



कोयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of MS&ME, Govt. of India)

कोयर हाउस, एम.जी.रोड., कोच्ची - 682016
Coir House, M.G. Road, Kochi - 682016
तार/ Gram : COIR BOARD
दूरभाष/ Ph : 0484-2351954, 2351807, 2351788
फैक्स / Fax : 0484-2370034, 2354397
ई-मेल/ E-mail : coir@md2.vsnl.net.in
वेब/ Web : www.coirboard.nic.in, www.coirboard.gov.in

सीबी/वि./CB/MKG/2015/21/1

31.08.2015

CIRCULAR

SUB : Special Drive for liquidation of piled up stock in Showrooms.

Coir Board is in the process of evolving a strategy shift in its domestic marketing efforts through Showroom & Sales Depots, by withdrawing from direct selling. As per the Government policy, government organizations should keep away from production and selling activities and gradually assume the role of a facilitator for marketing. On a review of the situation, it is noticed that large volume of stock of coir goods has been piled up in various Showrooms, that too of products ageing for more than 3 to 4 years. The Board has already issued instructions vide Circular No.CB/Mkg.2013/5/3 dated 03.08.2015 for auction of unsalable/ unusable coir goods/ semi permanent articles, as a part of "Swachh Bharat Abhiyan" launched by the Hon'ble Prime Minister of India. After careful consideration of various aspects of the process of liquidation of existing stock, the Board has decided to introduce a Special Drive for sale/ clearance/ liquidation of existing stock as per details given below w.e.f. 01.09.2015:

1. 20% Discount shall be allowed for sale of matting and other coir products consigned by Hindustan Coir (HC) up to 31.12.2015.
2. A Cash Reward of 0.5% will be given to the SR staff who achieves sales worth Rs. 5 lakh and above on HC products in a month, which will be distributed among the staff in the manner of distributing cash award for achieving annual sales targets.
3. Among the achievers of monthly target of Rs.5.00 lakh on Hindustan Coir products, the team which achieves the biggest sales will be designated as the Best Performer of the Month and photo of the team will be published on Board's Website and Coir News, besides granting additional and Special Cash Reward of 0.25% of the total sales of HC products in the relevant month. The expenditure towards giving discount, Cash Reward and Special Cash Reward shall be borne by Hindustan Coir and Board on 1:1 ratio.
4. 10% discount shall be available on all products sold in exhibitions, which will be shared equally by Board and Consignor. However, the Consignor can offer a higher discount, if he desires so.
5. A slab system is introduced for providing discounts for bulk sales as below, subject to the condition that the goods are sold at one go.

Contd...

i. For sales up to ₹9,999/-	- no discount
ii. For sales from ₹10,000/- to ₹49,999/-	- 3%
iii. For sales from ₹50,000/- to ₹4,99,999/-	- 5%
iv. For sales from ₹5,00,000/- to ₹9,99,999/-	- 7.5%
v. For sales from ₹10,00,000/- to ₹19,99,999/-	- 10%
vi. For sales from ₹20,00,000/- to ₹29,99,999/-	- 12%
vii. For sales from ₹30,00,000/- and above	- 13%

The above rates of discount will be in force, upto 31.12.2015.

The Managers are authorized to give the discounts as above, provided that the consignors are also extending equal or above percentage of discount. If the Consignor is not willing to give a discount as detailed above, then the Board's discount shall also stand reduced to the discount level offered by the Consignor. In case, the Manager offers a discount in the higher slab and the sales or realization happens to be in the lower slab, the Manager concerned shall be liable to pay the discount paid beyond the entitled level. The Managers are liable to distribute the orders canvassed for bulk sales among all the consignors of that product in an equitable manner and giving order to one or two consignors on flimsy reasons, will hereafter, be viewed seriously. The order placement for bulk sales may be reported to Head Office, then and there itself.

The Managers are directed not to place fresh orders for consignments until and unless it is required for instant sale or for specific requirement of the customer, supplies against tender participation, or for a commitment made earlier. Managers shall completely concentrate on liquidation of existing stock.

For a particular sale, any one of the discount system stated above, including those ordered earlier such as discount on Festival period, discount for coir geo-textiles, coir pith, coir ply board etc. shall only be admissible and clubbing of two or more discount systems will not be permitted.

A list detailing the discount sales of HC goods, bulk sales, exhibition sales and other Showroom sales on a monthly basis, shall be furnished to Marketing section, along with the details such as name of each product, actual price of the product, name of consignor and the selling price, with effect from the month of September,2015.

The above pattern of discount has the approval of Chairman, Coir Board vide his orders dated 26.08.2015.

Sd/-

Development Officer (Mktg.)

To

1. All SR & SDs
2. Showroom Accounts Sn.
3. IA section
4. Hindustan Coir



कोयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार)
Ministry of MS&ME, Govt. of India)

सीबी/वि./CB/MKG/2013/5/3

कोयर हाउस, एम.जी.रोड., कोची - 682016
Coir House, M.G. Road, Kochi - 682016
तार/ Gram : COIR BOARD
दूरभाष/ Ph : 0484-2351954, 2351807, 2351788
फैक्स / Fax : 0484-2370034, 2354397
ई-मेल/ E-mail : coir@md2.vsnl.net.in
वेब/ Web : www.coirboard.nic.in, www.coirboard.gov.in

03.08.2015

CIRCULAR

SUB: Instructions on Discount sales - reiterated

As all concerned are already aware, the Board has been allowing special discounts to particular products, during a particular period or for bulk sale, to boost up sales through the Showrooms and thereby supporting the coir industry, that too on a case to case basis. It is noticed that some of the Managers are continuing to offer bulk sale discounts, on the basis of an approval issued by H.O. for allowing discount for particular bidding process/ bulk sale. It is also noticed that discount sales are being made during exhibitions, without permission from Head Office. The matter has been examined in detail and it is hereby brought to the notice of all concerned that no offer for allowing discount exists for any of the coir products, as on date. It is hereby made clear that all the earlier orders issued by this office on allowing discount, including the ones specifically issued to individual Showrooms on a case to case basis, shall cease to exist from the date of issue of this circular.

All the Showroom Managers are requested to indicate the period of discount sales required by them (different spells not exceeding 90 days during the current financial year), for consideration of sanction at this end. Hereafter, approval for offering discounts on bulk sale will be obtained by each Showroom on a case to case basis, until issue of instructions, otherwise. The sales bills from the Showrooms, on allowing discount sales deviating from these norms will not be entertained. Violation of these instructions will be viewed seriously and will lead to departmental action against the delinquent .

This issues with the approval of Secretary vide his orders dated 01.08.2015.

Sd/-

DIRECTOR (Mktg.)

To

1. All SR & SDs
2. Showroom Accounts Sn.
3. IA section
4. Hindustan Coir



कोयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार
Ministry of MS&ME, Govt. of India)

कोयर हाउस, एम.जी.रोड., कोच्ची - 682016
Coir House, M.G. Road, Kochi - 682016
तार/ Gram : COIR BOARD
दूरभाष/ Ph : 0484-2351954, 2351807, 2351788
फैक्स / Fax : 0484-2370034, 2354397
ई-मेल/ E-mail : coir@md2.vsnl.net.in
वेब/ Web : www.coirboard.nic.in, www.coirboard.gov.in

सीबी/वि./CB/MKG/2013/5/3

03.08.2015

CIRCULAR

SUB: Disposal of Old and damaged coir goods & Semi Permanent articles.

As part of "Swach Bharat Mission" launched by Hon'ble Prime Minister, the Coir Board has started a campaign for making the office premises and nearby places clean and tidy w.e.f. 25.09.2014. The Board's Internal Audit, in their report concerning the Showrooms, has seriously commented that a lion's share of the Showroom space is occupied by damaged/old/ unsalable coir goods and damaged semi permanent items, leading to loss of vital storage space hired on paying rentals. By joining the drive towards "Swach Bharat Mission", the Board has decided to keep the Showrooms in a hygienic condition. As an effort to this, all concerned are requested to initiate action for disposal of damaged/ unserviceable goods through auction as per rules on the matter. The Managers may furnish the list of Damaged/ old/ unsalable coir goods, mentioning the year of purchase, name of the Consignor, present value etc. with a tentative schedule for auction fixing target dates for each stage. The Managers may simultaneously start the process of obtaining consent from the consignors for auction of unsalable coir goods. A list of Permanent/ Semi permanent articles lying in the Showrooms which are not usable, may also be furnished in GFR-17 (format enclosed) for considering its disposal through appropriate means.

This issues with the approval of Secretary vide his orders dated 01.08.2015.

Sd/-

DIRECTOR (Mktg.)

संलग्न / Encl: उपर्युक्त / As above

To

1. All SR & SDs
2. Showroom Accounts Sn.
3. IA section
4. Hindustan Coir



कयर बोर्ड Coir Board

(सूक्ष्म, लघु और मध्यम उद्यम मंत्रालय, भारत सरकार)
Ministry of MS&ME, Govt. of India)

सीबी/वि./CB/MKG/2014-15/10/1

कयर हाउस, एम.जी.रोड., कोची - 682016
Coir House, M.G. Road, Kochi - 682016
तार/ Gram : COIR BOARD
दूरभाष/ Ph : 0484-2351954, 2351807, 2351788
फैक्स / Fax : 0484-2370034, 2354397
ई-मेल/ E-mail : coir@md2.vsnl.net.in
वेब/ Web : www.coirboard.nic.in, www.coirboard.gov.in

23.07.2015

CIRCULAR

Sub: Special Discount of 10% on sales of C-Pom, Coir Geo-textiles & Coir ply- reg.

Coir Board has been undertaking various measures to expand the domestic market and to increase the consumption of coir products in the country. However, the reach of the product so far among the common people and various end users is found to be very less. As a part of research and development activities over the years, several innovative products such as Coir pith manure, Coir Geo-textiles, Coir ply, Coir Umbrella, Handicraft items etc. have been brought out. Coir Pith Manure (C-Pom) is a manure prepared out of coir pith which was considered as a waste material. Coir pith on being converted as manure, by adding urea and other natural nutrients has proved to be an environment friendly natural product which acts as an excellent soil conditioner also. Considering the moisture retention qualities, it is extensively being used as a soil-less medium for agricultural as well as horticultural purposes.

Coir Geo-textiles is a coir mesh made up of brown coir fibre which is used to protect land surface and promote quick vegetation. Coir Geo-textile is a wonderful addition to the eco friendly, erosion control products in woven and non-woven preparations. Being 100% biodegradable, geo-textiles help soil stabilisation and renew vegetation in varying slopes in a most nature friendly manner.

Coir ply is made up of coir fibre which is also 100% natural and durable product. It can substitute wood/ plywood materials in all its applications like making furniture items and kitchen wardrobes, roofing panelling, flooring and even for carving. Promotion of coir ply would help prevention of deforestation by a greater extent, thereby reducing carbon footprint.

Taking into account of the 100% bio-degradability of coir products, to assist the coir units for marketing and also to popularise the above eco-friendly products among the common people, the Board has decided to offer a special discount of 10% for sale of the items which should go to the direct customer.

It has to be borne in mind by all concerned that this is not by way of waiver of Board's commission but as a discount to the buyer, through the sales bills.

This issues with the approval of Secretary vide his orders dated 28.06.2015.

Sd/-

DIRECTOR (Mktg.)

To

3. All SR & SDs
4. Showroom Accounts Sn.
3. IA section
4. Hindustan Coir

