

ANNUAL ACTION PLAN FOR 2021-22(MARKET DEVELOPMENT & PROMOTION)

A MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS)

(A1) DOMESTIC MARKET PROMOTION ACTIVITIES

(i) REGIONAL/ NATIONAL FAIRS

By Kolkata Office				
Sl. No.	Activity	Place	Month / Period	
1	Jute Festival	Chandipur	Sep '21	
2	Jute Fair	Shiliguri	Jul '21	
3	Jute Fair	Raipur	Aug '21	
4	Jute Fair -City Centre-1, Kolkata	Kolkata	Sept '21	
5	Jute Fair -City Centre-2, Kolkata	Kolkata	Sept '21	
6	Jute Fair	Haldia	Oct '21	
7	Jute Fair	Patna/ Shillong	Nov '21	
8	Wedding Diaries	Kolkata	July,21	
9	India Story	Kolkata	Dec,21	
10	Poush Mela	Shantiniketan	Dec'21	
11	2 Fairs (@ Rs 4.0 lakh each) unscheduled under reference from Ministry & State Govts.	As per the proposals	As per the proposals	
By Delhi Regional Office				
1	Jute Fair	Shimla/ Chandigarh	Nov/Dec 21	
2	Shilpotsav Noida by MOC	Noida, UP	Oct'21	
3	Jute Fair /Lucknow Mahotsav by UP Tourism	Lucknow	Nov',21	
4	Shilpgram Utsav, Udaipur	Udaipur, Rajasthan	Dec '21	
5	Pashchimi Rajasthan Udyog Hastashlpa Utsav, Jodhpur by DIC/District Admin, Jodhpur	Jodhpur, Rajasthan	Jan'22	
6	Taj Mahotsav by UP Tourism	Agra, UP	Feb '22	
7	2 Fairs (@ Rs 4.0 lakh each) unscheduled under reference from Ministry & State Govts.	As per the proposals	As per the proposals	
By Chennai Regional Office				
1	Jute Fair	Bangalore/ Mangalore	Sept-Nov.'21	
2	Jute Fair	Calicut/Cochin	Oct-Dec'21	
3	Jute Fair	Chennai/Coimbatore	Sept-Dec'21	
4	Coir Kerala	Alleppy	Nov/Dec'21	
By Hyderabad Regional Office				
1	Jute Fair/ Golkunda Craft Bazar	Hyderabad	Aug/Sep '21	
2	Jute Fair	Nagpur	Oct/Nov '21	
3	All India Craft Mela, Shilparamam	Hyderabad	Dec'21	
4	Lepakshi Craft bazar/ Jute Fair	Vijayawada/ Vizag	Nov'21	
5	2 Fairs (@ Rs 4.0 lakh each) unscheduled under reference from Ministry & State Govts.	As per the proposals	As per the proposals	

A MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS)**(A1) DOMESTIC MARKET PROMOTION ACTIVITIES****(ii) INTERNATIONAL EVENTS (RETAIL) IN INDIA**

Sl. No.	Activity	Place	Month / Period
1	Kolkata International Book Fair/ IIMTF	Kolkata	Jul'21/ Dec'21
2	India Int. Trade Fair (IITF) &/or Suraj Kund Mela	New Delhi	Nov'21
3	Suraj Kund Mela by Haryana Tourism	Surajkund,	Feb '22

(iii) Awareness Workshops/Interactive Meets with BSMs (Domestic) and Road Shows :**By Kolkata Office**

Sl. No.	Name of event	Place	Month
1	Awareness Workshop/ Interactive Meet coupled with	Murshidabad	Oct/Nov'21
2	Awareness Workshop/ Interactive Meet coupled with BSM	Shantiniketan/ Baruipur	Nov-Dec'21

By Delhi Regional Office

1	Awareness Workshop/ Interactive Meet coupled with	Chandigarh	Nov/Dec'21
2	Promotional campaign concurrent to Road Show	Delhi	Jan'22

By Chennai Regional Office

1	BSM	Chennai	Oct'21
2	Promotional campaign concurrent to Road Show	Chennai	Jan'22

By Hyderabad Regional Office

1	BSM	Hyderabad	Oct'21
3	Promotional campaign concurrent to Road Show	Tirupati/ Puducherry	Jan'22

(A) MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS)**(A2) EXPORT MARKET PROMOTIONAL ACTIVITY (EMPA)**

(i) INTERNATIONAL EVENTS (EXPORT PROMOTION) IN INDIA			
Sl. No.	Activity	Place / Country	Month / Period
1	Autumn / Spring Fair, EPCH10	Noida	Oct' 21/ Feb'22
2	Mujibo Barso	Delhi/ Kolkata	Nov'21
3	Texstyle India/ Int. Carpet Fairs (CEPC)	Delhi/NOIDA or Bhadohi	22-Feb
(ii) EXPORT MARKETING PLAN - FAIRS FOR PARTICIPATION			
CATEGORY 'A' - TRADITIONAL/DEVELOPED MARKETS			
Sl. No.	Activity	Place / Country	Month / Period
2	Autumn, Spring Fair	Birmingham/ London	Sept'21/Feb'22
4	Christmas World/ Ambiente	Frankfurt, Germany	Jan'22/ Feb'22
5	Domotex	Hannover, Germany	Jan'22
CATEGORY 'B' - FOCUS AND EMERGING MARKETS			
2	Internatinal Sourcing Fair	Melbourne, Australia	Nov'21
4	Mujibo Barso	Dhaka, Bangladesh	Dec, 21
5	India Show	Dubai	Dec-21
6	Bharat Mahotsav	Geneva	7-11, Sept, 21
(iii) BUSINESS DELEGATION / CONFERENCE			
Sl.	Activity	Place / Country	Month / Period
1	Buyer Seller Meets and Interactive Meetings for Sustainable Market	Austarlia/Newzealand	Nov- Dec'21
2	Buyer Seller Meets and Interactive	Mexico, Chile, Peru,	Feb-March'22

Note : 2 Officials per event from NJB will be nominated by Secretary-NJB as per NJB Regulations

(A) MARKET DEVELOPMENT & PROMOTION SCHEME (MDPS)

(A2) EXPORT MARKET PROMOTION ACTIVITY (EMPA)

(iv) Export Market Assistance (EMA)

Activities	Physical Quantity	
Assistance (@ 50%/75%/90%) to Exporters for participation in international events towards Air Fare, Hotel & Decoration cost (Fairs/ Delegation/ BSM/Road shows/ Conferences & Seminars). Assistance (@ 50%/75%/90%) against Cost of stall rent will be covered under outlay for each Int. event abroad as per funding pattern guidelines.	300	

(A3) Jute Mark Logo

Activities	Physical Quantity	
(i) Workshop for promotion of Jute Mark Logo	10	
(ii) Jute Mark Logo Distribution through empanelled/registered Agencies of NJB	10 Lakh Logo (to 500 Units)	
(iii) Hiring of Agencies for implementation of Jute Mark Logo	10 Agencies/ Location	
(iv) Testing Equipments for Articles to be awarded Jute Mark Logo	10 Agencies/ Location	

(A4) Publicity & Promotion Activities

Activities	Physical Quantity	
(i) Workshops/Seminars/ Conferences on promotion of JDPs	15	
(ii) Road Shows/ Fashion Shows	5	
(iii) News Papers Advertisement	20	
(iv) Publicity campaigns through institutional arrangements (Railways/ Metros/ Trams/ Tourist places etc.)	5	
(v) Publicity Through Magazines, Tabloids, Journals etc.	20	
(vi) Other Promotional Campaigns	20	

(B) JUTE DIVERSIFICATION SCHEME (JDS)

B1 Jute Resource-cum-Production

Centre (JRCPC)

By Kolkata Office				
Sl. No	Name of the event/Centre	Period of the event		
1	5 JRCPC for Basic/Advance Trainings, design/marketing support etc. (including 6 Cycles of trainings for Correction Home (Kolkata Police), Army AWWA and other organisations)	As per the approved Action Plan of 5 JRCPC in East India		
By Delhi Regional Office				
1	5 JRCPC for Basic/Advance Trainings, design/marketing support etc. (including 6 Cycles of trainings for Delhi Police, PMF and Indian Army)	As per the approved Action Plan of 5 JRCPC in North India		
By Chennai Regional Office				
1	5 JRCPC for Basic/Advance Trainings, design/marketing support etc. (including 6 Cycles of trainings for Tamilnadu Police , Correction Home ,	As per the approved Action Plan of 5 JRCPC in South India		
By Hyderabad Regional Office				
1	5 JRCPC for Basic/Advance Trainings, design/marketing support etc. (including 6 Cycles of trainings for Correction Home , Army AWWA and other organisations of repute)	As per the approved Action Plan of 5 JRCPC in West India		

(B) JUTE DIVERSIFICATION SCHEME (JDS)**B2 Jute Raw Material Bank(JRMB)****By Kolkata Office**

Sl. No	Name of the event/Centre	Period of the event		
1	5 JRMB for supply of jute raw materials as distant locations of the country at reasonable prices.	SFC Guidelines		

By Delhi Regional Office

1	5 JRMBfor supply of jute raw materials as distant locations of the country at reasonable prices.	SFC Guidelines		
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By Chennai Regional Office

1	5 JRMB for supply of jute raw materials as distant locations of the country at reasonable prices.	SFC Guidelines		
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By Hyderabad Regional Office

1	5 JRMB for supply of jute raw materials as distant locations of the country at reasonable prices.	SFC Guidelines		

B3 Jute Retail Outlet (JRO)**By Kolkata Office**

Sl. No	Name of the event/Centre	Period of the event		
1	5 Jute Retail Outlets for Sale, Publicity & Promotion of JDPs.	SFC Guidelines		

By Delhi Regional Office

1	5 Jute Retail Outlets for Sale, Publicity & Promotion of JDPs.	SFC Guidelines		
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By Chennai Regional Office

1	5 Jute Retail Outlets for Sale, Publicity & Promotion of JDPs.	SFC Guidelines		
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By Hyderabad Regional Office

1	5 Jute Retail Outlets for Sale, Publicity & Promotion of JDPs.	SFC Guidelines		

B4 Jute Product Diversification (JPD)

Activities	Quantity	
(i) Domestic Seminars/ Conferences under 4 RO@ Rs. 3.00 lakh each	5	
(ii) International Seminars/ Conferences @ Rs.8.00 lakh each	1	
(iii) Studies @ Rs. 25.00 each	3	
(iv) R&D Projects @ Rs. 30.00 each	5	
(v) Field demonstration/ Monitoring of JGT/JTT application @ Rs. 1.00 lakh eac	10	
(vi) Market Promotion events' participation for special JDPs @ Rs. 4.00 lakh each	3	
(vii) New JDP Development, promotion, marketing & Commercialization of New JDPs @ Rs. 50 lakh each	1	
(viii) Publications/ brochures & distribution of special JDPs		
(ix) Misc. activities/expn. = Rs. 3.00 Lakh		

(B) JUTE DIVERSIFICATION SCHEME (JDS)

B5 Production Linked Incentive (PLI)

Activities	Physical Quantity	
5% of the cost of Jute Raw Material used in manufacturing JDPs by registered JDPs MSME units paying GST, and PF & ESI of its employees limited to 3% of the sales value of exported JDPs, subject to a maximum of Rs. 12.00 Lakh per JDPs manufacturing unit per annum	100 JDP Units	

B6 Jute Design Resource Centre (JDRC)

Activities	Physical Quantity	
2 Qualified designers from NIFT/NID, 2 Master Trainers and 2/3 support staff to be hired for continuous design developmnet, repository and promoiton of JDPs. Rs. 50,000/- per Designer, Rs. 20,000/- Per Master & Rs.15,000/- per support staff will be paid per month New, modern desings with trend forecasting to be done by such designers. Sewing Machine, cutting machine, pressing machine, design tools, raw material, furniture etc. to be procured by NJB as per actual cost as per GFR norms. Cost of Raw material for design development & disseminations to JDPs units/clusters and Misc. expenditure to be borne by NJB on actuals as per		

(C) Scholarship Scheme

Sl. No	Component		Physical Target (*)	
1	10 th Passed Girl Children Scholarship @ Rs. 5,000/- each	100% payment of Scholarship amount to be paid on successful passing out 10 th (Metric). The amount will be paid in the Bank Account of the Girl Children through PFMS/DBT.	3,000	
2	12 th Passed Girl Children Scholarship @ Rs. 10,000/- each	100% payment of Scholarship amount to be paid on successful passing out 12 th (Sr. Secondary). The amount will be paid in the Bank Account of the Girl Children through PFMS/DBT.	1,500	