

## **CDB Assistance to entrepreneurs/ Coconut Producer Companies to participate in domestic trade fairs/ exhibitions**

CDB is inviting applications from interested entrepreneurs for participation in domestic trade fairs/exhibitions. The objective is to create opportunities for entrepreneurs for participating in events where there is potential for market development and market promotion of their specific product. Interested entrepreneurs may send in their applications in the format attached.

### **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

### **b. Procedure for submission of proposal for assistance :**

1. The proposal for participation in the trade fair/expo should be submitted 30 days before the start of the event in the prescribed format
2. The applicant should attach copies of documents - industry registration, FSSAI registration
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

<b>Item</b>	<b>Assistance proposed</b>
Travel assistance	3 <sup>rd</sup> AC train charges for 2 persons per unit
Transportation charges for bringing products	Consolidated amount of Rs. 2000/- only per unit
Accommodation assistance	Rs. 750/- per person per day

Space rental assistance	50% of the actual space rent paid subject to a maximum of Rs. 20,000/- per firm 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 participating and providing the space)
Daily Allowance	Rs. 450/- per person per day
Printing of publicity material such as brochures, flex and leaflets etc	50% of the actual cost subject to a maximum of Rs. 5000/- per firm

**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.

Duly filled in application form along with supporting documents may please be sent to “The Chairman, Coconut Development Board, Kera Bhavan, SRV Road, Ernakulam, Kerala Pin-682011”. Advance copy of the application may be mailed to [cdbmarket@gmail.com](mailto:cdbmarket@gmail.com).

**APPLICATION FORM FOR PARTICIPATION IN DOMESTIC TRADE FAIRS/  
EXHIBITIONS**

1. Name and address of the firm :
  
2. Email ID :
3. Contact Number :
4. Details of the program proposed for participation
  - a. Name of the Event :
  - b. Venue :
  - c. Date and duration of the event :
  - d. Details of the space proposed to be booked
    - i. Area (in sq mtrs) :
    - ii. Rent/sq m (in Rs) :
    - iii. Total Rent (in Rs.) :
5. Industry Registration Number/ Udyog Aadhar Number  
/CDB registration number and valid upto :
6. Products manufactured :
7. Quality Certifications if any :
8. Details of TMoC assistance availed if any :
9. Name of the person representing the firm  
at the event and position :
10. Total Turnover during 2017-18 : Volume(in MT) :  
Value (in Rs Lakhs):
11. Details of the trade fair/Exhibitions/Business Meet attended  
during the year 2018-19with financial assistance of CDB :

**DECLARATION**

I/We hereby declare that the above mentioned particulars are true to the best of my/our knowledge and also declare that I/We will strictly abide by the terms and conditions laid down in the scheme of assistance for participating in domestic trade fairs/ exhibitions and have not availed/proposed to avail any assistance from any other government agencies for participation of this program.

Signature \_\_\_\_\_

Name \_\_\_\_\_

Place:

Designation \_\_\_\_\_

Date:

Seal

<b>Checklist of documents to be enclosed</b>
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

- 1. Applications should be send to CDB 30 days before the start of the event**
2. 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.
3. Duly filled in application form along with supporting documents may please be sent to "The Chairman, Coconut Development Board, Kera Bhavan, SRV Road, Ernakulam, Kerala Pin-682011". Advance copy of the application may be mailed to [cdbmarket@gmail.com](mailto:cdbmarket@gmail.com).

**Annexure-I**

**PROFORMA FOR FURNISHING THE DETAILS OF PRODUCTION OF GOODS FOR  
THE YEAR 2017-18**

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

Signature

Name:

Address:

Place:

Date:

Seal