

Guidelines for Infrastructure support for setting up of Sales Outlets or Kiosks for Value added Coconut Products

The scheme envisages extending support for establishment of Coconut kiosks/Sales outlets for selling all kinds of quality products made from Coconut. The support will be provided to **Manufacturers of branded value added coconut products and Farmer Producer Organisations (FPOs) registered with CDB**, on project basis.

In nontraditional states, apart from FPOs and branded manufacturers, Registered legal entities such as Farmer Producer Companies, Cooperatives and Marketing Federations having experience in marketing can also be considered for "Setting up of coconut kiosk/sales outlets".

The Manufacturers/FPOs/FPC/ Cooperatives /Marketing Federations will have to submit a proposal which explains about the location of the kiosk, the space and structure of the outlet, the source of coconut products, the mode of operating and monitoring the outlet, the expected daily sales and the economic viability of project.

The provisions under the scheme are as follows:

1. On approval of the proposal project, the applicant has to undertake the activities proposed and submit the completion report along with original bills and vouchers.
2. The Board will provide reimbursement of 50% of cost incurred on infrastructure, purchase of furniture, cupboards, racks, signage, refrigerator, electrical installation etc limited to a maximum of Rs 3.00 lakhs as subsidy.
3. The applicant has to submit the claim after the project is implemented. CDB will conduct inspection prior to the fund release, in order to assess whether the project is implemented as explained in the proposal.
4. All assistance will be provided to *manufacturers/FPOs/FPC/ Cooperatives /Marketing Federations* on reimbursement basis, only after submission of original bills and vouchers (including TAN/PAN numbers and monthly sales records upto 6th month).

Coconut kiosk/coconut point should have the following parameters:

1. Nature of possession of Coconut kiosk/outlet should be:
Owned by the applicant, or
On rent or lease for a period of at least 3 years
2. The Coconut kiosk/outlet should have a minimum area of 60 square feet
3. It should be a permanent or semi-permanent structure
4. It should have a permanent/semi-permanent sign board (indicating assistance from CDB) which is properly visible to the public
5. Different products of coconut should be made available at the kiosks viz Virgin Coconut Oil, Desiccated Coconut, Coconut chips, Coconut milk, Tender coconut water, Coconut oil, Neera and its value added products, Coconut wood based and Coconut shell based products etc
6. Posters of coconut products available for sale should be displayed
7. Provision should be made for proper display of products

8. Provision should be made for display of list of products along with their prices.
9. Register should be maintained for proper accounts and bills on day to day transactions and this should be made available to CDB officials during their visit at any time.

Documents to be attached with application: 1) Detailed Project Report. 2) Certificate of Registration/incorporation 3) Location Map. 4) Land tax receipt in case of Land owned by the applicant / rent or lease agreement between parties. 5) Arrangements made for sourcing of products. 6) Arrangements made for Manpower for operating the kiosk. 7) Proof of brand name in case of manufacturers 8) Proof for branding of products-brand registration details & photograph of packed products with brand name (*for branded manufacturers*) 9) Proof of Marketing experience-details of transaction undertaken during previous year in volume and value (*for FPCs/Cooperatives/Marketing Federations in non-traditional states*)

Documents to be attached for claim: 1) Certified statement of expenditure 2) Original Bills (GST Bills) 3) Photograph of the Kiosk starting functioning 4) Bank Account details in the name of applicant.

Other Documents: Once Kiosk is functional, Monthly sales records also to be furnished.

Procedure for fund release by CDB:

Once suitable applicants are identified, applications may be forwarded for Administrative Approval ensuring that proposal is for kiosks with *floor area at least 60 sq ft, owned by applicant / on rent or lease for minimum 3 years, in a location having good visibility and accessibility, structure shall be permanent/semi-permanent with minimum required accessories* – Furniture, Cupboards, Racks, Equipments etc, for display and sale of coconut products. The applicant *should have proper arrangements for sourcing coconut products as well as capable of undertaking daily sales for ensuring economic sustainability of the unit; and shall also have minimum staff for operating the kiosk and monitoring daily sourcing/sales.*

Once Administrative Approval is accorded, while conveying the same the firm should be requested to complete the structure and make it operational. The firm should intimate the Unit Office concerned once the Kiosk becomes operational. Claim shall also be obtained as *certified statement of expenditure with supporting bills (GST bills for goods purchased)*. On receipt of claim, the Unit office shall inspect the unit and forward *claim with Inspection Report and recommendations to HO. Inspection report should indicate date of start of the kiosk.*

Subsequently, *Sales Records* (format enclosed) also to be obtained *on a monthly basis*. Reimbursement to the firm will be considered on receipt of Sales Records *up to 6th month*.

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**APPLICATION FOR ESTABLISHING COCONUT SALES
OUTLET/KIOSK**

- 1) Name of applicant:
- 2) Registration details.....
(Certificate of Registration/incorporation may be attached)
- 3) Date of registration.
- 4) Details of contact person:
- a. Name:
- b. Address:
.....
..... District. Pin.
- c. Phone number:
- 5) **Details of coconut kiosk:**
- i. Proposed location of kiosk: (location map may be attached)
.....
- ii. Nature of ownership:
- a. Own (mention Yes/No)
- b. If leased, mention lease period:.....years; Date of expiry of lease period:.....
- c. If rented, mention monthly rent: Rs/-.
- iii. Floor area of kiosk sq ft.
- iv. Nature of structure of kiosk..... (Permanent/Semi-permanent)
- v. Details of existing infrastructure/facility of kiosk at the proposed location:

Sl.No	Particulars
1	
2	
3	
4	
5	
6	
7	

vi. Details of infrastructure/facility proposed for the kiosk:

Sl.No.	Particulars	Expenditure (in Rs)
1		
2		
3		
4		
5		
6		
	TOTAL	

6) Means of finance:

Particulars	Amount (in Rs)
Own fund	
Loan	
Other sources (specify)	
TOTAL	

7) List of coconut products to be sold through the outlet:

Sl.No	Coconut Products	Quantity	Proposed source of procurement
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

8) No. of coconut points already established by the applicant:

9) Total amount of subsidy already availed by the applicant from CDB:

Declaration:

I hereby declare that the details furnished above are true and correct to the best of my knowledge and belief.

Signature

Date:.....

Name:.....

Place:.....

Designation:.....

**Proforma for Furnishing Monthly Sales Details for
Coconut Sales Outlet/Kiosk by**

M/s.....

Month & Year :

A. Monthly Sales/Purchase/Stock Statement					
SL.N o.	List of Products	Quantity in Opening stock	Purchase (Qty)	Sales (Qty)	Quantity in Closing Stock
1					
2					
3					
4					
5					
6					
7					
8					

B. Monthly Account statement of Receipts and Payments					
S.No	Payments	Amount (Rs)	S.No	Receipts	Amount (Rs)
	Opening Balance				
	Purchases (List of Products)			Sales (List of Products)	
				Closing Balance	
	Total			Total	

**Shall be supported by Corresponding Bank Account Statement.*

Signature of authorized signatory:

Name and Address of authorized signatory:

Date: