

NATIONAL JUTE BOARD

Scheme updates under National Jute Development Programme (NJDP) – An umbrella scheme for Promotion and Development of Jute Sector approved for implementation during 2021-22 to 2025-26 (15th Finance Commission period)

In consonance with the mandates, National Jute Board has been implementing various schemes / programmes for overall development / promotion of jute sector starting from agriculture to finished products. The approved schemes implemented under National Jute Development Programme (NJDP) :

Updates during 2021-22 and 2022-23 (April to September 2022), are given below:

(a) Improved Cultivation and Advanced Retting Exercise (Jute ICARE)

NJB has been implementing a project Jute-ICARE (Improved Cultivation and Advanced Retting Exercise) for the last seven years in a phased manner. The project is being implemented by NJB in association with Jute Corporation of India Ltd. (JCI) and Central Research Institute for Jute & Allied Fibres, (CRIJAF), Ministry of Agriculture. The project introduces package of scientific methods of jute cultivation and retting exercises for improving fibre quality and productivity and reducing the cost of jute production and increasing farmers' income. The scientific methods include (i) Registration of farmers (ii) Supply of certified seeds, seed driller, nail weeder and CRIJAF Sona, sending SMSs and demonstrating usages of modernized tools retting exercise etc. Physical progress of Jute-ICARE are as follows : -

Particulars	ICARE-I (2015-16)	ICARE-II (2016-17)	ICARE-III (2017-18)	ICARE-IV (2018-19)	ICARE-V (2019-20)	ICARE-VI (2020-21)	ICARE-VII (2021-22)
• No. of Jute growing block / state covered	4 Blocks under W.B & Assam	14 Blocks under W.B, Bihar, Assam, Odisha, A.P & Meghalaya	30 Blocks under W.B, Bihar, Assam, Odisha, A.P & Meghalaya	69 Blocks under W.B, Bihar, Assam, Odisha, A.P & Meghalaya	72 blocks under W.B, Bihar, Assam, Odisha, A.P and Meghalaya	130 blocks under WB, Bihar, Assam, Odisha, Meghalay, AP & Tripura	140 blocks under WB, Bihar, Assam, Odisha, Meghalaya, AP & Tripura
• Land covered(Ha)	12331	26264	70628	98897	106934	110893	125000
• No. of farmers covered	21548	41616	102372	193070	243549	258324	300000
Certified Jute seed provided (JRO-204 JBO-2003H)	64 MT	160 MT	500 MT	755 MT	535 MT	604 MT	800MT
• Seed drill machine (Nos)	350	700	1200	1950	2550	3150	4150
• Nail Weeder machine (Nos)	500	700	1200	1950	2850	3750	4950
• CRIJAF SONA (MT)	83	273	206	610	612	500	650

During 2022-23:

- 170 jute growing blocks.
- 189483 hec land.
- 420309 jute farmers.
- CRIJAF SONA for Retting : 700 M. Tons
- Certified Jute Seeds : 192 M. Tons

The project resulted in improving jute agriculture in the following manner : -

- Increased in jute production (yield) from existing 22/23 quintals per hectare to 26/28 quintals per hectare.
- Quality upgradation at least one grade high.
- Increase in farmers' income by approximately Rs 10,000/- per hectare due to production and quality improvement.

(b) Capital Subsidy for Acquisition of Plant & Machinery (CSAPM) for manufacturing Jute Diversified Products and to facilitate modernization / upgradation of the existing Jute mills and MSME JDP Units. Target set: Incentive @ 30% of the cost of machinery facilitating investment of Rs 10,000 Lakh in acquisition of new machineries for production of JDPs by 100 Jute Mills/MSME-JDP Units at total financial outlay Rs 30.00 crore. During 2021-22, NJB received applications from 10 Jute Mills/MSME-JDP Units for acquisition of new machineries and submitted LOI under the scheme. During 2022-23 5 claim applications were received and are under examination.

(c) Jute Resource cum Production Centre (JRCPC) to spread jute diversification programme by providing trainings to new artisans and WSHGs for sustained employment for production of JDPs. Target set :150 JRCPCs, 10,800 new employment. During 2021-22, 8 JRCPCs – collaborating agencies were engaged are imparting training under the scheme, 192 new jute artisans trained, products :woolenised jute carpets, braided items and novelty gift items, jute bags. During 2022-23 16 applications are received and under process.

(d) Jute Raw Material Bank (JRMB) to supply jute raw materials to jute artisans, MSMEs for production of JDPs at Mill Gate price. Target set : 140 JRMBs. During 2021-22, 21 JRMBs – collaborating agencies were engaged under the scheme. During 2022-23, 9 applications have been received and under process.

(e) Jute Retail Outlets (JRO) Scheme – To facilitate existing and new artisans / entrepreneurs for promotion and sale of JDPs through Retail Outlets / Showrooms. **Target set** : 140 Jute Retail Outlets. During 2021-22, 13 retail outlets were opened by the jute entrepreneurs under the scheme. During 2022-23, 01 application has been received and under process.

(f) Jute Design Resource Centre (JDRC) for designing and development of market worthy innovative jute diversified products and helping existing and new JDP manufacturers and exporters. Target set : 580 designs of innovative lifestyle jute products. NIFT has been approached with deliverables to confirm.

	Diversified Products						
	• Jute Resource Cum Production Centre (JRCPC)	4.80	6.00	7.20	8.40	9.60	36.00
	• Jute Raw Material Bank (JRMB)	2.40	2.40	3.60	3.60	4.80	16.80
	• Jute Retail Outlets (JRO)	1.80	1.80	2.70	2.70	3.60	12.60
	• Jute Design Resource Centre (JDRC)	1.00	1.50	1.10	1.10	1.10	5.80
	• Product Diversification	3.25	3.25	3.25	3.25	3.25	16.25
	• Production Linked Incentive (PLI)	12.00	12.60	13.20	13.80	14.40	66.00
3	Market Development & Promotion Scheme (MDPS)	14.22	25.90	25.90	25.90	25.90	117.82
	• Domestic Market Promotion Activities	3.25	7.10	7.10	7.10	7.10	31.65
	• Export Market Promotion Activities	5.37	11.60	11.60	11.60	11.60	51.77
	• Jute Mark Logo Programme	4.40	4.40	4.40	4.40	4.40	22.00
	• Publicity & Promotion Activities	1.20	2.80	2.80	2.80	2.80	12.40
4	Scholarship Scheme for Girl Children of Workers of Jute Mills/MSME JDP unit @ Rs 5000/- for Secondary Exam and Rs 10,000/- for Higher Secondary Exam Pass outs	3.00	3.00	3.00	3.00	3.00	15.00
5	Total:	59.06	74.89	80.39	83.67	87.57	385.58
6	Admn. &Estt. Expenses	18.00	19.00	20.00	21.00	22.00	100.00
7	Grand Total	77.06	93.89	100.39	104.67	109.57	485.58
