certified by the Chartered Accountant. This assistance will be provided upto a maximum of 25 cases of hiring premises in respect of one Consortium and upto 5 years after commencement of activity.
- d) The Consortiums will be eligible for assistance for hiring premises for office showroom and godown for its functioning and for employment of personnel for managing the office as under for a period of 5 years after its establishment.
 - i) Reimbursement of rent of office showroom and godown subject to a ceiling of 1000 Sq. Ft. area. The assistance will be subject to a upper ceiling of Rs.25/- per Sq.Ft. to be disbursed as follows:

First year	-	75%
Second Year	-	50%
Third Year	-	40%
Fourth Year	-	25%
Fifth Year	-	10%
 - ii) Reimbursement of salary of personnel employed in the Consortium
 - a) One Manager subject to a ceiling of Rs.5,000/- per month

- b) One Accounts Clerk subject to a ceiling of Rs.3,000/- per month
The claims will have to be supported with statement of accounts certified by the Chartered Accountant.

17.2 All the assistance under the Marketing Support Assistance to the beneficiaries of Coir Udyami Yojana will be reimbursed to the Consortiums based on their claims to the bank account opened in the name of the Consortium.

17.3 The Marketing Support Assistance will be however subject to the budgetary outlays and availability of funds for a particular year.

17.4 The claims shall be submitted by the beneficiary on a quarterly basis.

18. List of documents to be submitted by the Applicant

Sl.No.	Documents
1	Prescribed Application Form for Scheme assistance
2	Copy of Title Deed of the property on which the unit is proposed to be set up/already located
3	Proof of Coir Industry experience
4	Proof of training availed from Coir Board
5	Machineries proposed to be purchased along with Invoice
6	Industrial Establishment Certificate issued by DIC
7	Plan & Estimate for construction of workshed duly certified by Chartered Engineer
8	Project Profile of the proposed project
9	In case of SC/ST, copy of Caste Certificate
10	Any other supporting documents
