

## 1. Buyer Seller meet/Market Promotional Meets in major cities:

Arranging buyer seller meets in metro cities to help in market development of various value added coconut products. Interested traders and distributors for coconut products will be invited to buyer seller meets where in they can discuss with entrepreneurs supported by CDB. Buyer Seller Meets would also be facilitated in exhibitions and trade fairs participated by CDB. CDB will extend assistance for the following expenses for the entrepreneurs (from seller side) subject to the specified conditions and limits

<u>Item</u>	<u>Assistance</u>
Travel assistance	Economy flight charges for 2 persons/ unit subject to a maximum of Rs.40,000/- per unit (enterprise) as assistance (to and fro)
Accommodation assistance	Rs.1500/- per unit per day as assistance
Daily Allowance	Rs.450/- per person per day as assistance
Transportation allowance for bringing products	Consolidated amount of Rs.5000/- only per unit as assistance

Apart from this **Market Promotion Meets** will be undertaken in major coconut producing states to promote coconut products with participation of 5 entrepreneurs (preferably from within the state) and around 60-70 interested stakeholders from the state. The objective of the market promotional meet is to create awareness among stakeholders on coconut products and promote the products. The estimated cost for the same is indicated in table below.

<b>Item</b>	<b>Assistance proposed</b>	<b>Total cost (Rs.)</b>
Travel assistance to entrepreneurs	Travel charges subject to Rs. 2000/- per unit (to and fro) for one person per unit	10000
Accommodation assistance	Rs.1500/- per unit per day as assistance	7500
Venue, other arrangements	Rs.8000/-	8000
Working lunch	Rs.7500/- (Rs.100/- * 75)	7500
Miscellaneous expenses	Rs.2000/-	2000
<b>TOTAL</b>		<b>35000</b>