

REVISED SCHEME FOR EXTERNAL MARKET DEVELOPMENT ASSISTANCE

ABOUT THE SCHEME

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 UNDER THE ASSISTANCE 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.
<u>Maximum Ceiling - Assistance for space rent and travel expenses for each participating entrepreneur / unit would be limited to Rs. 1.25 lakh</u>		
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

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.