

4-A

Sub-Component

Operational Guidelines for

Domestic Market

Promotion Activities

(DMPA)

The Guidelines for Domestic Market Promotion Activities (DMPA) are:

(A) National Jute fairs :

- **Definition:** National Jute Fairs will be organized by NJB in Metros, State capitals and big cities having populations over 5 Lakhs.. National Jute fairs will be organized only if no prominent local fair is held in the City and exclusive jute fair is justified to reach the targeted consumers.
- **Organiser:** To be organized by NJB, Head Office / Regional Offices in important cities / towns under whose jurisdiction the area is covered. Repeat organization of Jute fairs in a particular city will be considered only if the performance of the earlier performance justifies such repeat performance.

For Stall Fabrication and Decoration, Limited Tender is to be called for from bonafide agencies / fabricators, having professional experience in organizing jute fair for construction of jute pavilion in jute fairs to be held at various locations, in India, and the Tender details should also be published in the Website of NJB.

The Tender Committee for opening/ Processing of the Tenders will comprise atleast 2 regular officers/officials of HO/RO for their respective fairs/events.

- **Participants:** Jute entrepreneurs under the respective jurisdiction of NJB–Head Office and Regional Offices to be given preference and other regions’ units with adequate product coverage will also be included for product diversity.
- **The Selection of Participants** will be on the basis of product coverage and to be finalized by the Selection Team (having atleast 2 regular officers/officials) of respect HO/RO for their jurisdictions.
- **Profile of visitors (Buyers):** Local Households, wholesalers / Retailers, Traders, Dept. stores, Malls
- **Sales:** Retail / Wholesale and order booking
- **Organiser / Officer responsible:** NJB, Head Office / Regional Offices having respective jurisdiction
- **Level of assistance by NJB:**

Space-

- Generally, covered areas (in hotels / auditoriums / halls) will be hired and fabrication of stalls & pavilion etc. will be arranged by NJB. The cost of fabrication and decoration of stalls (including one stall for generic promotion) –will be incurred by NJB. While booking the spaces, it shall be kept in mind that the total expenditure of Space rent + fabrication/ decoration etc. does not exceed Rs. 7.5 lakhs in Metro and in other cities and the no. of participants in a fair will be limited to the available space within this budgetary limit.
- Standard furnished booths will be provided Participation fee / Space rent recovery – Payable by the individual applicant units at the time of submission of application for participation in the event at the following applicable rate:

Participation Fees : Jute Artisans, Entrepreneurs, WSHGs, Micro Units – **Complimentary** participation for promotion, sales and marketing of their produce for sustained livelihood earning. For Mills and Exporters – 10% on the Space Rent (which includes Hall Rent + Stall Fabrication & Decoration Charges) will be charged as participation fee.

Display & decoration- NJB

Addl. Decoration- By respective participants

TA/DA - To WSHGs only. Reimbursement of TA by sleeper/ class by Railway / Bus, by the shortest distance by direct route from the unit's place of city to the place of exhibition & back, subject to a maximum of Rs.3000/- per unit. DA at lump-sum rate of Rs 750/- per day in Metro cities & Rs.500/- per day in other cities for no. of fair days+ 1 day to cover stay, food and local conveyance, subject to a maximum of Rs.3000/- per unit.

Mode of Payment of TA/DA- On submission of claim application, with supporting original bills/ vouchers, after completion of the event through PFMS.

(B) Regional / National Fairs organized by Industry Bodies, Central / State Gov. Deptt./ Organizations:

- **Definition:** The fairs which are organized at National level covering various regions / states to focus varieties of product group with latest developments.
- **Exhibitors/Participants:** At least from 2 regions out of 4 (H.O., Delhi office, Hyderabad office, and Chennai office) jurisdiction.
- **Profile of Visitors (Buyers):** Wholesalers, exporters, importers, buying houses.
- **Sales:** Retail / Wholesale
- **Organiser:** Reputed organizations like ITPO, National level Councils / Boards EPCs, International fair organisers, EPCs, WTC/ISO certified agencies, State Govt Bodies, etc.
- **Office responsible for organization of participation:** NJB, Head Office / Regional Offices
- **The Selection of Participants** will be on the basis of product coverage and to be finalized by the Selection Committee (having atleast 2 regular officers/officials) of respect HO/RO for their jurisdictions.

- **Level of assistance by NJB:**

Space-

- Stall fabrication etc. will be arranged by Industry Bodies, Central/State Gov. Deptt./Organizations. One stall will be hired for generic promotion – where the cost of decoration will be incurred by NJB. While booking the spaces, it shall be kept in mind that the total expenditure of Space rent + Fabrication etc. does not exceed Rs. 7.50 lakh and the no. of participants in a fair will be limited to the available space within this budgetary limit.
- Standard furnished booths will be provided
- Participation fee / Space rent recovery – Payable by the individual applicant units at the time of submission of application for participation in the event at the following applicable rate:
Participation Fees : Jute Artisans, Entrepreneurs, WSHGs, Micro Units – Complimentary participation for promotion, sales and marketing of their produce for sustained livelihood earning. For Mills and Exporters – 10% on the Space Rent (which includes Hall Rent + Stall Fabrication & Decoration Charges) will be charged as participation fee.

Display & decoration- NJB

Addl. Decoration- By respective participants

TA/DA - To WSHGs only. Reimbursement of TA by sleeper/ class by Railway / Bus, by the shortest distance by direct route from the unit's place of city to the place of exhibition & back, subject to a

maximum of Rs.3000/- per unit. DA at lump-sum rate of Rs 750/- per day in Metro cities & Rs.500/- per day in other cities for no. of fair days+ 1 day to cover stay, food and local conveyance, subject to a maximum of Rs.3000/- per unit.

Mode of Payment of TA/DA- On submission of claim application, with supporting original bills/ vouchers, after completion of the event through PFMS.

(C) International Fairs (Retail Sales)

- **Definition:** The fairs which are organized with focus on export promotion of Jute Diversified Products
- **Exhibitors:** Indian Jute Exporters/Exhibitors,
- **Profile of Visitors (Buyers):** Wholesalers, exporters / importers and buying houses, International buyers.
- **Sales :** With retail sales
- **Organiser:** The fair organizer should have International base Like, India Trade Promotion bodies like ITPO, Indian EPCs, and Foreign Fair Organisers, etc.
- **Office responsible for organization of participation:** NJB (HQ) / Regional Offices
- **Participants:** Regd. jute exporters under NJB/EPCs.
- **The Selection of Participants** will be on the basis of product coverage and to be finalized by the Selection Committee (having atleast 2 regular officers/officials) of respect HO/RO for their jurisdictions.

- **Level of assistance by NJB:**

Space-

- Generally, built up stalls will be hired and fabrication etc. by NJB will be avoided. One stall will be hired for generic promotion – where the cost of decoration will be incurred by NJB. While booking the spaces, it shall be kept in mind that the total expenditure of Space rent + Fabrication etc. does not exceed Rs. 55.00 lakh and the no. of participants in a fair will be limited to the available space within this budgetary limit.
- Standard furnished booths will be provided. Participation fee / Space rent recovery – Payable by the individual applicant units at the time of submission of application for participation in the event at the following applicable rate:

Participation Fees : Jute Artisans, Entrepreneurs, WSHGs, Micro Units – Complimentary participation for promotion, sales and marketing of their produce for sustained livelihood earning. For Mills and Exporters – 10% on the Space Rent (which includes Hall Rent + Stall Fabrication & Decoration Charges) will be charged as participation fee.

Display & Decoration- By respective participants

TA/DA - To WSHGs only. Reimbursement of TA by sleeper/ class by Railway / Bus, by the shortest distance by direct route from the unit's place of city to the place of exhibition & back, subject to a maximum of Rs.3000/- per unit. DA at lump-sum rate of Rs 750/- per day in Metro cities & Rs.500/- per day in other cities for no. of fair days+ 1 day to cover stay, food and local conveyance, subject to a maximum of Rs.3000/- per unit.

Mode of Payment of TA/DA- On submission of claim application, with supporting original bills/ vouchers, after completion of the event through PFMS.

(D) Misc. Market Promotion Activities

- **Definition:** These fairs, which are Unscheduled are organized with focus on Domestic Market promotion of JDPs
- **Organiser:** To be organized by NJB, Head Office/ Regional Offices, or through any other State/Central Govt Bodies, in important cities / towns under whose jurisdiction the area is covered.
- **Participants:** Jute entrepreneurs under the respective jurisdiction of NJB Head Office and Regional Offices to be given preference and Other region units with adequate product coverage will also be included for product diversity and promotion.
- **The Selection of Participants** will be on the basis of product coverage and to be finalized by the Selection Committee (having atleast 2 regular officers/officials) of respect HO/RO for their jurisdictions.
- **Profile of visitors (Buyers):** Local Households, wholesalers / Retailers, Traders, Dept. stores, Malls
- **Sales:** Retail / Wholesale and order booking
- **Organiser / Officer responsible:** NJB, Head Office / Regional Offices having respective jurisdiction
- **Level of assistance by NJB:**
 - Space-**
 - Generally, covered areas (in hotels / auditoriums / halls) will be hired. The cost of fabrication and decoration of stalls (including one stall for generic promotion) –will be incurred by NJB. While booking the spaces, it shall be kept in mind that the total expenditure of Space rent + fabrication/ decoration etc. does not exceed Rs. 3.8 lakh in Metro and in other cities and the no. of participants in a fair will be limited to the available space within this budgetary limit.
 - Standard furnished booths will be provided Participation fee / Space rent recovery – Payable by the individual applicant units at the time of submission of application for participation in the event at the following applicable rate:
Participation Fees : Jute Artisans, Entrepreneurs, WSHGs, Micro Units – Complimentary participation for promotion, sales and marketing of their produce for sustained livelihood earning. For Mills and Exporters – 10% on the Space Rent (which includes Hall Rent + Stall Fabrication & Decoration Charges) will be charged as participation fee.

Display & decoration- NJB

Addl. Decoration- By respective participants

TA/DA - To WSHGs only. Reimbursement of TA by sleeper/ class by Railway / Bus, by the shortest distance by direct route from the unit's place of city to the place of exhibition & back, subject to a maximum of Rs.3000/- per unit. DA at lump-sum rate of Rs 750/- per day in Metro cities & Rs.500/- per day in other cities for no. of fair days+ 1 day to cover stay, food and local conveyance, subject to a maximum of Rs.3000/- per unit.

Mode of Payment of TA/DA- On submission of claim application, with supporting original bills/ vouchers, after completion of the event through PFMS.

Allocation of Budget for Domestic Fairs / Events

Estimated Budget for organisation of promotional events						
		<u>National JUTE FAIRs</u>		<u>REGIONAL/ National FAIRs</u>	<u>INTL FAIR (Retail Sales)</u>	<u>Misc. Market Promotion Events</u>
		Metro	Non-Metro			
		(Rs. in lakh)				
1)	Duration of the event	7 days	7 days	7 days	5 days	5 days
2)	No. of participants	20-30 No.	20-30 No.	10-15 No.	20-30 No.	15-20 No.
3)	Space Rent + decoration/ theme, etc.	7.5	7.5	6.5	55	3.8
4)	Publicity (Local)	1.8	1.8	1.2	3	0
5)	TA/DA (For WSHGs)	0.5	0.5	0.5	1	0.3
6)	Cost of deputation of NJB officials					
	Travelling (1 officer + 2 staff) (1 staff for regional fair)	0.5	0.5	0.5	1	0.3
	Boarding / Lodging	1	1	0.6	1	0.3
	Sub Total	1.5	1.5	1.1	2	0.6
7)	Others					
	Local Transport	0.4	0.4	0.3	1	0.1
	Inauguration exp.	0.1	0.1	0.1	0.5	0.05
	Stall boy/Receptionist	0.1	0.1	0.1	0.5	0.1
	Contingency	0.1	0.1	0.2	1	0.05
	Sub Total	0.7	0.7	0.7	3	0.3
8)	Total estd. budget	12	12	10	75	5

- The above fund allocation is indicative only and will vary, as per the level of Participation and other miscellaneous factors.

Application Form for Participation in Domestic Fairs / Events of NJB



NATIONAL JUTE BOARD

Ministry of Textiles, Govt. of India

3A & 3B Park Plaza, 71 Park Street, Kolkata – 700 016

Photographs of
the Applicant &
Deputed
officials

For
making

APPLICATION FORM FOR PARTICIPATION IN DOMESTIC ACTIVITIES OF NJB

Details of the NJB Activity / Event	a) Event Name :
	b) Duration :
	c) Place :
Applicant's/ Unit Name and Address	
Is the Unit, a WSHG Unit, if so, indicate the Name and Address of the WSHG	Yes () No () [Please Tick]
Contact Details	a) Mobile No. :
	b) Email :
	c) Website :
Name of the Representative & Designation	
Identification No. of the Applicant & Deputed official (Aadhar/ Voter I-Card)-Copy	
PAN No. (Participant)	
Bank Details	a) Name of the Bank :
	b) Account No. :
	c) IFSC Code :
PAN No. (Unit) (if any)	
Govt. orgn. Registration Details	a) NJB-JDP-ID-Regn No. :
	b) Udyam (Aadhar) No. :
	c) GST Regn No. :
	d) Any other Regn No. :
Whether participated earlier in the above Fair?	Yes () No () [Please Tick]
Participants' Response / record of sale during last year's participation:	
Details of 'Jute' Product/s Manufactured, by the Unit	
Activity/ies participated under NJB banner (Please indicate All the Activities, by Name)	Last Year:
	Current Year:

Name :

Signature :

Contact Mob. No. :

Date :

communications (letters, telephones, email, fax) and submitting physical applications, claims, documents, seeking clarifications, advice & help, the applicants/ claimants/ stakeholders may contact to

the Offices of NJB in their regions as per the above geographical distributions. The communication details of the NJB Offices are given hereunder:

Head Office, Kolkata

Col. R.B.S. Titus,

Director (Market Promotion & Scheme Implementation),

National Jute Board, Govt. of India, Ministry of Textiles,

3A & 3B, Park Plaza, Park Street, Kolkata – 700069

Tel: 033 22172107, 22493825, Fax: 22172456

Email: jute@njbindia.in, director.mkt@njbindia.in

Web: www.jute.com

Regional Office – New Delhi:

Shri Kishan Singh Ghughtyal,

Joint Director (Market Promotion & Scheme Implementation),

National Jute Board, Govt. of India, Ministry of Textiles,

508 & 509, Prakash Deep Building, 7 Tolstoy Marg,

C.P., New Delhi -110001

Tel: 011 2335 2652, 23310884, Fax: 011 23353519

Email: njbdel@gmail.com, kishan870@gmail.com

Web: www.jute.com

Regional Office – Chennai:

Shri T. Ayyappan,

Joint Director (Market Promotion & Scheme Implementation),

National Jute Board, Govt. of India, Ministry of Textiles,

TNSCB Complex, 130 (Old-212), R.K.Mutt Road,

Mylapore, Chennai, Tamil Nadu - 600004

Tel: 044 2462 0059 Mob : 9444459448

Email: njbchennai@gmail.com; t_ayyappan@yahoo.com

Web: www.jute.com

Regional Office – Hyderabad:

Shri B. Narsimulu,

Consultant (Market Promotion & Scheme Implementation),

National Jute Board, Govt. of India, Ministry of Textiles,

1st Floor, Shop No. 4, Chenetha Bhavan, Nampally,

Hyderabad, Telangana 500001 Tel: [040 2465 6733](tel:04024656733),

Email: njbhyd@gmail.com, simham1@gmail.com

(E) Marketing/Entrepreneurship Training to Individuals / Artisans and Micro Units.

Definition : Due to Inadequacy of market worthy continuous Market Development/ Skill up-gradations, and to meet domestic and international Marketing/ standards expectations, Marketing/ Entrepreneurship Skill Training to Individuals / Artisans and Micro Units, is to be organized by NJB NJB, Head Office/ Regional Offices

Fund Allocation : Rs.3 Lakhs is allotted, for each Training program

Organiser: To be organized by NJB, Head Office/ Regional Offices, in important cities / towns under whose jurisdiction the area is covered.

Profile of Participants : Jute entrepreneurs/ individuals, Locally identified / developed by the NJB Head Office/ Regional Offices.

(F) Seminars/ Conferences/ Workshops

Definition : Information on Market Promotion & linkages/ Integrations of the JDP Manufacturers to tap the opportunities in domestic as well as export markets are required by the Jute entrepreneurs & Exporters & MSME units; Inadequate Awareness and publicity promotion for branding Jute as Environment friendly Natural product requires organizing of Seminars / Conferences/ Workshops for the Artisans and Micro Units, which is to be organized by NJB Head Office/ Regional Offices

Fund Allocation : Rs.3 Lakhs is allotted, for each Seminars / Conferences/ Workshops programmes

Organiser: To be organized by NJB Head Office/ Regional Offices, in important cities / towns under whose jurisdiction the area is covered.

Profile of Participants : Jute Artisans, Jute entrepreneurs, Micro Units,. & Local Public, Locally developed by the NJB Head Office/ Regional Offices.

Year-wise outputs/Outcomes envisaged of the Market Development & Promotion Scheme

S. No.	Name of the Activities/Programs	No. of Target Beneficiaries in each Activity/ Program	Total No. of Activities/ Programs	Estimated Total Beneficiaries (Median)	Estimated amount of direct sales/business generated (Rs. In Lakh)
1.	National Jute Fair	20-30	15	375	300

2.	Regional/National Fairs organized by Industry Bodies Central/State Gov. Deptt./Organizations	20-30	40	1000	750
3.	International Fairs (Retail Sales)	50-60	2	110	300
4.	Misc. Market Promotion Activities	5-20	5	60	50
4.	Marketing Training to Artisans and Micro Units	20	10	120	NA
5	Seminars/ Conferences/ Workshops	20	10	200	NA
	Total:		82	1865 Units/ participant	1400

2. The proposal on organization of participation in Jute fairs / Regional fairs / National / International fairs (Retail Sales) should be submitted in the prescribed format (on Letter-Head) as given below: Further, the proposal should also be justified with following information.

3. **Participation in new fairs (both National and International fairs in India and abroad) may be considered on the basis of:**

- Prospective participants' response – feedback from Industry.
- Market prospect.
- Products for promotion.
- Visitors' profile.
- Performance of the fair organizer – in organizing same fair during the previous year or similar fairs during last 2 years.

Repeat participation in fairs may be on the basis of:

- Participants' feedback report – The units, participated in the fair must mention in their report that (i) NJB should organize participation in the fair again (ii) and their interest to participate under NJB in the same fair, if organized again.
- Report of NJB's official deputationists.
- Performance of the fair organizer – in organizing same fair during the last event, volume of business, visitors' turnout during the last event.

4. Market Promotional activities / Jute fairs may be organized more during Festive Season .

5. S
standard size of the stalls in National / International level fairs in India and abroad is taken as 9 sq. mtr. / 12 sq. mtr. as per standard norms of respective fair organizers. However, the size of the stalls may vary in Regional fairs and Jute fairs organized by NJB, depending upon availability of space.

6. I
Invitation of applications from units :

- Wide circulation of AAP (once finalized and approved) to stake holders including jute entrepreneurs, Artisans, exporters, JIDS, JRMB, NGOs, Retail Outlets, WSHGs, etc.

- Posting on the Website.
- Event-specific circular on National fairs to all JIDS, JRMBs, NGOs, Retail Outlets, WSHGs, etc, Entrepreneurs and Regd. Jute exporters.
- Event –specific circulars along with application forms to Regd. jute exporters (in case of International level fairs in India and abroad)

7. Selection of units for participation for Domestic Events :

- The Selection of Participants will be on the basis of product coverage and to be finalized by the NJB HO / RO Concerned
- Receipt of complete application in NJB format from intending applicant units along with requisite participation fee within deadline set.
- All products should be given opportunity for display and promotion in the jute pavilion. Accordingly, booth allotment should be decided on the basis of number of units applied for and range of products vis-à-vis total number of booths available. .

Booth allotment in all the Domestic Fairs / Events should be strictly on the basis of draw of Lots.

8. Selection of units for participation in International fairs (Retail Sales):

- Receipt of complete application from intending applicant units along with requisite participation fees within deadline set.
- The applicant (Medium & Large Unit) should be registered under RCMC registered with EPCs.
- Thrust products for promotion – (should be in conformity with the product / buyers’ profile of the fair).
- Volume/Value of exports of **thrust products for promotion** made by the applicants - exporters during the previous financial year.

Funding Pattern:

- Jute Fair @ Rs. 12.00 Lakh each
- National Fairs @ 10.00 Lakhs each
- Regional Fairs @ Rs. 10 lakhs each
- International level retail fair – Rs. 75.00 lakhs each
- Misc. Market Promotion Activities @ Rs. 10.00 lakh each;
- Marketing training @ Rs. 3.00 lakh each
- Seminars/Conferences/Workshops @ Rs. 3.00 lakh each

(Subject to actual based on stall/space rent charged by the fair organizing agencies i.e. Deptt. of Central/State Govt., Industry Bodies/ Trade Promotion Bodies, stand alone fairs in prominent market locations etc. and other organizing expenses).

Beneficiaries : Jute Artisans, Entrepreneurs, WSHGs, Micro Units, Mills and Exporters

9. The functional jurisdiction of NJB Head office and Regional Offices, will be as follows:

- Head Office, Kolkata:** Assam, Andaman & Nicobar, Arunachal Pradesh, Bihar, Meghalaya, Manipur, Mizoram, Nagaland, Orissa, Sikkim, Tripura, Chhattisgarh, Jharkhand and West Bengal; Dadra & Nagar Haveli, Daman & Diu, Goa, Maharashtra, Telangana and Andhra Pradesh, Karnataka, Kerala, Lakshadweep, Pudhuchery and Tamil Nadu.

- ii. **Regional Office, New Delhi:** Delhi, Uttar Pradesh, Uttarakhand, Rajasthan, Gujarat, Madhya Pradesh, Haryana, Punjab, Chandigarh, Himachal Pradesh and Jammu & Kashmir;

Outcome envisaged (2021-26):

- Sustained livelihood earnings through NJB organized fairs for over 2400 JDP units employing 2.00 lakh persons ;
- Over Rs. 54 Cr. spot sales & enquiries over crores of rupees to be generated for 6994 Jute Artisans, WHSGs, Micro & Small Units through organizing/ participating in 294 domestic market promotion events.
- Domestic market for JDPs to increase at CAGR of 10% to about 1.65 Lakh MT against 1 lakhs MT presently;
- Over Rs. 167 Cr. on the spot export business & enquiries to be generated through subsidized participation in 85 events overseas benefitting about 1010 participants/exporters

Outcomes/Deliverables (Projected), year-wise of the Domestic Market Promotion Activities for 5 years i.e. 2021-2026

S. No	Components	2021-22	2022-23	2023-24	2024-25	2025-26	Total:
(i)	Domestic Market Promotion Activities	30 Activities, 654 Units/ Beneficiaries, Rs. 520 Lakhs direct business generation	66 Activities, 1585 Units/ Beneficiaries, Rs. 1230 Lakhs direct business generation	66 Activities, 1585 Units/ Beneficiaries, Rs. 1230 Lakhs direct business generation	66 Activities, 1585 Units/ Beneficiaries, Rs. 1230 Lakhs direct business generation	66 Activities, 1585 Units/ Beneficiaries, Rs. 1230 Lakhs direct business generation	294 Activities, 6994 Units/ Beneficiaries, Rs. 5440 Lakhs direct business generation

(Note : The Monitoring Committee and Sub-Committee will be COMMON for all the Schemes under this MDPS Scheme and the Committee details are mentioned at the beginning of the Scheme)