Government of Tamil Nadu

Tamil Nadu Coir Policy 2024

Micro, Small and Medium Enterprises Department

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Contents

List of Abbreviations

AABCS	:	Annal Ambedkar Business Champions Scheme
ASIDE	:	Assistance to States for Development of Export Infrastructure and Allied Activities
CETP	:	Common Effluent Treatment Plant
CGTMSE	:	Credit Guarantee Fund Trust for Micro and Small Enterprises
CLCSS	:	Credit Linked Capital Subsidy Scheme
CCRI	:	Central Coir Research Institute
CICT	:	Central Institute of Coir Technology
DGFT	:	Directorate General of Foreign Trade
DST	:	Department of Science and Technology
DIC	:	District Industries Centre
EDII	:	Entrepreneurship Development & Innovation Institute
GeM	:	Government e-Market
GST	:	Goods & Services Tax
IC & DIC	:	Industries Commissioner and Directorate of Industries and Commerce
IPR	:	Intellectual Property Right
ICAR	:	Indian Council of Agricultural Research
IIHR	:	Indian Institute of Horticultural Research
IPIRTI	:	Indian Plywood Industries Research and Training Institute
MCDP	:	Micro Cluster Development Programme

MSMEs	:	Micro, Small and Medium Enterprises
NEEDS	:	New Entrepreneurs cum Enterprise Development Scheme
PMEGP	:	Prime Minister's Employment Generation Program
PEACE	:	Promotion of Energy Audit and Conservation of Energy
R&D	:	Research and Development
RD&PR	:	Rural Development & Pamjayat Raj
REC	:	Regional Extension Centre
Q CERT	:	Quality Certification incentive scheme
SLBC	:	State Level Bankers' Committee
SPV	:	Special Purpose Vehicle
SIPCOT	:	State Industries Promotion Corporation of Tamil Nadu
TANII	:	Tamil Nadu Innovation Initiative
TANSIM	:	Tamil Nadu Startup Innovation Mission
TANSIDCO	:	Tamil Nadu Small Industries Development Corporation Ltd
TANSAM	:	Tamil Nadu Smart and Advanced Manufacturing Centre
TIIC	:	Tamil Nadu Industrial Investment Corporation Ltd
UYEGP	:	Unemployed Youth Employment Generation Program
ZED	:	Zero Effect and Zero Defect

1 Introduction

1.1 Background and context of coir industry

Coconut tree (Cocos nucifera) is often referred to as “Kalpavriksha”, the tree that fulfills all wishes. This is because every part of the coconut tree has a use for humans, and it is considered as one of the most versatile trees in the world. Coconut trees, abundant in the state, provide a renewable source of raw material, while the natural biodegradability of coir products minimizes their environmental impact.

This ethos resonates strongly with consumers seeking ethical and responsible alternatives. Tamil Nadu is one of the leading coir producing state with 4618 MSMEs and providing employment to more than 1.5 lakh of rural people belonging to economically weaker sections of the Society. Impressively, the industry’s workforce predominantly comprises women, who contribute a remarkable 80% to its operational force. The coir sector assumes a pivotal role in the state’s economic landscape, becoming an integral cog in its development.

However, the Coir industry in Tamil Nadu faces a panorama of challenges. These include an insufficiency of credit support, formidable competition from synthetic and alternative fibers, suboptimal domestic utilization, the imperative for refined quality control practices to meet global benchmarks, an absence of established manufacturing protocols for coir products, the necessity for bolstered infrastructure and marketing backing, enhanced pollution control technology, and a scarcity of innovation and technological infusion. Recognizing the urgency of nurturing the coir industrial sector, the government has embraced the cause with commitment, aiming to underpin its expansion and evolution. To materialize its latent potential and cultivate an encouraging environment, the emergence of a dedicated coir policy emerges as a paramount imperative.

1.2 Coir sector: Impact on Tamil Nadu's Economy

As per the Coir Board statistics, Tamil Nadu stands as the largest exporting State of coir products due to high volume exports of coir fibre and pith. Tamil Nadu has over 1.5 lakh persons engaged in the Coir sector. With more than 4000 enterprises in the category of Micro, Small and Medium category of enterprises registered with MSME department, the State accounts for highest number of coir industries in the country. The coir sector in Tamil Nadu is thriving, with more than 55% of coir units in India functioning in the state.

The Coir MSMEs are largely concentrated on districts viz., Coimbatore, Tiruppur, Tanjore, Tiruvarur, Erode, Dindigul, Salem but also spread throughout the State in other districts Namakkal, Karur, Villupuram, Theni, Madurai, Tenkasi, Kanniyakumari, Dharmapuri, Krishnagiri, Vellore, Cuddalore, Mayiladuthurai, Sivagangai, Thiruvannamalai, Tirunelveli, Thoothukudi, Trichy and Virudhunagar also. Tamil Nadu cultivates coconut in around 4.46 lakh hectares with a production record of around 5000 million nuts. The productivity of coconut in Tamil Nadu stands at 10484 nuts per ha. With 60% husk utilization, the Tamil Nadu is set to produce 2.5 lakh tonnes of fibres and 5.0 lakh tonnes of coir pith. The total investment in coir sector is ₹ 5331 crore. The total turnover of coir products in Tamil Nadu is ₹ 5,368 crores and the export value of coir products is ₹ 2,186 crores.

Tamil Nadu coir MSMEs produce variety of coir products namely, coir fibre, coir pith, husk chips, coco peat blocks 5 Kg, 650 gm and Coco discs, Coco pellet, Coir grow bag, Coir cube, Coir Pith substrates, Coir Pith compost, Rugs, Coco logs, Geo Textiles, Coir tiles, Coir yarn, Coir sheets, Coir pot, Coir planter, Coir Mattings, Hand loom Mat, Power loom mat, Tufted mat, Needled felt, Coir Ply board, Coir wood, Non- woven Geo Textiles, Garden articles and many more coir products. In the case of high value products like Coir composite boards, Rubberized coir mattresses the value addition is to the tune of 140 times. However, the proportion of coir value added products with respect to the raw materials of fiber and pith is far less which in Tamil Nadu which needs to be addressed

Value Added Coir Products

Coir geo-textiles for canal vlining

Coir geo-textiles for erosion control

Coir as cricket pitch mats

Printed - Tufted Coir Mats

Coir Pith Blocks

Coir Pots

Coir Handicraft products

Coir Bird's Nests

Coir Slippers

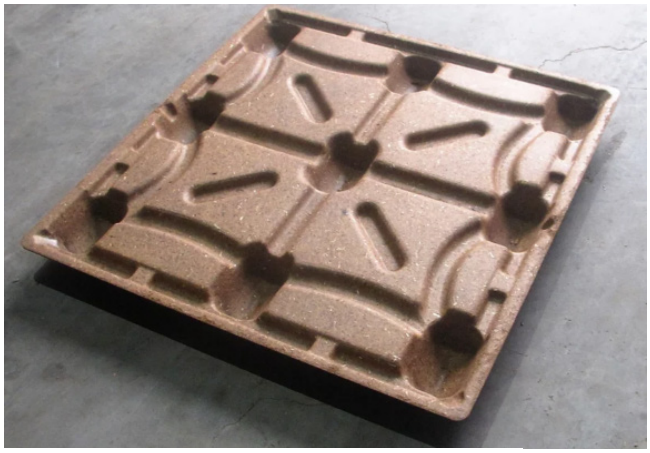
Coir Garden Articles

Coir Scrub Pads

Coir Acoustic Panels

Coir Needle Felt

Coir packaging products



Coir Pallet

Coir Wood Panels

The details of the state's potential for production of coir fibre at the present level of coconut production are given below.

2012 - 22			
State	Area in thousand hectacres	Production in million nuts	Coir fibre @60% utilization of coconut husks
Tamil Nadu	446.15	5091.83	244368

The coconut production in Tamil Nadu is also expected to grow with the extension of coconut cultivation in new areas and increase the yield of coconuts from the existing palms. As a result, the coir fibre potential will also increase proportionately. A table showing the actual past production till 2021-22 and the projection of coir fibre potential for the next 8 years is given hereunder.

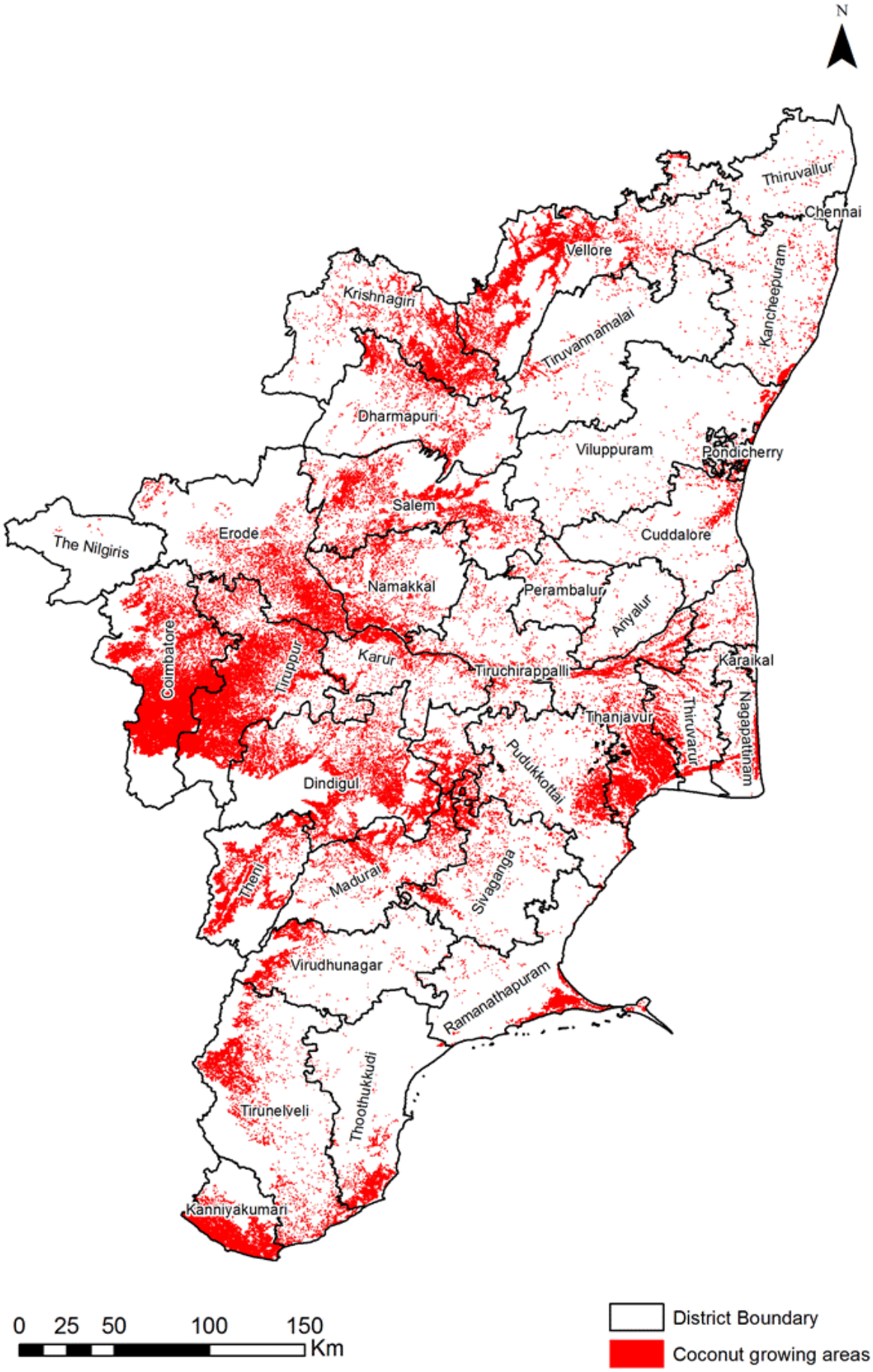
Actuals for the past 8 years

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22
Coconut production in million nuts	4989.0	5962.6	4706.4	4176.5	4092.9	4947.4	3751.26	5091.83
Coir fibre potential @60% utilization of husks in MT	239472	286204	225907	200472	196459	237475	180060	244368

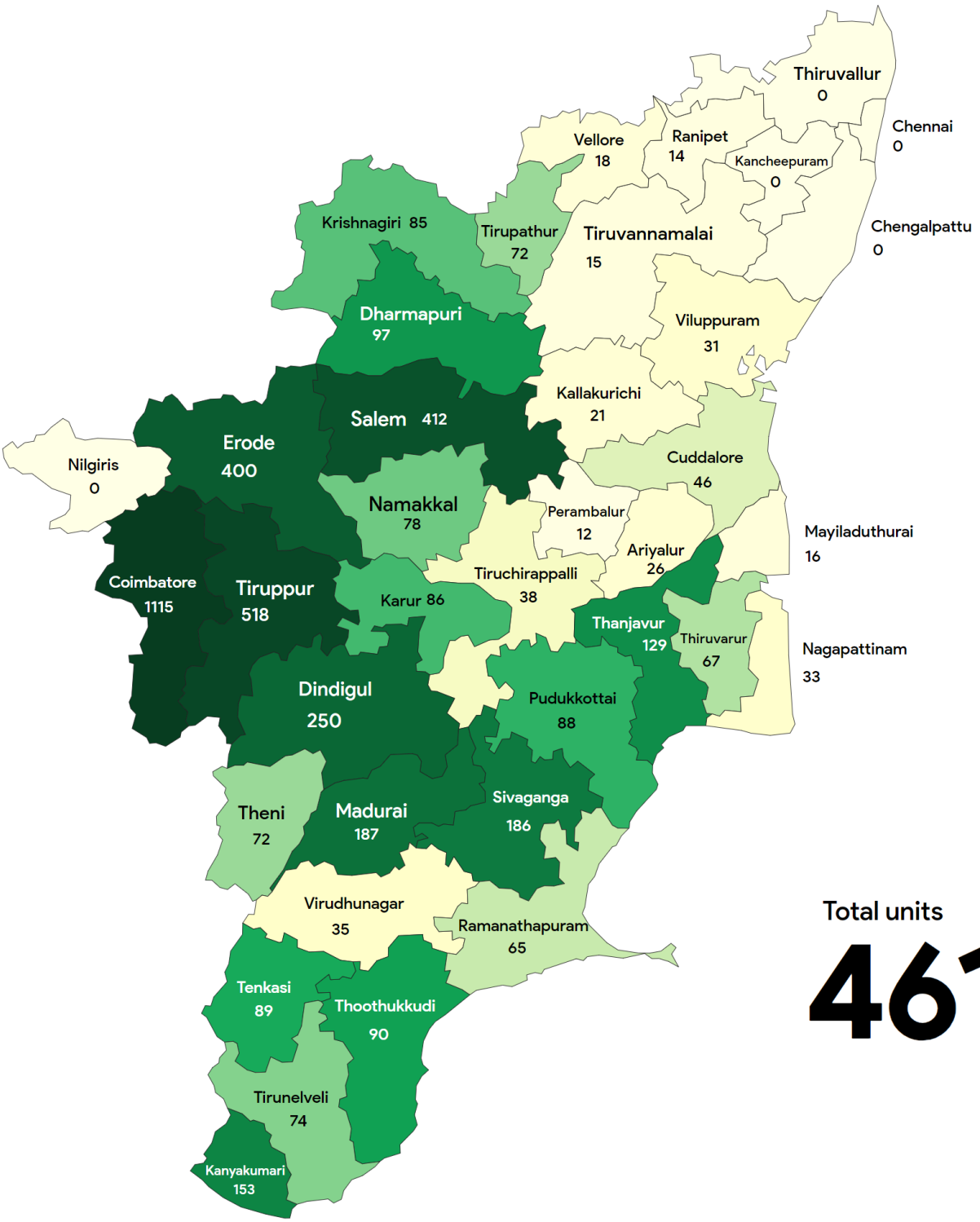
Projection for 8 years based on 5% compound increase

	2022-23	2023-24	2024-25	2025-26	2026-27	2027-28	2028-29	2029-30
Coconut production in million nuts	5346.3	5613.7	5894.3	6189.1	6498.5	6823.4	7164.6	7522.9
Coir fibre potential @60% utilization of husks in MT	256586	269415	282886	297030	311882	327476	343850	361042

Coconut growing area in Tamil Nadu



District wise distribution of Coir MSMEs in Tamil Nadu



Total units

4618

1.3 Coir pith processing challenges and ensuring quality and environmental responsibility

The coir industry in Tamil Nadu has evolved significantly, with coir pith emerging as a valuable byproduct of the coir extraction process which was considered once as waste. However, recent concerns regarding the processing of coir pith have brought to light crucial issues that demand attention. Certain practices, such as improper leaching in to water bodies and Agri lands and the unfortunate mixing of sand with coir pith, have impacted the quality of the product exported to foreign markets. This has not only raised quality-related concerns but has also sparked environmental apprehensions due to its potential ramifications.

The responsible processing of coir pith/responsibly produced coir products is not only imperative for maintaining the industry's reputation but also for safeguarding the environment. The unfortunate mixing of sand with coir pith not only diminishes the product's quality but also poses risks of contamination, adversely affecting its usability across various sectors. Moreover, these practices have drawn concerns from our international partners, leading to a significant impact on the export market. The time has come for a concerted effort to rectify these challenges and pave the way for a more sustainable coir industry. The need for responsibly produced coir, which adheres to stringent quality standards and environmental regulations, has never been more apparent. We must embrace practices that not only ensure the purity and quality of coir pith but also prioritize environmental sustainability. By doing so, we not only preserve the integrity of our products but also uphold our commitment to global environmental welfare.

This policy recognizes the urgency of addressing these issues. It emphasizes the importance of implementing best practices in coir pith processing, fostering innovation to improve the quality of products, and minimizing the environmental footprint of the industry. The policy envisions a coir sector that is renowned for its high-quality, responsibly produced coir products, earning the trust of international markets and contributing to the global transition towards sustainability. Through collaborative efforts, technical advancements, and stringent adherence to guidelines, we can ensure that our coir pith products stand as a testament to our commitment to quality, sustainability, and environmental responsibility. The Government shall support the MSMEs through incentives for the investment made to comply with the conditions imposed by the Government.

1.4 Rationale for the development of Coir Policy

The formulation of a comprehensive Coir Policy for Tamil Nadu is underpinned by a compelling rationale that addresses the evolving needs of the coir industry and aligns with the state's broader economic, social, and environmental objectives. The following factors underscore the imperative for this policy's development.

1. Providing a strategic framework that supports the continued expansion of coir sector, ensuring its competitiveness in a global marketplace.
2. Fostering research, development, and the adoption of cutting-edge practices to position Tamil Nadu's coir products as symbols of eco- friendliness and ingenuity.
3. Inclusivity and empowerment through uplift of rural communities and marginalized sections of society.
4. Preparing the sector to face the rising demand for biodegradable, renewable, and eco-conscious solutions and products.
5. Ensuring effective coordination and direction among various stakeholders which is pivotal for its sustained growth.
6. Encouraging investment, innovation, and the establishment of new enterprises by facilitating ease of doing business.
7. Leveraging the state's unique strengths and promoting its products on a global scale, fostering collaborations, and enhancing export opportunities.

The Coir Policy is a testament to the government's commitment to the long-term growth and sustainability of the coir industry. By providing a roadmap for the future, the policy ensures continuity and adaptability in the face of changing circumstances and the global call for responsible and innovative practices.

The formulation of the policy represents the culmination of a rigorous and inclusive process, marked by numerous rounds of deliberations with a diverse spectrum of all stakeholders. This engagement encompassed Coir MSMEs and all entities invested in fostering the expansion of the sector. Also, international and local markets have been studied and researched to get input for coir policy. The ensuing sections of this policy document encapsulate targeted strategies and actionable objectives, propelling the coir industry toward a trajectory of remarkable growth from low value to high value products and resilience. In essence, this Coir Policy signifies a catalyst for realizing the vision articulated by the esteemed Chief Minister of Tamil Nadu, aiming to elevate the state's economy to an impressive USD 1 Trillion while ensuring the increased income of farmers due to value addition of coir products.

2 Policy Objectives

The Coir Policy is fortified by a spectrum of strategic objectives, each meticulously crafted to catalyze the coir industry's transformational journey. The following objectives serve as the compass guiding our endeavors towards an ecosystem characterized by sustainable growth, innovation, equity, and environmental responsibility.

01 Design policies and regulations with "Sustainable, Eco Friendly & Value Addition" principle

02 Promote balanced industrialization by facilitating investments and development with preference in value added innovative coir products throughout Tamil Nadu to ensure inclusive growth

03 Promote entrepreneurs from the marginalized sections of Coir Society for reinforcing social equity utilizing the schemes of MSME department like AABCS

04 Promote and facilitate green initiatives and sustainable waste management and circular economy

05 Provide thrust for scaling up and diversification of Coir MSMEs towards value addition

06 Foster culture of innovation in products, processes, machinery and markets

07 Create credit flow to coir sector in the State credit plan and especially improve access to finance for Micro enterprises

08 Augment infrastructure support for Coir enterprises through CFCs and establishment of ware houses

09 Set up of Centres of Excellence (CoE) along with facilitating industry-academia-private research interactions exclusively for innovative new coir products

10 Expand employment generation in Coir sector and enhance the availability of skilled human resources utilizing the existing facility of REC, Coir board at Tanjore

11 Facilitate access to National and Global markets through efforts of TANCOIR

12 Build capacity and resilience of MSMEs to tide over business cycles

13 Improve competitiveness, productivity and profitability of coir MSMEs

14 Create quality consciousness and encourage certification and promoting quality control practices among coir MSMEs

15 Attracting new investments worth ₹3000 crore in the sector by 2030 and create additional employment opportunities for 60,000 persons

16 Monitor and evaluate the implementation of policy

3 Policy Measures

In alignment with our commitment to fostering the growth and sustainability of the coir industry in Tamil Nadu, a series of impactful policy measures are set to be implemented. These measures, designed to achieve the core objectives of this Coir Policy, stand as a testament to our dedication to innovation, inclusivity, and environmental responsibility. The following key policy measures will pave the way for a vibrant and resilient coir sector. Through the systematic implementation of these policy measures, the full potential of the coir sector will be realized, positioning Tamil Nadu as a frontrunner in the global coir landscape.

3.1 Market Promotion

A cornerstone of the Coir Policy's implementation strategy is the comprehensive market promotion and branding initiatives designed to enhance the global presence of Tamil Nadu's coir products. The government will promote coir products in domestic and international markets through trade fairs, exhibitions, and other marketing activities. A coir brand will also be created to enhance the recognition and visibility of coir products from Tamil Nadu.

3.1.1 Promotion of Coir Products in the Government Departments

Efforts will be taken to utilize the geotextiles for laying on the subgrade of rural roads construction under the PMGSY scheme guidelines for road construction in which 5% of roads are to be constructed using IRC (Indian Road Congress) accredited technology when the IRC has now accredited coir geotextiles for construction of rural roads. Similarly, the geo textiles can be utilized for rural pond lining, canal lining, erosion control by laying on the slope of dam and embankment of Rural Development and Panchayat Raj department. In the Government departments, efforts can be taken to replace the plastic products where ever possible using Coir mat, yarn, rope, coir root trainer, geotextiles, mattings etc.

Tamil Nadu government proposes to move towards environment friendly practices and to eliminate the use of plastic bags in forest nurseries in phases. It will be endeavored to replace the forest nursery bags by Coco planters/ Coco-coir pots with coir pith disc for planting saplings by forest department in phased manner. This will help better survival of saplings as their roots will not be disturbed during transplanting and the water retention will be of superior quality.

The State Government will promote the usage of coir products replacing Plastic and synthetic fibres where ever possible. Few applications illustrative and not exhaustive are given here under

1. Laying of geo textiles over the subgrade on rural roads under RDPR department

2. Laying of geotextiles for bund strengthening of ponds in villages

3. Laying of geotextiles in the canal lining

4. Replacing geo synthetics using coir geotextiles in the slope of Dams for erosion control where ever possible

5. Laying of geotextiles in slopes for erosion control in highways and railways

6. Laying of geotextiles in Forestry and Mining sector for erosion control

7. Replacing the plastic bags with coir root trainer for forest nursery for growing saplings

8. Utilizing the Coir pith as soil amendment under varied soil conditions, for improving the physical, chemical and biological properties of soil and as mulch for increasing the water holding capacity and reducing the weed population in crop production

9. Utilizing Coir pith products such as Coir pith grow bag, Coir pith bale, Coir pith Briquettes, Coir pith Discs, and Coco chips ideal for gardening and horticultural needs and for fruits such as strawberry, vegetables such as pepper, cucumber, tomatoes, and flowers such as gerbera, gladiola, lily, anthurium and rose.

10. Exploring the use of coir products such as mattings, foot mat, garden articles, growing media in the Government departments

11. Incentivizing for the investment made for environmental production and value addition of coir fibre and pith

3.1.2 Arranging buyer and seller meetings

In the context of expanding coir markets, buyer and seller meetings can be useful initiative and effective way as it allows coir producers and buyers to interact face-to-face and exchange information about the coir products. Such a meeting provides a platform for coir producers and buyers to interact, exchange information, and negotiate deals. It can also help to create awareness about the availability and quality of coir products, and to identify potential buyers and markets. It also helps buyers to identify the range of products available and their respective prices. Coir producers can receive feedback from buyers about their products, which can help them to improve their products to meet the specific needs of the market. TANCOIR is dedicated to orchestrating these meetings which will serve as pivotal platforms for connecting coir manufacturers, exporters, and producers with potential buyers, both domestically and internationally and facilitates meaningful interactions, creates a conducive environment for deal-making, and offers opportunities for networking and knowledge exchange.

3.1.3 Arranging Delegation Trips

International trade fairs related to the coir products will be identified and steps will be takes to ensure the participation of Coir MSMEs to showcase and promote the marketing of products globally. During the delegation, there shall be the collaboration with the institutions of importing countries to promote export of coir products.

3.1.4 Virtual Pavilion

A virtual Pavilion is developed for promoting the marketing of MSME products by FaMeTN in which the coir products of Coir MSMEs are onboarded first and to the extent of maximum possible. Virtual pavilion for promoting Coir MSME products can provide an efficient, cost-effective, and sustainable marketing solution with increased reach, enhanced visibility, networking opportunities, and valuable data insights. It can significantly boost the growth and competitiveness of Coir MSMEs in the market.

3.1.5 Digital Marketing

By promoting digital marketing of coir products through awareness programs, workshops, and utilizing various digital platforms, Coir MSMEs can experience increased visibility, expanded market reach, higher sales, cost-effective marketing, access to government procurement, data-driven insights, improved customer engagement, and enhanced business efficiency. These benefits can contribute to the growth and sustainability of Coir MSMEs in the digital era.

3.1.6 Showrooms

Establishing Showrooms under PPP mode provide a physical space where Coir MSMEs can showcase their coir products in an aesthetically pleasing and engaging manner. These dedicated spaces allow potential customers to see, touch, and experience the products firsthand, leading to better product understanding and increased sales. Coir MSMEs can create a unique brand experience within the showroom environment, incorporating their brand identity and messaging. Physical

showrooms provide customers with a sense of trust and confidence in the product quality.

By allowing customers to physically examine and evaluate the coir products, showrooms instil a sense of reliability and authenticity, thereby increasing customer trust and confidence in the brand. Showrooms acting as dedicated retail spaces enable Coir MSMEs to expand their market presence. By reaching out to customers who prefer physical shopping experiences, Coir MSMEs can tap into new customer segments, increase sales, and facilitate business growth.

3.1.7 Facilitating access to Domestic and Global markets

1. The Government have recentlyamended the Tamil Nadu Transparency in Tender Rules, 2000, granting purchase preference of 25% in public procurement from micro and small enterprises registered within the State.
2. TANCOIR will Onboard more MSMEs on the Government e-Market Place (GeM) portal to tap into the Public Procurement opportunities within the Country and also on the MSME Global Mart of the National Small Industries Corporation (NSIC).
3. TANCOIR will organise training programmes to build capacities and abilities of the MSMEs to access the existing and emerging market opportunities. This will facilitate MSMEs to make use of Central and State Government procurement avenues and avail opportunities for export.
4. TANCOIR will support the participation of exceptional and high growth MSME/

start-up entrepreneurs in National and International trade fairs and exhibitions.

5. To provide opportunities for export to the MSMEs from Tamil Nadu and to promote foreign collaboration and investments in the MSME sector and improve marketing of coir products, FaMeTN in coordination with TANCOIR will

    i. Explore the overseas market for Coir MSME products

    ii. Forge ties with National and International Trade Bodies, Industrial Associations, proponents of Trade and Investment Policy, and institutions that promote marketing opportunities for MSMEs

    iii. Identify National and International trade exhibitions and business fora for participation by MSMEs of Tamil Nadu and suggest business fora and trade meets to be conducted by the Government of Tamil Nadu

    iv. The TANCOIR will act as a hub of knowledge on National and International marketing and trading opportunities

    v. Collate and disseminate business opportunities and market intelligence

    vi. Enable access to marketing assistance providedby the Government of India and Central agencies through tender facilitation efforts

    vii. Explore marketing of coir products through retail chain and other stores

3.2 Infrastructure Development

The government will endeavor in the development of coir infrastructure, such as coir park, coir testing laboratory, warehouses, and dry port and transportation facilities. This will help to improve the efficiency and productivity of the coir industry in Tamil Nadu. Pollachi being town of excellence can avail the benefit under ASIDE scheme and get funds for boosting efforts

3.2.1 Coir Park

Though coir industry never faces the problem of raw material scarcity, the lack of technology upgradation has been a major setback for the growth of the industry. Hitech machineries are needed to produce innovative coir product and the proposed Coir Park will accommodate the coir enterprises engaged in the production of value-added products such as Buffered and plant-based coir pith substrate, Bioplastics from Coir pith cellulose, Value added products from Coir pith, Tufted mats, Geotextiles, Mattings, Printing on Mat and Mattings, needled felt, Coir mattresses, Coir wood, Coir composite materials and Garden articles etc. The creation of an industrial park with value added activities would be a boon for coir fibre extraction and coir pith units located as cluster in the State. The Coir Park will have common infrastructure facilities such as Common ETP, Administrative building with conference hall, Ware house, Weigh bridge, Water and power supply arrangements, Labour quarters etc. The existence of an industrial park would be a catalyst for industrial investment in the surrounding area and providing employment to rural workers of the location.

Government undertakes 50% of the project cost of up to Rs.10 crore for the formation of new industrial estates in the outskirts of urban areas through SIDCO and this scheme will be utilized effectively for formation of more industrial estates for coir products.

Coir Park that incorporates value-added products can bring about several benefits, including promotion of coir industrial development, promotion of sustainable agriculture, value addition, diversification of the Coir industry, job creation, innovation, technology transfer, and export promotion. This can lead to higher revenues for the coir industrial sector of Tamil Nadu, increasing its competitiveness in both domestic and international markets.

3.2.2 Coir Testing Laboratory

The laboratory may offer a range of tests to determine the physical and mechanical properties of coir fibers and products, such as tensile strength, fiber length, moisture content, and other relevant parameters. The laboratory could also assist in developing and improving coir products by providing feedback on the quality of raw materials and finished products. This would help coir manufacturers to improve their products and comply with national and international quality standards, making them more competitive in the market

The Coir Testing Laboratory may also support TANCOIR's research and development initiatives, providing valuable data and insights into the properties of coir fibers and products. This could lead to the development of new coir-based products or applications, further promoting the growth of the coir industry in Tamil Nadu.

In addition to providing testing and certification services, the Coir Testing Laboratory could also offer training programs for coir industry professionals, educating them on the latest testing methodologies and quality control practices. This would help to improve the overall quality and standards of coir products in Tamil Nadu. Overall, the Coir Testing Laboratory for TANCOIR would play a critical role in promoting the growth and development of the coir industry in Tamil Nadu, by ensuring that coir products meet quality standards and improving their competitiveness in the global market

In order to ensure that the Coir sector MSMEs achieve quality certifications to meet the international standards and also to establish TANCOIR branding as envisaged in the G.O. (Ms.) No. 58, MSME (A) Department, dated 04-08-2022, it is necessary to establish Laboratory for testing coir products. In order to fulfil the above objectives of TANCOIR, laboratories will be established accommodating the testing equipment for testing the Coir pith products, Geo textiles, and other value-added Coir products and composite materials to ensure the quality.

3.2.3 Warehouses

A warehouse is a storage facility where coir-products can be stored before they are sold/shipped to their final destination. Warehouses can provide a safe and secure place for storing coir products. They can protect the coir products from weather damage, pests, and theft, which can help to preserve the quality of the coir products. By keeping the coir products in

good condition, warehouses can help to stabilize their prices by ensuring that they meet the required quality standards. Warehouses can help to stabilize the prices of coir products by providing a buffer between the supply and demand of coir products. By storing excess supply in a warehouse during a period of high production, the coir products can be released into the market gradually when demand is high, thus preventing sudden price fluctuations. Similarly, during periods of low production, warehouses can release coir products gradually into the market to meet the demand, thus preventing price spikes. Warehouses can help to maintain the quality of coir products also. Tamil Nadu Government facilitates the establishment of ware house under incentive scheme of MSME policy 2021.

3.2.4 Cluster Development

Micro Cluster Development Programme (MCDP) and MSECDP scheme shall be effectively utilized for establishing common facility centres especially to promote the manufacturing entity of new innovative products such as coco plate, bio plastic, binder less or bio glue-based boards coir brush and buffing wheel, composite products from needled coir fibre felt and other innovative value-added products out of coir fibre. The assistance will be provided in the form of subsidy/loan or a combination of loan and subsidy applicable under the MCDP scheme and facilitation of required clearances through single window portal with preference given to the proposals received from backward districts and for special category of entrepreneurs of marginalized category.

3.2.5 Adaptation of renewable energy sources

Coir MSMEs can be encouraged to adopt solar panels and solar thermal technology, leading to reduced reliance on traditional energy sources, cost savings, and environmental benefits. Considering the importance of cost savings, environmental sustainability, energy independence and reliability, competitiveness and renewable energy goals. Other support like Credit facilitation will be provided for the installation of solar panels and solar thermal systems through banks.

3.3 Financial Support

3.3.1 Credit facilitation

Financial support from the government is essential for the growth and development of the coir industry, particularly for MSMEs. It can help to mitigate financial risks, boost production, promote innovation, and improve the livelihoods of coir producers and workers. The new coir sector entrepreneurs shall utilize the self- employment schemes implemented by the MSME department namely Unemployed Youth Employment Generation Programme (UYEGP) (Coir related trading activities only), Prime Minister's Employment Generation programme (PMEGP) and New Entrepreneur and Enterprise development scheme (NEEDS) and Annal Ambedkar Business Champion Scheme (AABCS). It will be ensured to facilitate credit flow to the Coir sector from the banks since adequate credit facilities and access to modern technology would enable further growth of the sector.

The credit flow to the coir sector would be enhanced with incremental growth @ 10% every year to enable the sector to grow at a faster rate. The office of Sr Advisor (credit) of FaMeTN for credit facilitation of MSMEs will be accommodated in the TANCOIR office to enable the Coir MSMEs to effectively utilize his services. District wise credit facilitation drives will be conducted and special importance will be given to Coir sector.

3.3.2 Incentive support

Coverage of incentives and other support by the government in the coir policy is essential for the growth and development of the coir industry. It can help to promote coir production, enhance competitiveness, support sustainable development, increase access to finance, and improve the livelihoods of coir producers and worker. The list of incentives and subsidies already provided by the Union and State Government and the new incentives and subsidy schemes provided under this coir policy are enumerated in the Annexure.

Coir MSMEs being agro-based category are entitled to avail capital subsidy irrespective of the investment limit up to medium category if located outside urban area. In order to promote value addition innovative coir products, other natural fibre mixed products, resin products etc. have to be used along with coir fibre and pith to make new innovative products and Coir composite materials and to encourage development of such innovative products Special thrust will be given to promote the innovative value added products in the coir sector by giving incentive such as 25% capital subsidy on the investment made on fixed assets and 5% interest subvention for credit obtained on technology upgradation.

3.3.3 Making coir MSMEs competitive

Efforts to enhance the competitiveness of Micro, Small, and Medium Enterprises (MSMEs) within the coir sector are integral to the objectives of the Tamil Nadu Coir Policy. Through a series of targeted initiatives and collaborations, the policy aims to empower coir MSMEs for sustained growth and prominence in the market.

3.3.4 Enhancing Competitiveness through- Strategic Schemes

The following schemes will be effectively utilized for making Coir MSMEs competitive.

3.3.5 One District, One Product (ODOP) Initiatives

Tamil Nadu Coir Policy places emphasis on the "One District, One Product" (ODOP) approach. This approach aims to harness the distinct capabilities of each district to drive specialized growth and development within the coir sector. Key coir-producing districts such as Dindigul, Sivagangai, Thanjavur, and Thenkasi have been identified as focal points for these initiatives

ODOP
ONE DISTRICT ONE PRODUCT

3.3.6 Knowledge Dissemination and sharing

I. Generating research papers that explore circular economy approaches and wastewater management for sustainable coir production

II. Publishing articles highlighting market trends, innovations, value addition, and the sector's potential to bolster industry knowledge

III. Nurturing coir start-ups through incubation centers and targeted support to drive entrepreneurship in the sector

IV. Conducting regular sessions to facilitate knowledge exchange, foster industry connections, and address challenges faced by coir MSMEs

V. Through these comprehensive measures, the Tamil Nadu Coir Policy seeks to position coir MSMEs as competitive entities, fostering growth, innovation, and sustainability within the coir sector

3.4 Coir research & development

Research and development in the coir sector are essential for driving innovation, improving product quality, optimizing processes, promoting sustainability, enhancing crop productivity, understanding market trends, and informing policy decisions. By investing in R&D, the coir industry can unlock new opportunities, innovate to develop new products and applications, address challenges, and ensure its long- term viability and competitiveness in the global market.

Despite its significant contribution, the coir sector faces challenges in value addition, hindering its overall growth and competitiveness. To address these shortcomings, it is crucial to prioritize research and development (R&D) initiatives within the coir industry. Research and development efforts can focus on identifying and developing innovative processing techniques for coir fiber, coir pith, and other coir-based products. By investing in R&D, the coir sector can discover new ways to enhance the efficiency, productivity, and quality of coir processing. R&D activities can foster product diversification within the coir sector. By conducting market research and understanding consumer needs, R&D can identify opportunities for developing new coir-based products.

This could include exploring applications in agriculture, horticulture, construction, geotextiles, and eco-friendly consumer goods. Developing value-added

products will not only increase revenue streams but also promote sustainable practices and reduce waste. One of the major challenges faced by the coir sector is maintaining consistent quality standards. R&D efforts can focus on developing processes, standards, and testing methodologies to ensure consistent quality throughout the coir value chain. This will help overcome the shortcomings in value addition by providing reliable and high-quality coir products to domestic and international markets. R&D initiatives can contribute to improving production efficiency in the coir sector. Research can be conducted to optimize the use of raw materials, energy, and water resources. R&D efforts should also focus on developing sustainable practices within the coir sector. This includes exploring environmentally friendly alternatives in processing and waste management, reducing water usage, and minimizing carbon emissions. By incorporating sustainable practices, the coir industry can enhance its image as an eco-friendly sector, attract environmentally conscious consumers, and potentially access niche markets with higher value-added products.

The government will provide funding for coir research and development initiatives, including grants and subsidies for coir-related projects and by creating partnerships between industry and academia. Research and development centers will also be established to focus on finding new uses for coir fibers and coir pith, improving production processes, and developing new coir-based products.

A centre of excellence for growing media would be established with specialization in research, development, and dissemination of knowledge related to the production and utilization of coir pith as a growing medium for plants. It would aim to address the issues of coir pith industries by conducting research and development activities to optimize the production and utilization of coir pith for plant growth. This could involve the development of new processing techniques to improve the quality of coir pith, as well as research into the optimal ratios of coir pith to other materials in growing media blend. In addition to research, a centre of excellence for coir pith growing media could also offer training and education programs for growers, manufacturers, and other stakeholders in the industry. This could include workshops, seminars, and hands-on training to teach best practices for using coir pith as a growing medium. Similarly, the center of excellence for value added fibre products will be established preferably in collaboration with Academic/ Research institutions to fulfill the objective of formation of Tamil Nadu Coir Business Development Corporation.

3.4.1 Possible areas for research and development

Biodegradable materials: Coir fibers can be used to make biodegradable alternatives for packaging materials, 12 sects of technical textiles, and building materials. Research can focus on improving the strength, durability, and moisture resistance of coir-based materials. Cellulose available in the coir fibre and coir pith can be converted in to bio plastic. Coir husk and fibre can be effectively converted in to low-cost packaging materials and pallets as alternate to plastic and wood.

Horticulture and agriculture: Coir pith is a valuable soil amendment that can improve soil fertility and water retention. Research can explore the use of coir pith for various crops, such as vegetables, fruits, and ornamental plants etc. Coir pith can be used to convert the fallow land in to fertile lands. New composting techniques will have to be developed by adopting innovative anerobic digestion for converting high Electrical Conductivity (EC) (which is the measure of salt content and nutrients) coir pith without washing. Coir substrate can be used to improve soil structure, and provide essential nutrients. Additionally, coir-based erosion control mats and blankets can be developed to prevent soil erosion, promote vegetation growth, and restore land.

Energy generation: Coir fibers and coir pith can be used as feedstock for bioenergy generation. Research can focus on improving the efficiency and scalability of coir-based bioenergy production

Filtration: Coir fibers and coir pith can be used for water filtration and treatment and as well as air filtration. Research can explore the use of coir-based filters in water treatment plants and coir-based air filters in automobiles and in industries for materials for removing pollutants, heavy metals, and other contaminants from water

Coir wood and composite materials: The potential use in construction, automotive, aerospace, packaging, furniture, and other industries can be investigated and prototypes or demonstrators to showcase their performance in real-world applications can be developed. Coir is a ligno-cellulosic material and the high lignin content in coir making it more durable and more resistant to insect / termite. However, the housing sector and furniture industry are yet to recognize the coir wood as an ideal substitute for the traditional wood. Continued research in these areas can contribute to the development of new materials with improved

properties, reduced environmental impact, and expanded applications, leading to sustainable and innovative solutions for a wide range of industries. This research can focus on optimizing the mechanical properties, durability, and processability of coir composites, effective treatment processes to improve the properties of coir fibre and also to improve the adhesion of fibre to the matrix for reinforcement in composite materials.

Industrial applications: Coir fibers and coir pith can be used for various industrial applications, such as insulation, soundproofing, and reinforcement. Research can focus on developing new applications and improving the properties of coir-based materials for specific industrial uses. Overall, investing in research and development for coir can help to create new markets and opportunities for the coir industry in Tamil Nadu, while also promoting sustainable and environmentally friendly practices

3.4.2 Collaborating with Industry and Academic & Research Institutions

By collaborating with research institutions such as the Indian Institute of Horticultural Research (ICAR-IIHR), Tamil Nadu Agricultural University (TNAU) and Indian Institute of Plantation Management, value added products from coir pith such as plant based growing media would be developed. Promotion of coir pith as growing media for green house farming, Roof top gardening, Vertical gardening, Hydroponics etc. would be explored. By collaborating with Coir Board, Central Coir Research Institute (CCRI), Central Institute of Coir Technology (CICT), Indian Institute of Technology (IIT) Chennai, Indian Institute of Plywood Training and Research Institute (IIPTRI), National Institute of Technology (NIT) Trichy, TANSIM,

TANSAM COE, and Central Institute of Plastic & Engineering and National Institute of Design value added coir products and coir composite materials would be developed. By collaborating with research institutions, the coir industry can access the latest knowledge, technologies, innovation and expertise to improve its competitiveness, profitability, and sustainability The government will endeavor to provide support to researchers, companies, and organizations that are working on coir research and development projects.

The government will consider forming of public-private partnerships to fund coir research and development initiatives. This can involve collaborations between research institutions, universities, and private companies to develop new products and technologies using coir. The government shall facilitate establishment of research and development centers like Atal Incubation Centre in the Academic and Research institution specifically for coir, which can focus on finding new uses for coir fibers and coir pith, improving production processes, and developing new innovative coir-based products

3.5 Capacity building

The government will provide training and capacity building programs for coir workers, entrepreneurs, and stakeholders to improve their skills and knowledge in coir production, processing, and marketing. The training facility of Coir Board at Pillaiyarpatti will be effectively utilized. In coordination with Coir Board and by engaging with experts, training would be imparted to Coir MSMEs to specialize themselves in laying/ installing geo textiles for various sorts of applications in slope control in hills, canal lining, pond bund strengthening and embankment, Railway and highway applications, vegetation in mining and many more varieties of applications. Coir policy that includes training and capacity building programs for coir workers, women, SC/ST entrepreneurs, and stakeholders can help to promote the sustainable growth and development of the coir industry. By improving skills and knowledge in coir production, processing, and marketing, the policy can help to increase productivity, improve product quality, and enhance market competitiveness.

3.6 Quality control & Ethical Practices

Quality control and ethical practices form the cornerstone of the Tamil Nadu Coir Policy, ensuring that the coir sector thrives on the principles of excellence, sustainability, and responsibility. Through these comprehensive quality control measures and ethical practices, the Tamil Nadu Coir Policy aims to uphold the reputation of the coir sector, foster consumer trust The government will establish a system for quality control and offer incentives for certification of coir products to ensure that they meet international standards and requirements. This will help to enhance the competitiveness of coir products in domestic and international markets.

The Bureau of Indian Standards has published a number of standards to coir mainly on products specifications, methods of testing, terminology, etc. The difference Indian Standards on coir products are the following.

S. No.	Specification	Description
1	IS:11420 – (Part 1 to 9) 1985	Specification for Coir Mats
2	IS:12503 – (Part 1 to 6) 1988	Specification for Coir matting, Maurzouks and carpets
3	IS:898 – 1985	Specification for Retting Coir Fibre
4	IS:9308 – (Part 1 to 3) 1987	Specification for Mechanically Extracted Coir Fibres
5	IS:9308 (Part 4) – 1999	Specification for Mechanically Extracted Coir Fibre
6	IS:14596 – 1998	Coir Products - Specification for Two Ply Coir Yarn Spun by Manual Operation
7	IS:14596 – 1999	Specification for Coir Ropes
8	IS:1410 – 1973	Specification for Coir Ropes
9	IS:8391 – 1987	Specification of Rubberised Coir Sheets for Cushioning
10	IS:11060 – 1984	Specification for Moulded Rubberised Coir Cushioning
11	IS:15340 – 2003	Specification for Coir Felt
12	IS:15340 – 2003	Specification for Coir Veneer Board for General Purpose
13	IS:15491 – 2004	Specification for Medium Density Coir Board for General purposes
14	IS:15877 – 2010	Specification for Coir Faced Block Board for General Purposes
15	IS:15878 – 2010	Specification for Coir Hard Board for General Purposes
16	IS:15868 – 2008	Natural fibre Geo Textiles (Jute Geo textiles and Coir Bhoovastra) – Methods
17	IS:15869 – 2008	Textile - Open Weave Coir Bhoovastra (Geo-Textiles) – Specifications
18	IS:15871 – 2009	Use of Coir Geo Textiles (Coir Bhoovastra) in Unpaved Road Guidelines
19	IS:15872 – 2009	Application of Coir Geo Textiles (Coir Woven Bhoovastra) for rain water erosion control in roads, railways, embankments and hill slopes
20	IS:17734 – 2022	Specification for PVC/Latex Tufted Coir Mats
21	IS:17739 – 2022	Specification for Raw Coir pith

Quality standards for coir products, including specifications for raw materials, production processes, and finished products shall be established to ensure that responsibly produced coir products from Tamil Nadu. These standards shall be developed in collaboration with industry stakeholders, research Institutions and experts etc. and shall be in consonance with international best practices and standards.

Training and technical assistance to coir producers on how to comply with quality standards shall be provided which shall include training on production processes, quality control procedures, and testing methods.

Quality testing and certification mechanisms for coir products shall be established which includes laboratory testing to ensure that products meet established quality standards, as well as certification schemes to indicate compliance with quality standards.

The cost involved in obtaining National and International quality certification applicable for coir products will be subsidized under QCERT scheme. Preferential access to government procurement programs shall be considered to Coir producers who obtained certifications.

The government shall promote international recognition of quality standards and certification schemes for coir products by developing TANCOIR branding. This can help to increase market demand for certified coir products and improve the competitiveness of the coir industry. Eco-labeling of coir products will be taken up through Coir Board and Ministry of Environment & Forest for using as a tool in the export market promotion.

The Coir sector's sustainability hinges on ethical MSME practices. Strategies include eco-friendly production techniques, efficient energy management, and biodegradable inputs. Waste minimization and circular economy efforts involve recycling and innovative coir waste utilization. Ethical labor practices prioritize fair wages, safe conditions, and skill development. Certifications underscore sustainability, while traceability assures consumers of ethical sourcing. This holistic approach aligns the sector with environmental, social, and economic responsibility.

3.7 Facilitating National & International Investment in the Coir sector

To accomplish the goal of making Tamil Nadu, World's most favored investment destination for MSMEs. In this regard the TANCOIR will

1. Provide information to entrepreneurs especially investors from abroad and other states regarding the scope of setting up of industries/service establishments in the State
2. Extend escort services for setting up of industries, for availing incentives and facilities available
3. Conduct applied research on MSME policy and administration and take up evaluation studies of programmes and policies
4. Function as a facilitating agency for single-window clearance for new MSME investments from outside Tamil Nadu to facilitate speedy and timely clearances.

Unlike other sector, the coir MSMEs are not uniformly distributed throughout the State. While mobilizing investment for coir sector, special efforts will be taken for credit facilitation, incentive allocation, delegation trips, facilitation of clusters and value addition coir products development out of coir fibre and pith to ensure inclusive and balanced industrial growth.

4 Institutional Framework

The success of the Tamil Nadu Coir Policy hinges on the establishment of a robust institutional framework that facilitates export promotion, trade facilitation, and comprehensive market support for coir sector stakeholders. The efforts of Tamil Nadu Coir Business Development Corporation, Facilitating MSMEs of Tamil Nadu, District Industries Centre, Tamil Nadu Startup and Innovation Mission, District Export Promotion Council (DEPC), Coir Board and other research and Academic institutions will be consolidated for export growth and fostering a conducive trade environment and trade facilitation through single window. comprehensive export strategies will be developed that align with the coir policy's objectives, leveraging market intelligence and industry insight. Guidance and support will be provided for export-related documentation, compliance, and procedural requirement. The collaborative efforts of institutions, policy advocacy, and trade facilitation initiatives ensure a conducive environment for coir businesses to thrive on the global stage.

5 Monitoring & Evaluation of policy implementation

The successful execution of the Tamil Nadu Coir Policy hinges on an effective monitoring and evaluation framework that ensures policy objectives are achieved, challenges are addressed promptly, and strategies are refined for optimal outcomes. By systematically assessing progress, addressing challenges, and refining strategies, the policy evolves dynamically to fortify the coir sector's growth, competitiveness, and sustainability Implementation of this Policy would be reviewed by the TANCOIR Board and the Government.

6 Validity of the policy

This Policy will be valid from the date of notification by the Government.

7 Annexure

Schemes for Micro, Small & Medium Coir Enterprises of Tamil Nadu

SUBSIDY FOR FUND RAISING & SELF EMPLOYMENT SCHEMES		
S. No.	**Name of the Scheme**	**Features**
1	Annal Ambedkar Business Champions Scheme (AABCS)	» Only for SC/ST entrepreneurs. The scheme will cover new entrepreneurs and existing entrepreneurs » Above 18 years and not exceeding 55 years (for new entrepreneurs) and no age limit for existing entrepreneurs » Eligible to avail 35% capital subsidy subject to a max of Rs 150 lakhs (front end) and 6% interest subvention » To apply to DIC within one year for self-financed units » No educational qualification prescribed) » Partnership firms, One Person Company, private limited companies where all the shareholders are belonging to SC/ ST communities » Projects which have commenced on or after 01.04.2023 including the beneficiaries who have already applied under other schemes but commenced on or after 01.04.2023

2	Unemployed Youth Employment Generation Programme (UYEGP) (For trading only)	» Applicant with age 18 to 45 years for General 18 to 55 years for Special category and Educational Qualification of 8th std pass and above » Subsidy @ 25% of Project Cost with max permissible project cost up to Rs 15 lakh for trading
3	New Enterprise cum Entrepreneurship Development Scheme (NEEDS)	» Applicant with age 21 to 45 years for General category and with age 21 to 55 years for Special category with educational Qualification of Plus 2, Degree, Diploma, ITI /Vocational training from recognized institutions » Subsidy @ 25% of Subsidy on Project cost & 3% Interest subvention on soft loans for the entire repayment period subject to a max of Rs.75.00 Lakh » The Coir enterprises can avail differential subsidy under MSME policy 2021 up to Rs 150 lakh as coir-based enterprise comes under Agro based manufacturing products category
4	SCHEME FOR FUND RAISING (Facilitated under MSME Policy 2021)	» Any eligible Small and Medium Coir enterprise can seek Assistance for listing & raising money in the SME stock exchange Anywhere in Tamil Nadu » Subsidy @ 75% of the total expenditure issued on SME IPO subject to a max of Rs 30.00 lakh

SUBSIDY FOR IPR		
S. No.	**Name of the Scheme**	**Features**
1	Subsidy on the cost of Patent Registration in India or abroad	» Any individual/ institution/ MSMEs/ startup located anywhere in Tamil Nadu can avail this incentive » Subsidy @ 75% of the cost of filing the patent registration application subject to a max of Rs. 3.00 lakh per Patent Registered » To apply to DIC concerned within 6 months from the date of receipt of Patent Registration
2	Subsidy on the cost of Trade Marks or Geographical Indications (GI) Registration in India or abroad	» Manufacturing MSMEs are eligible » 50% subsidy on the cost of filing application for Trade Mark registration including the cost of first-time maintenance fee / Geographical Indications registration / application subject to a max of Rs. 25,000 per Trade Mark or Geographical Indications registered » To apply to DIC concerned within 6 months from the date of receipt of Trade Mark or Geographical Indications registration

CAPITAL SUBSIDY AND ADDITIONAL CAPITAL SUBSIDIES		
S. No.	**Name of the Scheme**	**Features**
1	Capital subsidy for micro coir enterprises	» New enterprises / enterprises going in for expansion & diversification located anywhere in Tamil Nadu is eligible to avail the subsidy » Subsidy @ 25% of plant & machinery value subject to a max of Rs 25 lakhs » To apply to DIC concerned within one year from the date of commencement of production
2	Additional capital subsidy for micro coir enterprises	» New enterprises / enterprises going in for expansion & diversification located anywhere in Tamil Nadu is eligible to avail the subsidy » Additional 10% subsidy on the investment made in plant and machinery subject to a max of Rs 5 lakh » To apply to DIC concerned with in one year from the date of commencement of production

3	Capital subsidy for small and medium coir enterprises	» New enterprises / enterprises going in for expansion & diversification located in all 388 blocks in the State coir enterprises being agro based enterprise and in all Industrial Estates promoted by the Government and Government Agencies like SIPCOT, TANSIDCO etc. » 25% of plant and machinery value subject to a max of Rs. 150.00 Lakhs to be disbursed in three instalments » To apply to DIC concerned within one year from the date of commencement of production
4	Pay Roll Subsidy	» All new Micro Coir enterprises and all small and medium coir enterprises located in backward blocks and promoted by the Government and Government Agencies like SIPCOT, TANSIDCO etc. » Reimbursement of employer's contribution to the EPF for the first three years, if employment is provided to more than 20 persons @ Rs 24000 per employee per annum » To apply to DIC

5	Addl. Capital subsidy for women, SC / ST, differently-abled and transgender entrepreneurs	» All New micro coir enterprises anywhere in the State » All new enterprises 388 blocks in the State coir enterprises being agro based enterprise » All new enterprises located in all Industrial Estates promoted by the Government and Government Agencies like SIPCOT, TANSIDCO etc. » Subsidy @ 5% of plant and machinery value subject to a max of Rs 5 lakh » To apply to DIC concerned within one year from the date of commencement of production
6	Addl Capital subsidy to promote cleaner and environment- friendly technologies	» All New micro coir enterprises anywhere in the State » All new enterprises 388 blocks in the State coir enterprises being agro based enterprise » All new enterprises located in all Industrial Estates promoted by the Government and Government Agencies like SIPCOT, TANSIDCO etc. » Subsidy @ 25% of plant and machinery value installed to promote such technology subject to a max of Rs. 25 lakhs » To apply within one year from the date of commencement of production or date of installation

7	Subsidy for existing and new Coir MSME units that are installing Mechanical drier/ Greenhouse drier and pollution prevention equipment	» All new and existing micro, small and medium manufacturing enterprises » special capital subsidy @ 25% on the cost of drier/ ETP equipment. » To apply with one year from the date of purchase/ six months from the date of installation
8	Incentive for Scaling up	» All Existing MSEs undertaking expansion/ diversification » Subsidy @ 5% of plant and machinery subject to a max of Rs 25 lakh
9	Low Tension Power Tariff (LTPT) Subsidy for Micro Coir enterprises	» New Micro enterprises / enterprises going in for expansion &diversification using Low Tension Power Supply (Tariff III B) only » 20% on power consumption charges for 36 months from the date of commencement of production or date of receiving the power connection » To apply to DIC for issue of Eligibility Certificate (EC) Within three months from the date of commencement of production or date of power connection, whichever is later » To file the first claim of power subsidy within 30 days from the date of issue of EC or to be submitted once in six months and subsequent claims once in 6 months

10	Interest subvention scheme for Term loan obtained under the Credit Guarantee Fund Trust Scheme (CGTMSE)	» All new enterprises / existing enterprises located anywhere in the State » 5% of the interest on the term loan up to Rs.20 lakh per enterprise over five years on the term loan taken up to Rs.200 lakh » To submit the quarterly claim to DIC

SCHEME FOR FINANCING COMPETITIVENESS

S. No.	Name of the Scheme	Features
1	Promotion of Energy Audit and Conservation of Energy Audit (PEACE): Reimbursement of charges incurred by the MSMEs towards conducting energy audit and implementing the recommendation of the audit	» All existing manufacturing MSMEs located anywhere in Tamil Nadu » Energy audit: 75% of the cost of the energy audit @ Rs.1.00 lakh per energy audit and to avail it to be applied within one year from the date of completion of the energy audit » Implementation of Energy audit: 50% of the cost of the eligible components subject to a max of Rs. 10 lakhs towards the implementation of the recommendations of the energy audit to be applied within one year from the date of implementation of the recommendations

2	Quality Certification (Q-Cert): Reimbursement of charges incurred by the MSMEs for acquiring National certifications and international quality certifications. This includes payment towards certification and consultancy charges	» 100% subject to a maximum of Rs. 2.00 lakh for National Certification & Rs.10.00 lakh for International Certification » Travel, hotel expenses, surveillance charges etc ineligible » MSMEs in the State to apply to DIC

SCHEMES FOR INFRASTRUCTURE SUPPORT

S. No.	Name of the Scheme	Features
1	Reservation of land for micro enterprises in TANSIDCO Industrial Estates	» All new/existing micro enterprises located in all TANSIDCO Industrial Estates » 30% of the area will be earmarked especially to Micro enterprises not exceeding 15 cents per enterprise
2	Reservation for MSMEs in SIPCOT Industrial Estates	» All new / expansion schemes of SIPCOT Industrial Estates » 20% of the area will be allocated to SIDCO for subsequent allotment to MSMEs

3	Infrastructure support for creation of private Industrial Estates outside the urban areas	» Entrepreneur associations willing to set up their units outside urban areas and the outskirts of towns and cities » 50% of the total development cost as grant subject to a max of Rs 15 crores » »

OTHER SUPPORT SCHEMES

S. No.	Name of the Scheme	Features
1	Stamp duty exemption on mortgaged and pledged documents for micro coir enterprises	» New enterprises / enterprises going in for expansion & diversification located anywhere in Tamil Nadu are eligible » 100% of stamp duty paid to avail from the sub registrar at the time of registration
2	Rebate on Stamp Duty & Registration Charges	» All new micro and small enterprises located in industrial Estates developed by TANSIDCO or Government or Private Industrial Estates » 50% of Stamp Duty and Registration charges » To apply to Registration Department At the time of registration in the sub registrar's office

3	Cluster Development (Micro Cluster) for Coir MSMEs	» Any Industrial Cluster of Coir MSMEs located in Tamil Nadu 75% - 90% of the project cost (case by case basis) » Project cost may be up to Rs 7.5 Crore » To apply to DIC or TANSIDCO
4	Reimbursement of hall rent to MSME Associations for conducting exhibitions	» All Coir MSME Associations in the State » 50% on the hall rent (subject to max of Rs.7.5 lakh per event in Chennai, Rs.1.5 lakh per event in the districts other than Chennai and Rs.7.5 lakh per exhibition in other States
5	Reimbursement of Stamp duty & Registration charges for micro and small enterprises at the time of purchase of land	» All new micro and small enterprises located in 254 industrially backward blocks » 50% of stamp duty and registration charges » To apply to DIC concerned with in 6 months from the date of commencement of production
6	Purchase Preference for micro and small enterprises in Government purchases on participation in the tender process	» All MSEs located anywhere in the State » Minimum 25% procurement / purchase from MSEs

Tamil Nadu Coir Business Development Corporation - TANCOIR
Micro, Small & Medium Enterprises Department,
AE/EME Centre, Civil Aerodrome PO,
Avinashi Road, SITRA,
Coimbatore - 641014

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