

Guidelines of the component programme “Brand Building support” under Technology Mission on Coconut.

Branding building is critical to the success of any business. Brand building is the process of generating awareness and promotion of the services of a company through direct advertising campaigns or through sponsorship. Brand building strategies bring consumers closer to the brand and provide value for them so that they can know, feel and experience the brand.

ELIGIBLE ORGANIZATIONS

Manufacturing organizations eligible under the scheme can be government organizations, autonomous organizations, Cooperatives, Coconut Producer Companies, Proprietorship, Partnership firm, Private limited company etc.

Financial assistance for market promotion activities shall be limited to those products / firms which conform to relevant national and international quality standards viz. BIS/AGMARK/HACCP/ISO etc (whichever is applicable). Only those coconut products which are having registered brand name and government approved quality standards are eligible for assistance under the scheme.

QUANTUM OF ASSISTANCE.

(i) For Government/Co-Operative Institutions

The assistance is limited to a maximum amount of Rs.25.00 lakh or 100% of the project cost whichever is less.

(ii) For Other Companies/Organizations

The assistance is limited to a maximum amount of Rs.7.50 lakh or 50% of the project cost whichever is less. Assistance under the scheme will be extended as reimbursement of expenditure incurred for eligible brand building activities.

A. Brand publicity through mass media

Under this component, activities taken up by the manufacturing units to promote the products through mass media are supported. The components under this head include

- Print media like newspapers, magazines, journals etc.
- Television Advertising
- Radio Advertising
- Railway Announcement.

For the above activities, the admissible rate of reimbursement will be limited to DAVP rates. Original bill of the agency and proof of payment made to the agency should be submitted along with the claim for reimbursement of eligible assistance under this component. Maximum assistance under the sub component “**Brand publicity through mass media**” will be limited to 50% of the maximum eligible assistance under the component programme “Brand Promotion”.

B. Brand publicity through Digital Marketing

Under this component, activities taken up by the manufacturing units to promote the products through electronic media are supported. The components under this head include

- Website Development
- Bar Coding
- RFID
- Online Advertising
- QR Code Marketing
- Search Engine Optimization
- Emails/ SMS/Social Media Marketing.

Following documents should be submitted along with the claim for reimbursement of eligible assistance under this component

1. Proof for the selection of the agency through competitive bidding process.
2. Copy of the quotations submitted by the selected agency for the work
3. Work order issued to the agency
4. Original bills of the agency
5. Proof of payment made to the agency

Maximum assistance under the sub component “**Digital Marketing**” will be limited 50% of the maximum eligible assistance under the component programme “Brand Promotion”.

C. Assistance for printing publicity materials

Under this component, market promotional activities taken up by manufacturers through printing publicity materials will be supported. The elements eligible include

- Leaflets
- Brochures
- Pamphlets
- Posters, Newspaper insertions, magazine pull-outs etc.
 - Products demo/Display
- Other P-O-P materials(Danglers, display materials) Assistance for outdoor advertising Under this assistance will be provided to the following components
 - Hoarding(print/electronic)

- Billboards • Bus/Tram Panel ads
- Moving hoardings.

Selection of the agency should be through competitive bidding process. Following documents should be submitted along with the claim for reimbursement of eligible assistance under this component

1. Copy of the quotations by the agency selected for the work,
2. Work order issued to the agency,
3. Original bill of the agency.
4. Proof of payment made to the agency.

Maximum assistance under the sub component “**Printing publicity materials**” will be limited to 50% of the maximum eligible assistance under the component programme “Brand Promotion”.

D. Assistance for outdoor advertising

Under this assistance will be provided to the following components

- Hoarding(print/electronic)
- Billboards
- Bus/Tram Panel ads
- Moving hoardings
 - Selection of the agency should be through competitive bidding process. Following documents should be submitted along with the claim for reimbursement of eligible assistance under this component
 - 1. Copy of the quotations by the agency selected for the work,
 - 2. Work order issued to the agency,
 - 3. Original bill of the agency.
 - 4. Proof of payment made to the agency.

Maximum assistance under the sub component “**Assistance for Outdoor Advertising**” will be limited to 50% of the maximum eligible assistance under the component programme “Brand Promotion”.