

2. Setting Up of Coconut Pavilions in Major National Level Trade Fairs with Participation of Entrepreneurs:

The Board will take initiative in participating in national level trade fairs with potential for market development through showcasing of coconut products and will facilitate participation of entrepreneurs. CDB will extend assistance for the following expenses subject to the specified conditions and limits

a. Eligibility for financial assistance for participation in trade fairs/ expos/ market promotional events/ buyer seller meets:

1. The firm should have a *valid industry registration/Udyog Aadhar*
2. The firm should have a *valid FSSAI registration, in case of edible coconut products*
3. The firm should have *completed minimum one year of production*
4. Quality certification like BIS Agmark /ISO are encouraged
5. The Trade Fair/Expo should be a National Level or State Level event
6. The firm shall not avail assistance from any other agency for participation in this fair.

b. Procedure for submission of proposal for assistance:

1. The proposal for participation in the trade fair/expo should be submitted in the *application format for the particular Trade Fair/Exhibition through the ONLINE portal for Trade Fairs in CDB website. The registration link for the particular fair shall be opened in the portal on getting final confirmation from facilitating agencies.*
2. The applicant should *upload* copies of documents- industry registration, FSSAI registration, production details *etc in the portal.*
3. Assistance would be extended to a maximum of *two representatives per firm* in a given trade fair.
4. A firm will be extended financial assistance only for participation in two events in a year.

c. Financial assistance proposed under the scheme:

CDB will extend assistance for the following expenses subject to the specified conditions and limits

Item	Assistance proposed
Travel assistance	Economy flight charges for 2 persons/ unit (to and fro) subject to a maximum of <i>Rs.40,000/- per unit</i> as assistance
Transportation charges for bringing products	Consolidated amount of <i>Rs.5000/- only per unit</i> as assistance
Accommodation assistance	<i>Rs.1500/- per Unit per day</i> as assistance
Space rental assistance	50% of the cost of space subject to a maximum of <i>Rs.50,000/- per firm</i> or actual as assistance, whichever is less. The financial assistance will be restricted to a maximum booth/stall size of 9 sq.m. or the minimum booth/stall size provided by the organizer of the event. (Not applicable when CDB is providing space support)
Daily Allowance	<i>Rs. 450/- per person per day</i>
Printing of publicity material such as brochures, flex and leaflets etc	50% of the actual cost subject to a maximum of <i>Rs.5000/- per firm</i> as assistance

d. Procedure for submission of claim:

1. After participation in the event, the claim for reimbursement should be submitted *within 30 days* of completion of the event. All supporting documents of items of expenditure on travel, accommodation and space rent should be submitted.
2. A *report of the participation* in the event with details of market access obtained, enquiries received and markets identified, photos of participation should be submitted along with the claim.
3. The filled in evaluation format should also be submitted.

The proposed norms for promoting participation of entrepreneurs are aimed at intensifying the market development and market promotional activities for coconut products. The events and venue of events within India for coconut products will vary depending on the products since coconut products include food, beverages and non- food sector also. The entrepreneurs could be encouraged to participate in events, with or without CDB participation.

Assistance will be made on reimbursement basis only and that too after verifying the bills / vouchers submitted in support of the claim. All claims need to be duly substantiated by proof of payment against invoices. In the event of any false claims being lodged, Board reserves the right to claim refund of the amount granted to the applicant with applicable interest.

Checklist Of Documents To Be Uploaded -Domestic Trade Fairs/ Exhibitions
1. Copy of Industry Registration / Udyog Aadhar /CDB registration certificate
2. Self attested copy of quality certificates if any like (FSSAI/BIS/AGMARK/ HACCP/ ISO / GMP/GHP/SQF etc)
3. Details of production and sales of products for the last financial year to be furnished in the format prescribed in Annexure I

Annexure-I

PROFORMA FOR FURNISHING THE DETAILS OF PRODUCTION OF COCONUT PRODUCTS FOR THE PREVIOUS YEAR

Sl. No.	Products Manufactured	Installed Capacity (in MT)	Quantity Produced (in MT)	Domestic Sales (in Rs)	Export Turnover (in Rs)

SignatureName:
Address:

Place:
Date:

Seal