

3-D

Sub-Component

Operational Guidelines for

Jute Design Resource

Centre

(JDRC)

Operational Guidelines for

Jute Design Resource Centre (JDRC) Scheme

National Jute Board Act, 2008 provides a Forum to the People engaged or interested in Diversified jute Products for interacting with various national and international agencies, engaged in Jute and jute textiles sector and also provided Transfer of Technology from Research and Development institutions and other organizations in India and abroad.

Background of the Scheme :

India is the largest producer of Jute in the World. Jute is a natural and eco-friendly vegetable bast fibre extracted from plants whose stems are used as renewable energy resource and for other diversified uses. The products of Jute fibres are re-usable, sustainable and bio-degradable and with environmental protection becoming a non-negotiable issue, jute is fast becoming a preferred fibre across the world.

The production process in the jute industry comprises a wide range of activities from cultivation of raw jute, processing of jute fibres, spinning, weaving, bleaching, dyeing, finishing, manufacturing and to the marketing of jute products. The value of Jute goods production is over Rs. 12000 crore annually with export earnings of nearly Rs.2400 crore. Keeping this in view, Government of India and the National Jute Board have been striving hard to enhance the scope of jute diversification activities to strengthen the production bases and market development & promotion of jute diversified products.

Despite being a source of livelihood for a significant number of people engaged in the production of JDPs in the Jute Mills and MSMEs including Jute artisans, weavers, entrepreneurs and WSHGs, the sector has not been able to keep pace with the changing requirements of the domestic and global markets, thus increasing the livelihood vulnerability to a number of peoples in the JDP Sector. The JDP sector is facing some specific challenges including, interalia:

- (i) Inadequate Awareness and publicity promotion for branding Jute as Environment friendly Natural product and most suitable alternative over synthetic materials;
- (ii) Inadequate presence of JDPs manufacturing units across the country to cater to local requirement of such products to provide a robust alternative to polythene and synthetic carry bags;
- (iii) Inadequate availability of Master Trainers/Designers in the jute manufacturing clusters;
- (iv) Inadequate Market linkages/ Integrations of the JDP Manufacturers to tap the opportunities;
- (v) Inadequacy of market worthy continuous Design Development/Skill up-gradations to meet domestic and international design/standards expectations;

Development of new, innovative and market worthy designs, maintaining their repository and design forecasting to help JDP manufacturers to capture market share in domestic as well as global markets have been demanded by the stakeholder for long. After detailed industry and stakeholders consultations

and interactions, this new component has been proposed for inclusion in the revamped Scheme. The following features have been included under the JDRC component of the Jute Diversification scheme:

- Set up a centralised design development and resource centre at Patsan Bhavan, Kolkata by engaging NIFT/NID passed Designers;
- Create a repository of about 1600 new and innovative JDPs designs;
- Help JDP manufacturers and exporters by developing, designing and disseminating market worthy modern, innovative and trend forecasting designs to help gain businesses in domestic and export markets;
- Extend support of JDRC Designers to develop JDP unit-specific designs and products at cost sharing basis.
- Continuously disseminate designs developed by the NIFT/NID passed Designers in the proposed Jute Design Resource Centre at Patsan Bhavan Kolkata to the beneficiaries/production units created by the JRCPC for manufacturing and marketing market worthy new products.

Objectives of the Scheme:

- (i) **Jute Design Resource Centre (JDRC):** JDRC is to be set up in Patsan Bhavan, Kolkata by engaging NID/NIFT pass out designers and experienced Master Trainers who will be carrying out continuous development of market worthy, new and innovative designs of JDPs and the same will be disseminated to the Jute Artisans, MSME units, Exporters and WSHGs to help fetch business orders for JDPs through a series of workshops and on the spot design development trainings. Such designs will be showcased in the repository of designs in the Patsan Bhavan. The objectives of the JDRC are:

- To adopt systematic approach, from idea generation to commercializing.
- To establish Central Design Studio and Jute Design Resource Centre at Patsan Bhavan, Kolkata by engaging NIFT/NID passed Designers and qualified/expert Master Trainers;
- To combine art, science and technology to bring innovative JDPs. Exploring demand pull innovation and invention push innovation in Jute Products.
- To create a repository of new and innovative JDPs designs to help JDP manufacturers and exporters by developing, designing and disseminating market worthy modern, innovative and trend forecasting designs to fetch businesses in domestic and export markets;
- To extend support of JDRC Designers to develop unit-specific designs and products on cost sharing basis.

Operating Agency : The National Jute Board with its Head Quarters at Kolkata will operate the JDRC Component of JDS Scheme, with the support of Branch Offices, as per the following functional/geographical jurisdictions of the NJB offices:

- (i) **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, Tamilnadu, Karnataka, Kerala, Lakshadweep, and Pudhucherry
- (ii) **Regional Office, New Delhi:** Delhi, Uttar Pradesh, Uttarakhand, Rajasthan, Gujarat, Madhya Pradesh, Haryana, Punjab, Chandigarh, Himachal Pradesh and Jammu & Kashmir;

For making 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:

- (i) **Head Office, Kolkata**
Shri T Ayyappan,
Head - 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
- (ii) **Regional Office – New Delhi:**
Shri Kishan Singh Ghughyal,
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

Setting up of JDRC :

The JDRC has to be set-up on the basis of EOI or Nomination of NIFT /NID / reputed Design institutes, as per the devised BOQ /SOP

It will be responsibility of the Design institute entrusted for setting up for Procurement of machinery, equipments and Raw materials for Design centre and Commissioning.

The Designs developed at JDRC, should be exhibited in a trendy manner, for stakeholders exposition

The JDRC should act as a repository as well as a Display Showroom for Designer Jute Products and also as a Training centre for Jute Products

Storage Arrangements

Proper storage is essential to maintain the longevity and value of any luxury handbag/s. Adequately protecting your designer bags & made-ups, from dust, dirt, and light can hinder any chance of staining, discoloration, or worse. JDRC has to run a centralised Design development and resource centre at Patsan Bhavan, Kolkata and the Jute Designer bags, Made-ups, developed by JDRC, has to be properly Stored, in Shelves, Racks, etc., taking all sort of precautions like, Covering (bubble wrap or tissue paper are the most commonly used options), stuffing (To keep the Bags in Shape), properly packed with Dust bags (or any neutral, breathable textile case), and wrapping each hardware part and to store the Chain inside the interior items (thus preventing Press-marks & Scratches) and silica gel packets (to absorb moisture content).

Display Arrangements

The JDRC centre must also have a neat and trendy Display of Fashion Jute bags. Luxury Jute Bags Display believes that handbags are works of art meant to be appreciated and Placing the Jute bags / Made-ups, in their respective cases/ shelves / places, instantly gives them an elevated look and makes it feel like a showroom. Both the Designer and the Master trainer are responsible for the Display arrangements in the JDRC.

Labelling each Bags, in the Closet, in a great way, and the main thing to keep in mind when choosing a label type is the type of Design Jute bag, designed by JDRC.. The Care labelling must be Coded and should be clear, readily understandable, easy to use and not dependent on any particular language. Wherever required, Care labels have to be fixed, providing guidelines to consumers about Bag care, and the best cleaning procedures to be used for a particular combination of fabric, Bag decoration, etc.

Supporting Agencies / Institutes / Organisations

Reputed Design (and / or) Fashion institutes / organization, like, National Institute of Design (NID), and/ or National Institute of Fashion Technology (NIFT), or reputed Design institutes, would be eligible to work for JDRC

Staffing of JDRC :

According to JDRC Scheme, 2 Qualified designers from National Institute of Fashion Technology (NIFT) / National Institute of Design (NID), 2 Master Trainers and 2/3 support staff to be hired for continuous design development, repository and promotion 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 designs with trend forecasting to be done by such designers. Payment for the Designer/s, Master Trainers and Support Staff, would be made through PFMS / NEFT, monthly by NJB

Selection of Designers & Master Trainers

The Designers (2 Nos.) will be engaged by JDRC, on Nomination basis, by NIFT & NID, suitably, and the Master Trainers will be selected from the empanelled list of Master Trainers registered with NJB, on the supervision of NIFT / NID Designers.

Role of Designers :

To maintain a repository of about 1600 new and innovative JDPs designs

To help JDP manufacturers, Artisans, WSHGs and exporters by developing, designing and disseminating market worthy modern, innovative and trend forecasting designs to help gain businesses in domestic and export markets

While developing Designs, the Designer has to combine Art, Science and Technology to bring innovative JDs, Exploring Demand pull innovation and Invention pull innovation, in Jute products.

To run a centralised Design development and resource centre at Patsan Bhavan, Kolkata

To extend support to develop JDP unit-specific designs and products at cost sharing basis

To continuously disseminate designs developed by the NIFT/NID passed designers in the proposed Jute Design Resource Centre at Patsan Bhavan, Kolkata, to the beneficiaries/production units created by the JRCPC for manufacturing and marketing market worthy new products

The Designers should have regular interaction with the Jute Industry / JPDEPC / Entrepreneurs / Exporters, for seeking product and Design requirement inputs

The Designers & Master Trainers should prepare Designs Catalogues on Quarterly Target basis

Role of Master Trainers :

To assist Designers in running the centralised Design development and resource centre at Patsan Bhavan, Kolkata

To assist Designers in maintaining a repository of about 1600 new and innovative JDPs designs

To assist Designers in extending support to develop JDP unit-specific designs and products at cost sharing basis

To assist Designers in continuously disseminating designs developed by the NIFT/NID passed designers in the proposed Jute Design Resource Centre at Patsan Bhavan, Kolkata, to the beneficiaries/production units created by the JRCPC for manufacturing and marketing market worthy new products

To assist Designers in helping JDP manufacturers, Artisans, WSHGs and exporters by developing, designing and disseminating market worthy modern, innovative and trend forecasting designs to help gain businesses in domestic and export markets

The Designers & Master Trainers should prepare Designs Catalogues on Quarterly Target basis

Operational Modalities of JDRC :

JDRC has to help JDP manufacturers, Artisans, WSHGs and Exporters by developing, designing and disseminating market worthy modern, innovative and trend forecasting designs to help gain businesses in domestic and export markets, on **Cost-Sharing Basis***.

(* The definition of '**Cost-Sharing**' mean, that the entire Raw Material/s Cost and Accessories used for developing the new Jute Sample/s, has to be borne by the Exporter or the Artisan or the JDP Manufacturer and the '**Design Ideas**' and Making charges, for the Design developing and making, will be provided Free-of-Cost by JDRC, and will not be charged, subject to the condition, that the Exporter will have the RIGHT for the Developed Jute Design, to market and sell in the Domestic & Export Market, for a period of One year and such Designs will not be disclosed to Others for 1 year and will be kept confidential. Only after 1 year, it will become the property of JDRC and can be distributed to other JDP manufacturers, Artisans, WSHGs, and other Exporters, Free-of-Cost, as per the discretion of JDRC. If the Exporter obtains '**Trade Mark**', within that One year period, for that particular Jute Designer Product/s, developed through JDRC, the Exporter / JDP Manufacturer will have full RIGHT, to manufacture and market & Export, upto the period of Trade mark, registered and JDRC will not interfere into such '**Trade Mark**' product/s. The Designer & Master Trainer & support staff of JDRC, should maintain "**Confidentiality**" of such Cost-Sharing Jute Products (or) the Trade Mark Jute Products, suitably. If any other Exporter or JDP Manufacturer, Artisan makes similar such Duplicate Trade Mark Jute Product, on their own, JDRC or NJB will not be responsible for such Copying and the Exporter or the JDP manufacturer shall take up with the concerned Trade Mark Authorities, for Legal action against such product impersonating person / Exporter/ Unit, if required). The product / Design Specification sheet, prepared for such Trade Mark Jute Products, should be kept '**CONFIDENTIAL**' by the Designer & Master Trainer concerned, and should not be leaked out to any JDP manufacturers / Exporters, Artisans / WSHGs, etc., at any point of time.

Creating & maintaining Technical / Design Specification sheet

The Technical / Design specification sheet is great for defining the specifications, it should also define the required quality, keeping in mind the following points :

Type of material used

What are the dimensions ? (Ex: thickness, length, width, height)

Are there any other needs ? (Ex: color, wood type, durability, water resistant etc.)

Machining requirements ? (Rough, soft, flexible)

Dimensions and weight requirements should include tolerance levels.

Color specifications should be referred under Pantone code.

Product performance should be included (for example, extreme temperatures and humidity)

When specific tests are required, standards used to measure precise measurements should be included

Both the Digital Form and Print form, of the Technical / Design Specification sheet of each Designer Bag / made-ups, have to be stored in serial order and should be documented, properly, for retrieving easily, when required, by the beneficiaries / NJB Officials.

JDRC has to continuously disseminate designs developed by the NIFT/NID passed designers in the proposed Jute Design Resource Centre at Patsan Bhavan, Kolkata, to the beneficiaries/production units created by the JRCPC for manufacturing and Marketing market worthy new products. The Design will be disseminated to the Jute Artisans, MSME units, Exporters and WSHGs and JRCPC trained beneficiaries, without any charges, by organizing specific Workshops (or) Skill Training programmes at Patson Bhavan, or at different NJB Offices (or) NJB specified Centres, on the request of NJB HO / Branch offices, on the basis of their formal request. Cost of Raw Materials & Accessories for Design Development and Dissemination to JDP Units / Clusters and Misc. Expenditure to be borne by NJB on actual as per the Scheme provisions. The Cost of the Designers / Master Trainers / their Assistant's, Travelling, Accommodation and Training related Expenses, will be borne by NJB, for outstation Workshops / Training programmes..

Report Submission of Events / Activities

The organising of Workshops / Training programmes, inside JDRC or outside, need formal proposal from the Designer and should get the Approval of NJB, well before the event. Each Workshops / Training programmes, after completion, should be reported to NJB, in a proper Format, alongwith all required supporting documents. The Report should consist of the list of beneficiaries, with their contact details. During the Workshop / Training programme, necessary photographs of 1 sets of 15 nos. *to NJB* have to be taken. The photographs to be enclosed in DVD / Pen-drive form with the activity report, which will contain [(a) Photographs for inauguration of the programme stating on the back side the designation of the eminent dignitaries or (b) Photographs of the valedictory session mentioning on the back side the designation of the eminent dignitaries. (c) Group photographs of the participants including the Designer/Trainer. (d) 3 nos. of photographs showing the progress of training. (e) 1 photograph showing products developed. The photograph is to be taken with the Banner as far as possible]. Expenditure statement should also be enclosed along with the Report Format.

The expenses on account of travel should be restricted and need based. No hired car on monthly payment basis is allowed. All payments must be supported by receipt bills, railway receipt etc.

All equipment, apparatus, accessories if required, in connection with organization of training should be arranged on hire or loan as far as practicable. Expenses on capital purchase are to be avoided so that no asset is created.

For expenditure of Rs. 2,000/- and above payment has to be mandatorily made by cheque/ direct bank transfer.

All claim bills/voucher must be numbered serially by ink and covered with a statement indicating the serial number chronologically for each voucher. Numbers so allotted are to be indicated in the statement of expenditure. Approval for the Training should also be attached with the Activity Report.

All Claim/s for the Training programmes / Workshops, should be submitted, within one months period, from the Date of completion of the event.

Request Procedure for Jute Designs by Jute Artisans, MSME units, Exporters and WSHGs and JRCPC trained beneficiaries :

The Jute Artisans, MSME units, Exporters and WSHGs and JRCPC trained beneficiaries, has to provide a Formal Request format, for sharing of Jute bag Design/s developed and stored by JDRC, through the following request Format. On request, the Designer or the Master trainer, will provide the relevant Technical Specification sheet, which are freely available, to the concerned applicant, with required Technical Tips and also showcase the sample bags in Display, for their reference. Number of Jute Products Designs offered for designing through JDRC, will be Limited to 2 Designs, per unit, per quarter, in case of Free Designs. (For FREE Designs, the Cost of Raw Materials for Design development & Disseminations and Cost of Accessories to JDP units / Clusters and Misc Expenditure will be bourne by NJB on Actual basis, as per the Scheme provisions). In case of 'Cost-Sharing' basis, any number of designs will be provided, on FIFO basis. Cost of Raw Materials & Accessories for Design Development and Dissemination to JDP Units / Clusters and Misc. Expenditure to be bourne by NJB on actual as per the Scheme provisions.

(Copy of JDRC Request Format is enclosed at the end of this Scheme)

Beneficiaries :

Designers and experienced Master Trainers who will be carrying out continuous development of market worthy, new and innovative designs of Jute Diversified Products (JDPs) and will disseminate to the Jute Artisans, MSME units, Exporters and WSHGs and JRCPC trained beneficiaries, to help fetch business orders for JDPs

Fund Support :

Fund for operating the JDRC would be fully provided by NJB.

Funding Components of JDRC and Release of Funds :

The Cost of JDRC scheme shall be booked under the following heads :

Capital Expenditure : Expenses shall include cost of Machineries, instruments, etc., but shall not include Cost of land or buildings or Furniture, Air-Conditioner machines, etc.. The fund will be released as and when certified by the Designer / Jute master Trainer, on requirement basis.

(Shooting equipments, Cameras, 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 and to set up the JDRC)

Salaries and Wages : Salaries and Wages of Personnel engaged on Contract for JDRC and shall not include the salaries of the Officers & Staff of NJB, who are on regular employment. The Salaries and Wages of JDRC personnel will be paid directly by NJB, on monthly basis.

Consumables : Cost of Raw materials, Accessories, components, etc., for making Jute diversified products, can be charged under this head. (Cost of Raw material for design development & disseminations to JDPs units/clusters and Misc. expenditure to be borne by NJB on actuals as per the Scheme provisions.)

Overheads : Cost of machinery Maintenance, etc., would be admissible under this head.

Others : TA/DA for Design Dissemination Expenses towards any other item would be admissible on merits.

Funding Pattern / First Year

- 2 Designers @ Rs. 50,000/PM = Rs. 12.00 Lakh
- 2 Master Trainers @ Rs. 20,000 = Rs. 4.80 Lakh
- 2/3 support staff @ Rs. 15,000/PM, = Rs. 3.60 Lakh (2nd yr. onwards Rs. 5.40 lakh)
- Machinery Cost = Rs. 50.00 Lakh (1st 2 yrs., 3rd yr. onwards Rs. 10.00 lakh)
- Raw Material = Rs. 10.00 Lakh (2nd Yr. onward Rs. 25.00 lakh)
- Maintenance + Misc Expenses = Rs. 19.60 Lakh (2nd yr. onwards Rs. 52.80 lakhs)

Total Fund Outlay for 1st Year = Rs. 100.00 Lakhs

Total Fund Outlay for 2nd Year = Rs. 150.00 Lakhs

Total Fund Outlay for 3rd Year = Rs. 110.00 Lakhs

Total Fund Outlay for 4th Year = Rs. 110.00 Lakhs

Total Fund Outlay for 5th Year = Rs. 110.00 Lakhs

(Lump sum provision for Raw Material for design development & dissemination, Procurement of machines during first 2 yrs., machine maintenance during subsequent yrs, furniture/fixture for JDRC, TA/DA for Designers/Master for design development dissemination at JDPs units/clusters, etc and Misc. expenditure)

Deliverables :

The deliverable of this JDRC scheme are to be identified in Qualitative & Quantitative terms. It can be judged only by way of the success stories of the jute entrepreneurs, emerging out with the benefit of JDRC scheme.

The Designer, other than maintaining the Design Bank (Design Repository), has to provide to NJB, the Report List of Jute Entrepreneurs / Artisans / SHGs / MSME, etc, who approach them for

Design/s and Technical Specification Sheet / Tech Pack / Design Specification/s and also their Enquiry Details, both through Hard & Soft Copies, every month. Further, The “Technical Specification Sheet / Tech Pack / Design Specification/s of the Designs developed by the Designer has to be maintained in the JDRC (as per the Target), alongwith the Product Prototype. Training Design Workshops can also be arranged / organized for the interested Jute Entrepreneurs / Artisans / SHGs / MSME, etc, suitably in the JDRC.

The Total Target for the number of New & innovative Designs, year-wise will be

In 2021 - 2022 - 200 Designs, Support to 200 Units/ Artisans

In 2022 - 2023 - 300 Designs, Support to 300 Units/ Artisans

In 2023 – 2024 - 300 Designs, Support to 300 Units/ Artisans

In 2024 – 2025 - 400 Designs, Support to 400 Units/ Artisans

In 2025 – 2026 - 400 Designs, Support to 400 Units/ Artisans

Total Target will be 1600 Designs, Support to 1600 Units/ Artisans, during the 5 years period.

(Note : The Monitoring Committee and Sub-Committee will be COMMON for all the given components under this Jute Diversification Scheme (JDS) and the Committee details are mentioned at the beginning of the Scheme)

Requisition Format for Supply of Jute Bags / Made-ups Designs from JDRC

Requisition Form for Supply of Jute Bags / Made-ups Designs from JDRC		
1	Name of the Jute Artisans, MSME units, Exporters and WSHGs	
2	Address of the Jute Artisans, MSME units, Exporters and WSHGs	
3	Name of Proprietor/Owner/Chief Functionary with Caste Category (for the purpose of category-wise funds allocations under Scheme)	Name:
		Caste : Gen / SC / ST / OB C – Please tick the right one
4	Aadhar No. of Proprietor/Owner/Chief Functionary	
5	Telephone & Mobile Nos.	Tel:
		Mob.
6	Email addresses & web-site of the Applicant Unit	
7	Registration Status of the Applicant unit (attach copy of valid registration No.)	
8	GST No. of the Applicant Unit	GST No.
9	IEC Code No. (also attach copy of certificate)	
10	Valid RCMC No. (also attach copy of certificate)	
11	Jute Products Manufactured in your Unit	
12	Jute products Exported by your Unit	
13	Reason for contacting JDRC	

14	Whether benefitted through any JRCPC, If so, Name the JRCPC and the period of Training undertaken	
15	No. of Jute Products Designs required for designing through JDRC (Limited to 2 Designs, per unit, per quarter, in case of Free Designs)	
16	Whether the Jute Products designs are required for marketing in Domestic Market / Export Market	
17	Whether the Jute Product designs are required on Cost Sharing basis / Free (Please Write it clearly)	
18	Please indicate, whether you have plans to go for TRADE-MARK registration of the Jute Designer product/s, developed through JDRC	
19	Total Export turnover of Jute Diversified Products during last year	

Certified that the information given above is true and correct to the best of my knowledge.

Note-1 : In case of **Cost Sharing basis**, I hereby promise to share the cost of raw materials and accessories, used for developing the Jute Designer bags, as per the Terms & Conditions of JDRC

Note-2 : In case of **TRADE-MARK Registration**, I hereby promise to bear the entire cost of Trade-Mark Registration and will not claim any Financial assistance for Trade-Mark Registration from JDRC / NJB

I/We fully understand that, JDRC or NJB will not be responsible for Copying of Trade-Mark Jute Products, and we shall take up with the concerned Trade Mark Authorities, for Legal action against such product impersonating person / Exporter/ Unit, if required

Date:	(Signature)
Place:	
	Name:.....
	Designation:.....
	Unit : M/s.....
	Mob:
	Tel: