



कयर बोर्ड  
COIR BOARD

संयुक्त नरु और मरुम डरुम मरुमम, मरुम मरुमम  
Ministry of MSME, Govt. of India

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मरुमम  
Date:

I-17015/12/2019-SFURTI

16.10.2019

M/s. Aditya Global Business Incubator (AGBI)  
ADB Road, Aditya Nagar  
Surampalem, East Godavari Dist., Andhra Pradesh 533437

Sir,

Sub: Setting up of Amalapuram Coir Cluster, East Godavari in Andhra Pradesh under SFURTI – approval issued – reg.

Ref: This office e-mail dated 14.08.2019

I am directed to refer to the above and to convey the approval of the Ministry of MSME, Govt. of India for setting up of the **Amalapuram Coir Cluster at East Godavari (Major)** in Andhra Pradesh under SFURTI programme at a total project cost of **Rs.341.38 lakhs** as under, towards the setting up of Common Facility Centre (CFC) and implementation of other interventions in the DPR submitted.

1. M/s.National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad will be the authorized Technical Agency for the Amalapuram Coir Cluster, East Godavari and they will render all kinds of technical supports to the cluster.
2. M/s. Aditya Global Business Incubator (AGBI) will be the Implementing Agency (IA) for the project. The Govt grant-in-aid for setting up of the CFCs will be released to the IA/SPV. The day-to-day activities, sustainability and maintenance of the CFC shall be the responsibility of M/s.Krushivala Coconut Farmers Producer Company Limited, Ambajipeta, East Godavari Andhra Pradesh a Special Purpose Vehicle (SPV) constituted for setting up, operation and maintenance of this CFC.
3. Out of the total project cost of Rs.341.38 lakhs sanctioned by MoMSME, the **Govt grant-in-aid component will be of Rs.313.94 lakhs.**
4. The IA will ensure that CFCs should be commissioned and start its functioning at the earliest so as to complete all the activities furnished in the action plan on or before 31.12.2020 and as per the timelines specified in the Detailed Project Report (DPR).
5. The IA/SPV must strictly follow the interventions and action plans specified in the DPR approved by the MoMSME and any kind of breach of these shall not be entertained, in any case.

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6. IA/SPV shall submit quarterly progress report for implementation and functioning of CFC on regular basis
7. Under Hard Interventions, the proposed CFC is meant for production of the following
  - Coir fibre extraction unit
  - Coir pith block making unit (5 kg)
  - Coir needled felt plant (200 cm width)
  - Coco peat
  - Garden articles
8. The Soft Interventions under the project comprises of awareness programmes on MSME schemes, Exposure visits, training of artisans on latest machinery, participation in trade fairs etc.
9. The expected outcomes of the CFC are as follows:
  - Creating agripreneurs by setting-up of new micro enterprises
  - There will be a perceptible improvement in the quality of life of the artisans thus improving their socio-economic conditions.
  - Improved profits by producing high value coir products at CFC
  - Influence of middlemen will be reduced.
  - Value addition leads to increased turnover, and profit for entrepreneurs and increased wages for artisans
  - Continuous work for household enterprises
  - Establishment of at least 25 new micro enterprises during project period
  - Increase in cluster turnover by at least 50%
  - Increase in wages of workers by at least 30% Improvement in profitability of enterprises by 20% through improved quality and productivity and value addition
10. The component wise bifurcation of the total project cost are detailed as under.

Sl. No.	Intervention	SPV Share	GoI Grant	Total cost
1	Soft Interventions	0	25.00	25.00
2	Hard Interventions	27.44	246.99	274.43
3	TA Cost	0	21.95	21.95
4	IA/CDE Cost	0	20.00	20.00
	Total (in lakhs)	27.44	313.94	341.38

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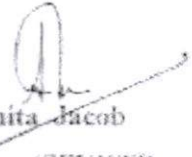


11. Escalation in the cost of project above the sanctioned amount due to any reason shall be borne by the SPV. The Board shall not entertain any kind of financial liability arising out of operation of CFC.
12. IA shall maintain separate and dedicated bank account in their name with a nationalized bank in the locality of the cluster, jointly operated by their authorized signatory, Officer-in-charge of the NAFO and president of Special Purpose Vehicle, for utilization of the funds received from the Nodal Agency for implementation of the hard interventions like setting up of CFC, civil works, procurement and installation of machinery and shall allow the auditors deputed by the Coir Board and/ or the representatives of the Coir Board/Ministry of MSME/A.G. to inspect and audit such accounts at any time. The Nodal Agency shall release to this account 90% of the project cost meant under Hard Interventions as grant amount in instalments as per the guidelines approved by the Ministry on recommendation by NAFO only if the Special Purpose Vehicle contributes 10% as its share for total hard intervention cost in lump sum or on pro-rata basis as per release by the Ministry into this joint account.
13. In addition to the above, the IA shall maintain two separate and dedicated account with a nationalized bank in their locality, in their name, jointly operated by their authorized signatory and Officer-in-charge of the NAFO, for remitting the Implementing Agency & Soft Intervention costs received from the Nodal Agency and shall allow the auditors deputed by the Nodal Agency and/or the representatives of the Nodal Agency / Ministry of MSME/A.G. to inspect and audit such accounts at any time.
14. IA shall furnish Utilization Certificates (UC) and Audited Statement of Accounts of the financial year before every 1<sup>st</sup> April till completion of project.
15. The amount sanctioned shall be released in suitable manner in instalments according to the operational guidelines of the scheme as per the approved action plan and as decided by Coir Board.
16. The specific form of assistance as per the approved final action plan prescribed in the Detailed Project Report (DPR) shall be communicated during the period of the programme from time to time.
17. The IA SPV shall commence the work on CFC within one month from the date of receipt of grant contribution from NA and shall complete the CFC within 6 months period after the commencement of the work.
18. The facility of CFC would be available to all existing units in the cluster and also to those to be set up in future.
19. IA would certify that they have not applied for or availed of grant-in-aid for the same purpose/activity from any other Ministries/Departments of Govt. of India or the State Govt.

20. The IA/SPV will submit the completion report to the Coir Board after the CFC is established and becomes operational.
21. One official each from Coir Board and State Govt. should be represented in the Working committee/governing council/any controlling body of the SPV to ensure smooth implementation and functioning of the CFC.
22. The IA shall set up and update a website for the cluster and facilitate the web based Project Management System (PMS) by Coir Board.
23. The IA/SPV shall follow the Executive Instructions released by Coir Board in all due aspects and shall abide by the amendments made from time to time by the Ministry of MSME in the revamped guidelines of SFURTI.

This issues with the approval of Chairman, Coir Board.

Yours faithfully,



अनिता जैकब/Anita Jacob

क्षेत्रीय अधिकारी (स्फूर्ति)/Regional Officer (SFURTI)

Copy to:

1. The Regional Officer, Coir Board Regional Office, Rajahmundry
2. M/s. National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad
3. M/s. Krushivala Coconut Farmers Producer Company Limited, Ambajipeta, East Godavari Andhra Pradesh



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