



COIR BOARD

(Ministry of M.S.M.E., Govt. of India)
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Trade Circular No. 37 dated 11.02.2009

REVISED SCHEME FOR EXTERNAL MARKET DEVELOPMENT ASSISTANCE

The trade is already aware, Coir Board with the approval of Ministry of Micro, Small and Medium Enterprises, Govt. of India is implementing various export promotion programmes during the current Five Year Plan period (2007-08 to 2010-2011). One of the schemes is for providing External Market Development Assistance to encourage the small scale exporters to enter global market and to expand the export of Indian coir products.

1. **ACTIVITIES COVERED FOR ASSISTANCE UNDER THE SCHEME**

- (a) To undertake/ participate in Buyer Seller Meet/, Trade Delegation/ Sales-cum-Study Tour, abroad;
- (b) For participation in Trade Fairs & Exhibitions abroad; and
- (c) For Publicity through printed materials

2. The assistance under the scheme shall be limited to the funds available for implementation of this scheme under the head Export Market Promotion during the XI Five Year Plan period 2007-08 to 2010-11. 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**

All Exporters with FOB turnover of less than Rs. 2 Crore worth coir and coir products in the previous year and Entrepreneurs of coir and coir products, registered with the Coir Board, 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, 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.

5. ELIGIBLE ITEMS OF EXPENDITURE & FUNDING PATTERN

Sl. No.	Item	Norms / Scale of assistance
A. Participation in Exhibitions		
1.	Space Rent	Upto 50% of the space rent actually paid. In case of women entrepreneurs/SC&ST entrepreneurs and entrepreneurs from North Eastern Regions upto 100%.
2.	Travel Expenses	Upto 75% of the airfare by economy class or train fare, as case may be. In case of women entrepreneurs/ SC&ST entrepreneurs and entrepreneurs from North Eastern Region, upto 100% of the airfare by economy class or train fare actually paid.
Maximum Ceiling - Assistance for space rent and travel expenses for each participating entrepreneur / unit would be limited to Rs. 1.25 lakh		
B. Buyer - Seller Meet / Trade Delegation / Sales cum Study Tour		
Air Travel Economy Excursion Class and Euro Rail - 90% of the air fare per tour, subject to an upper limit of Rs. 75,000/- to all registered exporters of all regions.		
C. Production of publicity material		
25% of the total approved cost of product brochures / catalogue for use abroad during sales tour / participation in fairs, exhibitions, etc. subject to an upper ceiling of Rs.15,000/-		

6. GENERAL CONDITIONS

- (1) Assistance would be permissible for one Regular employee/Director/Partner/ Proprietor of a company for air travel in Economy Excursion Class.
- (2) A maximum of three participations in a particular event (including past cases) would only be eligible for assistance under the EMDA Scheme.
- (3) Depending upon the budget available, Coir Board should take four or more entrepreneurs/exporters to the exhibition. It should be ensured that the best quality products are displayed in the international exhibitions/fairs.
- (4) Adequate representation would be given to SC/ST/ Minority/Women/ entrepreneurs /exporters in such international fairs and exhibitions, subject to the condition that best products would be showcased.
- (5) While selecting entrepreneurs/exporters priority should be given to those persons who have not participated in such events earlier.
- (6) 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.
- (7) 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 of application in Coir Board and date of departure from India will be excluded for the calculation of advance notice.
- (8) The Company shall not have been charged/debarred/prosecuted/blacklisted under the Exim Policy of the Government of India or by the Coir Board.
- (9) The Sales Tour shall be with a minimum of 4 nights stay abroad excluding journey period.
- (10) Claims not satisfying any of the conditions are liable to be rejected summarily.

7. DOCUMENTATION FOR BUYER SELLER MEET/TRADE DELEGATION/SALES-

(1) Application in the prescribed format (Annexure - I for Buyer Seller Meet/Trade Delegation and 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.

(2) The applicant have to submit along with the application a self declaration showing the list of Exhibitions/ Buyer Seller Meet/ Sales cum Study Tour undertaken availing assistance from Coir Board or any other Government sources during the last 5 years counter signed by the Chartered Accountant. This is applicable for new applicants also.

(3) The claim in the prescribed format (Annexure-III for Buyer Seller Meet/Sales Tour etc. 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. The merchant exporter should furnish a self certification stating that their purchases of export goods have been made from the small scale manufacturers. (The details of the small scale manufacturers should be given).
- d. Community certificate issued by an Officer not below the rank of Tahasildar in the case of SC/ST beneficiaries.
- e. 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.
- f. 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.
- g. Space Rent receipt / proof of payment in Original or Bank Certificate towards remittance of space rent.
- h. Report on results achieved
- i. Pre-Receipt (Annexure-VII)

8. 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 the sales tour/participation in fairs and exhibitions etc., the exporters of coir would be assisted under the Coir Board External Market Development Assistance Scheme @ 25% of the total approved 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 release of catalogue / brochure.
4. The production of catalogue should be for release in any of the event abroad in which the applicant participates.
5. Coir Board shall acknowledge and intimate approval or otherwise of the application.
6. The work should be entrusted to the lowest bidder after inviting quotations from at least a minimum of three printers.
7. The company shall not be under investigation /charged/prosecuted/debarred/blacklisted under the Exim policy or by the Coir Board.
8. Maximum assistance shall be limited to a Rs.15,000/- in a financial year.
9. 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.
10. 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.
11. The reimbursement of the claim shall be subject to availability of funds allotted by the Government of India for implementation of the Scheme.
12. The Chairman, Coir Board reserves the right to accept or reject any claim.

This issues with the approval of Chairman. (vide File No.CB/EM/2007/1/3)

Sd/-

SECRETARY

To

All Registered Exporters
Coir Exporters' Associations
Co-ordination Committee of Coir Exporters' Associations

Application for Coir Board External Market Development Assistance for Sales-Cum-Study-Tour/Trade Delegation/Buyer-Seller Meet Abroad

Applicant's Ref. No _____

Date:_____

01	Name of the firm with full address	
02	Number and Year of Registration as Exporter with Coir Board	
03	Are you a holder of EH/TH/STH/ SSTH Certificate	Yes No (If yes, please give details)
04	Whether Merchant Exporter of Manufacturer Exporter If Manufacturer Exporter, give details of Coir Board Industrial Unit Registration No. and date, SSI Registration.	
05	FOB value of exports of coir and coir products during past three financial years, year-wise	(Rs. in Crores)
06	Name of countries to be visited	<u>Countries</u> <u>Days</u> <u>From</u> <u>To</u>
07	Particulars of tour	Proposed date of departure from India: - Proposed date of arrival in India: -
08	No. of proposal(s) already submitted in the same financial year	Fair participation Sales Tour LAC Region : African Region Non-Lac Region:
09	Name and designation of the person going abroad	
10	Whether Women / SC / ST /or from North Eastern Region	

Place:

Date:

Signature

Name & Designation with Seal

DECLARATION

(To be made in the letter head of the applicant Exporter)

I/We hereby declare that

*1. I/We have not undertaken any Sales Promotion Tour availing MDA from Coir Board/any other Government Agency.

*2. We have undertaken Sales Promotion Tour to the following countries availing Market Development Assistance from Coir Board/other agencies as detailed below:

* Strike out whichever is not applicable

Sl. No.	Year	Countries visited	From whom Assistance obtained
1.			
2.			
3.			
4.			

Place:

Date:

Signature

Name & Designation with Seal

CERTIFICATION BY CHARTERED ACCOUNTANT

We have verified the above declaration with reference to the books of accounts of M/s. and confirm that the above declaration is correct.

(Signature and Stamp Seal of the Signatory/
Chartered Accountant)

Name of the Signatory:

Full address :

Membership No. :

Place:

Date:

**Application for Coir Board External Market Development Assistance
for Participation in Fairs/Exhibitions Abroad**

Applicant's Ref. No.:-

Date _____

01	Name of the firm with full address	
02.	Number and Year of Registration as Exporter with Coir Board	
03	Are you a holder of EH/TH/STH/ SSTH Certificate	Yes No (If yes, please give details)
04	Whether Merchant Exporter of Manufacturer Exporter If Manufacturer Exporter, give details of Coir Board Industrial Unit Registration No. and date, SSI Registration.	
05	FOB value of exports of coir and coir products during past three financial years, year-wise	(Rs. in Crores)
06	Particulars of fair/exhibition	Name of fair: Place : Country : From.....to.....
07	Particulars of visit	Proposed date of departure from India: - Proposed date of arrival in India: -
08	No. of proposal(s) already submitted in the same financial year	Sales Tour Fair participation LAC Region _____ African Region _____ Other Countries _____
09	Whether participation through ITPO?	Yes No
10	If direct participation, name & full address of the organisers.	
11	Name & designation of the person going abroad.	
12	Whether Women / SC / ST /or from North Eastern Region	

Place:
Date:

Signature:
Name & Designation:
Seal

DECLARATION

(To be made in the letter head of the applicant Exporter)

I/We hereby declare that -

*1. I/We have not participated in any exhibition abroad availing MDA from Coir Board/any other Government Agency.

*2. I/We have participated in the following Exhibitions availing Market Development Assistance from Coir Board/other Government Agencies as detailed below:

* Strike out whichever is not applicable

Sl.No.	Year	Name of Exhibition	Country	From whom Assistance obtained
1.				
2.				
3.				
4.				

Place:
Date:

Signature:
Name & Designation:
Seal

CERTIFICATION BY CHARTERED ACCOUNTANT

We have verified the above declaration with reference to the books of accounts of M/s. and confirm that the above declaration is correct.

(Signature and Stamp Seal of the Signatory/
Chartered Accountant)
Name of the Signatory :
Full address :
Membership No. :

Place:
Date:

**Claim for Coir Board External Market Development Assistance
for Sales-Cum-Study-Tour/Trade Delegation/Buyer-Seller Meet Abroad**

Ref. No: -

Date: _____

01	Name of the firm with full address	
02	Coir Board Acknowledgement Letter No. and date	
03	EH/TH/STH/SSTH Certificate	No. _____ Date _____ Valid from _____ to _____
04	Whether SSI? Whether the Industrial unit registered with the Coir Board under R&L Rules 1958.	Yes/No Yes/No (if yes, attach a self-certified copy of SSI/Coir Board Registration certificate)
05	F.O.B. value of exports of coir and coir products for last three financial years	Rs. in Crores
06	Name of the countries visited with duration of stay in each country.	<u>Country</u> <u>Days</u> <u>From</u> <u>To</u>
07	Whether assistance availed from other Govt. Bodies/EPCs/Commodity Boards/Authorities etc. for the activity under reference.	Yes/No _____ (If yes, please give full details)
08	Date of actual departure from India.	Date _____ (Please attach photocopy of passport duly highlighting date of departure).
09	Date of actual arrival in India after completing the event.	Date _____ (Please attach photocopy of passport duly highlighting date of arrival)
10	Name & Designation of person gone on tour abroad	
11	Whether Women / SC / ST /or from North Eastern Region	
12	Whether the organisation has been charged/prosecuted/debarred/blacklisted under investigation under Export and Import Policy of India or by the Coir Board or any other law framed by the Govt. of India relating to export and import business?	Yes/No
13	Details of Sales Tour through other EPC/Commodity Board/Authority etc. undertaken (1) during the year and (2) during the previous year.	
14	No. of proposals already submitted in same financial year.	Sales Tour Fair Participation LAC Region _____ African Region _____ Non LAC Region _____
15	Whether traveled by Air India?	Yes/No _____ (If no, indicate the name of Airline by which traveled)
16	Actual expenditure on airfare by Economy Excursion Class	Rs. _____ (Please attach original air ticket jacket used during the journey)
17	Amount claimed	Rs. _____
18	Whether any other financial assistance has been received for the same purpose, if so details of amount received	

DECLARATION

I solemnly declare that the particulars given in the above statement are correct. I also undertake that any financial assistance granted to us/the company on the basis of this declaration shall be liable to be refunded to Government, if at any time, any information furnished in this application/declaration is found to be wrong, or incorrect or misleading and I do hereby bind myself and the company to pay to the Coir Board etc. by demand draft/pay order drawn on a nationalised bank, a sum equal to the amount claimed as MDA in respect of above mentioned activity within 7 days of demand made on me/company in writing by Coir Board who shall be entitled to make the said demand on me/the company.

Place:
Date :Signature:
Name _____
Designation & Seal _____

**Claim for Coir Board External Market Development Assistance
for Sales-Cum-Study-Tour/Trade Delegation/Buyer-Seller Meet Abroad**

Ref. No: -

Date: _____

01	Name of the firm with full address	
02	Coir Board Acknowledgement Letter No. and date	
03	EH/TH/STH/SSTH Certificate	No. _____ Date _____ Valid from _____ to _____
04	Whether SSI? Whether the Industrial unit registered with the Coir Board under R&L Rules 1958.	Yes/No Yes/No (if yes, attach a self-certified copy of SSI/Coir Board Registration certificate)
05	F.O.B. value of exports of coir and coir products for last three financial years	Rs. in Crores
06	Name of the countries visited with duration of stay in each country.	<u>Country</u> <u>Days</u> <u>From</u> <u>To</u>
07	Whether assistance availed from other Govt. Bodies/EPCs/Commodity Boards/Authorities etc. for the activity under reference.	Yes/No _____ (If yes, please give full details)
08	Date of actual departure from India.	Date _____ (Please attach photocopy of passport duly highlighting date of departure).
09	Date of actual arrival in India after completing the event.	Date _____ (Please attach photocopy of passport duly highlighting date of arrival)
10	Name & Designation of person gone on tour abroad	
11	Whether Women / SC / ST /or from North Eastern Region	
12	Whether the organisation has been charged/prosecuted/debarred/blacklisted under investigation under Export and Import Policy of India or by the Coir Board or any other law framed by the Govt. of India relating to export and import business?	Yes/No
13	Details of Sales Tour through other EPC/Commodity Board/Authority etc. undertaken (1) during the year and (2) during the previous year.	
14	No. of proposals already submitted in same financial year.	Sales Tour Fair Participation LAC Region _____ African Region _____ Non LAC Region _____
15	Whether traveled by Air India?	Yes/No _____ (If no, indicate the name of Airline by which traveled)
16	Actual expenditure on airfare by Economy Excursion Class	Rs. _____ (Please attach original air ticket jacket used during the journey)
17	Amount claimed	Rs. _____
18	Whether any other financial assistance has been received for the same purpose, if so details of amount received	

DECLARATION

I solemnly declare that the particulars given in the above statement are correct. I also undertake that any financial assistance granted to us/the company on the basis of this declaration shall be liable to be refunded to Government, if at any time, any information furnished in this application/declaration is found to be wrong, or incorrect or misleading and I do hereby bind myself and the company to pay to the Coir Board etc. by demand draft/pay order drawn on a nationalised bank, a sum equal to the amount claimed as MDA in respect of above mentioned activity within 7 days of demand made on me/company in writing by Coir Board who shall be entitled to make the said demand on me/the company.

Place:
Date :Signature:
Name _____
Designation & Seal _____

**Claim for Coir Board External Market Development Assistance
For Participation in Fairs/Exhibitions abroad**

Ref. No:-

Date: _____

01	Name of the firm with full address	
02	Coir Board Acknowledgement letter No. and date	
03	EH/TH/STH/SSTH Certificate	No. _____ Date _____ Valid from _____ to _____ (Please attach self-certified copy of the certificate issued by DGFT).
04	Whether SSI? Whether the Industrial Unit registered with the Coir Board under R&L Rules 1958?	Yes/No Yes/No (if yes, attach a self-certified copy of SSI/Coir Board Registration Certificate)
05	F.O.B. value of exports of coir and coir products for last three financial years	Rs. in Crores Year _____ Year _____ Year _____
06	Particulars of fair/exhibition.	Name : _____ Place : _____ Organised by: _____ Duration of Fair from..... to
07	Date of actual departure from India.	Date _____ (Please attach photocopy of passport duly highlighting date of departure).
08	Date of actual arrival in India after completing the event.	Date _____ (Please attach photocopy of passport duly highlighting date of arrival)
09	Name & Designation of person who attended the fair/exhibition.	
10	Whether Women / SC / ST /or from North Eastern Region	
11	No. of proposals already submitted in same financial year.	Sales Tour Fair Participation LAC Region _____ African Region _____ Non LAC Region _____
12	Whether traveled by Air India?	Yes/No _____ (If no, indicate the name of Airline by which travelled)
13	Whether participation through ITPO	Yes/No
14	Whether the organisation has been charged/prosecuted/debarred/blacklisted under investigation under Export and Import Policy of India or by Coir Board or any other law framed by the Govt. of India relating to export and import business?	Yes/No
15	Whether assistance availed from other Govt. bodies EPCs/Commodity Boards/ Authorities etc. for the activity under reference?	Yes/No (If yes, please give full details)
16	Expenditure incurred a) Actual airfare by economy Excursion Class b) Actual expenditure incurred on space Rent	Rs. _____ Rs. _____ (Please attach original air ticket/jacket used during the journey alongwith self-certified photocopies of receipt, bank advice etc. for payment towards space rent)
17	Amount claimed	Rs. _____
18	Whether any other financial assistance has been received for the same purpose, if so details of amount received	

Declaration

I solemnly declare that the particulars given in the above statement are correct. I also undertake that any financial assistance granted to us/the company on the basis of this declaration shall be liable to be refunded to Government, if at any time, any information furnished in this application/declaration is found to be wrong, or incorrect or misleading and I do hereby bind myself and the company to pay to the Coir Board. by demand draft/pay order drawn on a nationalised bank, a sum equal to the amount claimed as MDA in respect of above mentioned activity within 7 days of demand made on me/company in writing by Coir Board who shall be entitled to make the said demand on me/the company.

Place:
Date :Signature:
Designation
(Office Seal)

C E R T I F I C A T E

(To be produced in the Letter head of the concerned Airline if Air ticket is lost)

The details of journey undertaken by Mr. of M/s.
..... are certified below: -

1. Name of Traveller :
2. Ticket No. :
3. Flight No. :
4. Date of Departure from India :
5. Sectors/Countries visited :
6. Class in which travelled :
7. Fare in Economy Excursion class for
approved Sectors/Countries :

Place

Signature :

Date:

Name & Designation:

(Seal)

Pre-Receipt

(To be prepared in the letterhead of the applicant)

Received with thanks from Coir Board a sum of Rs.* _____ (Rupees)
_____ being the
MDA grant towards (give the name of the event with date) _____
_____ vide Cheque No. dated _____
_____.

Signature (on Stamp):

Name & Designation:

Place:

(with Office Seal)

Date :

Note: Please calculate the amount of claim strictly as per guidelines.

* (Cheque No. and amount will be filled in by EPC at the time of issuance of Cheque)

**Claim for Coir Board External Market Development Assistance
For Production of Brochure/Catalogue on Coir**

Ref. No

Date: _____

01	Name of the firm with full address	
02	Number and Year of Registration as Exporter with Coir Board	
03	Coir Board Acknowledgement letter No. and date	
04	EH/TH/STH/SSTH Certificate	No. _____ Date _____ Valid from _____ to _____ (Please attach self-certified copy of the certificate issued by DGFT).
05	Whether SSI? Whether the Industrial Unit registered with the Coir Board under R&L Rules 1958?	Yes/No Yes/No (If yes, attach a self-certified copy of SSI/Coir Board Registration Certificate)
06	Details of the event where the publicity material was used/proposed to be used	(Please attach a copy of the publication produced duly self certified)
07	No. of copies of publicity material prepared	
08	Payment particulars	Amount paid - Rs. _____ Please attach self certified photocopies of the quotations received and self certified copy of the receipt of payment/Bank advise evidencing payment
09	Whether assistance availed from other Government Bodies/EPCs/Commodity Boards etc. for the activity under reference	Yes/No If Yes, please give details
10	Amount Claimed	Rs. _____

Declaration

I solemnly declare that the particulars given in the above statement are correct. I also undertake that any financial assistance granted to us/the company on the basis of this declaration shall be liable to be refunded to Government, if at any time, any information furnished in this application/declaration is found to be wrong, or incorrect or misleading and I do hereby bind myself and the company to pay to the Coir Board. by demand draft/pay order drawn on a nationalised bank, a sum equal to the amount claimed as MDA in respect of above mentioned activity within 7 days of demand made on me/company in writing by Coir Board who shall be entitled to make the said demand on me/the company.

Place:
Date :

Signature:
Designation
(Office Seal)