



**3-C**

**Sub-Component**

**Operational Guidelines for**

**Jute Retail Outlets**

**(JRO)**

# **Jute Retail Outlet Scheme (JRO) - Operational Guidelines**

## **(2021-2026)**

### **1. Objectives of Jute Retail Outlets (JRO):**

JRO will be set up in different economic/business locations of the country in collaboration with bonafide Agencies who have adequate experience in sales and marketing of similar products and have required storage, display and selling infrastructure. The JRO will source the JDPs from Jute Artisans, WSHGs, Jute Micro & Small Units and beneficiaries of JRCPC (mostly women) etc. These JROs will provide forward linkages to the Jute Artisans, WSHGs, JDPs Micro & small Units and beneficiaries of JRCPC to help them sell and market the JDPs manufactured by them. The objectives of the JROs are:

- To set up Jute Retail Outlets in the metro cities, state/UT capitals, tourist destinations, religious places of high footfalls throughout the country;
- To support promotion, sale and marketing of JDPs produced by the beneficiaries of JRCPC and other WSHGs, Artisans and micro & small jute manufacturing units through Jute Retail Outlets.
- To help meet increased demand for jute shopping bags and other JDPs arising mainly due to ban or restrictions on the use of plastic, and thereby support the cause of health of environment.
- To ensure that atleast 50% of the JDPs sold by the JROs are procured from the Jute Artisans, WSHGs, Micro & small Jute Manufacturers and JRCPC beneficiaries;

### **2. Schedule of the Programme:**

This scheme is in operation w.e.f. FY 2021-26 and will be continued to be implemented by the NJB on annual basis under its Annual Action Plan (AAP) to be approved by the NJB Board. These Outlets will source the JDPs from Jute Artisans, WSHGs, Jute Micro & Small Units and beneficiaries of JRCPC (mostly women) etc. Thus the JRO will help to meet increased demand for jute shopping bags and other JDPs arising mainly due to ban or restrictions on the use of plastic, and thereby support the cause of health of environment.

### **3. Features of the Jute Retail Outlet :**

- The rate of assistance / support for running the Jute Retail Outlet for next 5 years will be 25% on the actual sales on their GST return, stock register, procurement invoices, Sales invoices, certified Bank statement.
- The maximum assistance/ support will be capped at Rs. 75,000/- per month. This will enable increased sales of over Rs. 36.00 Lakh per JRO per year.

- To set up 40 Jute Retail Outlets across the country in major economic cities, tourist destinations, religious places high footfalls throughout the country;
- To promote sale and marketing of JDPs produced by the beneficiaries of JRCPC and other WSHGs, Artisans and micro jute manufacturing units through Retail Outlets;
- To ensure that atleast 50% of the JDPs sold by the JROs are procured from the Jute Artisans, WSHGs, Micro Jute Manufacturers created by the JRCPC;
- Bulk Supply Depot, retail kiosks and shop-n-shop components have been dropped as the outcome of such component was not much encouraging.
- Proposed Jute Retail Outlets have been assigned higher sales targets.

#### **Physical and Financial Targets:**

Year-wise physical and financial target for the JRO Sub-Scheme are given below:

(Rs. in Lakhs )											
Jute Retail Outlet (JRO) Support @ 25% on the sale value of the Jute Diversified Products (JDPs) with an annual ceiling of Rs. 36.00 sale value = Rs. 9.00 Lakh per JRO per Yr.	9.00	20 JRO	180.00	20 JRO	180.00	30 JRO	270.00	30 JRO	270.00	40 JRO	360.00

#### **4. Performance Guidelines – Physical & Financial Targets for Operating Agencies (O.A) of JRO Scheme:**

NJB will extend Assistance to the Operating Agency (O.A) or beneficiary of JRO scheme by way of Financial Support in the form of incentive to meet the administrative/establishment expenditure but such support will be directly linked to Physical Targets and Performance based upon the Sales achieved on quarter to quarter basis by the Operating Agency (O.A) under JRO scheme.

#### **Target and Incentives:**

<b>Minimum Sales to be achieved by JRO</b>	<b>Incentives to be received by JRO if minimum sales are achieved</b>
Rs.2.25 Lakhs/Quarter or Rs.75,000/ month	Support @ 25% on the sale value of the Jute Diversified Products (JDPs) based on their GST return, stock register, procurement invoices, Sales invoices, certified Bank statement. The maximum assistance/ support will be capped at Rs. 2,25,000/- per Quarter, hence

	maximum annual assistance will be Rs.9.00 Lakhs (Claims of the JROs starting in between the quarters will be considered on Pro-rata basis).
--	---

**NOTE :**

1. 50% of the JDPs sold by the JROs are to be procured from the Jute Artisans, WSHGs, Micro Jute Manufacturers created by the JRCPC or from small entrepreneurs of JDP's registered under NJB, through digital/ bank payment.
2. For being eligible to run a JRO, minimum sale worth Rs. 9.00 Lakhs per annum or Rs. 2.25 Lakh per Quarter has to be achieved. No JRO will be considered for continuation below this threshold limit. The failure of the Operating Agency to achieve the target in any quarter and the failure to recoup it in the next quarter also will render the IPA/ MOU be liable for termination. NJB has the right to deploy any other agency substituting upon approval by Competent Authority.
3. JRO will be set up in different economic/business locations of the country in collaboration with reputed Cooperative Societies of Jute artisans/ manufacturer, relevant State/ Central Govt. Organizations, and other reputed organizations having adequate experience in sales and marketing of similar products and have required storage, display and selling infrastructure. Preference will be given to new JRO to be operated in state or district where no JRO is presently operating. There is NO Embargo for existing Retail outlets, to apply again for the JRO Scheme.

**1. Eligibility Criteria for Selection of CAs / OAs under JRO**

A. The Agency and its functionaries should be bonafide Indian agencies and Indian Citizens;

B. Reputed Registered Jute Entrepreneurs/ Manufacturers, Exporters, Merchant Traders, NGOs, Cooperative Societies, Federations, PSUs/ Organizations of the Central/ State Govt. and other firms / Agencies engaged in the Product identification and Marketing of Jute Diversified Products (JDPs) at least for the last three years

C. Recognized agencies having at least three years experience in Sales, Trading, Promotion in the field of production and Marketing of Jute Diversified Products (JDPs) or similar schemes in the Handloom, Handicrafts and Textiles sector will be preferred .

D. The CA / OA should have atleast 150 sq.ft. with telephone/ mobile connection, computer/ Laptop with email facilities etc. for running the Jute Retail Outlet (JRO) and the location of the Jute Retail Outlet, should be located in Market Areas / Tourist Spots / Shopping Malls, etc..

## 2. Selection Procedure for CAs/OAs for JRMB:

Selection of the Collaborating Agencies/Operating agencies will be made through a pre-defined evaluation criterion of competitive marking system as given in the following paragraphs. A Sub-Committee (SC) under the Chairmanship of Director (MP&SI) will scrutinize, short list and recommend a panel/list of eligible Agencies/Applicants, as per the laid down Evaluation Criteria, for final selection of the Collaborating Agencies by the Monitoring Committee (MC).

### Evaluation Criteria for selection of CA/OA for running the JRO, Total Marks = 100

Sl. No.	Major Components	Description	Criteria for points allotment	Maximum points
1	Agency Experience (Max. Point - 55)	Proven and demonstrable experience in Sales & Marketing of JDPs	> 10 years = 15 5 – 10 years = 10 2 - 5 years = 5 < 2 years = 0	15
		Details of number of Jute Units or Clusters in nearby location within 100 km	> 25 beneficiaries = 10 5 - 25 beneficiaries = 5 < 5 beneficiaries = 0	10
		Similar projects like Retail Outlet operated by the agencies in past 5 years with proof of operation and aid received from Govt. organisation/ Statutory / Autonomous body	> 5 projects = 15 2 - 5 projects = 10 < 1 – 2 projects = 5 < 1 project = 0	15
		Details/ Extent of project funding received from the various Govt. sources in the past for similar projects ( i.e project related to JDP retailing /marketing)	> Rs. 10 lakhs = 15 Rs. 5 Lakhs - Rs. 10 lakhs = 10 Rs. 1 - 5 lakhs = 5 < Rs. 1 Lakh = 0	15
2	Proximity of JRO Location proposed. (Max. Points – 15)	Near Shopping Market/ Bus Stands/ Railway Station or other transportation facilities available, as per inspecting officials report (clearly mention of the distance in KM from the nearest Bus Stand / Railway Station to the proposed JRO units with location map.)	Within 1 KM = 15 Within 1 – 3 KM = 10 Within 3 – 10 KM = 10 = 5 > 10 KM = 0	15
3.	Infrastructure. (Max. Points – 15)	Email address, Online Portal, Website, E-marketing modes and Storage facility	Email & Storage facility = 5 Website including a) = 10 E-marketing modes/ Online Sale Portal including a) & b) = 15	15
4	Area of the JRO (Max. Points – 15)	Total area of the proposed JRO, Covered area (including storage facility)	> 300 sq. ft. = 15 200 - 300 sq. ft. = 10 < 200 sq. ft. = 5 < 150 sq. ft. = 0	15
<b>TOTAL MARKS</b>				<b>100</b>

\* Agency obtaining minimum 50 marks will be eligible for consideration for selection as Collaborating Agency for operating JRO. Final Selection from amongst the eligible Agencies will be made by the by the Monitoring Committee (MC) on merit.

## 7. Procedure for submission of Proposals

The proposals are to be submitted in a sealed cover and all the documents should have total pages indicated and signature of the authorized persons from the agency, in all Pages. The application/proposal form to be submitted through ONLINE at [www.jute.com](http://www.jute.com). The hard copy of the Acknowledgement received along with supporting documents given below are to be submitted to the Head Office/Regional Offices of NJB, as per the jurisdictions, along with covering letter on Company's letter-head:

## 8. Document to be submitted:

1. Ownership document (Registered Deed of Partnership/ Registration of Societies, Trade License, etc. Adhaar Card / Address Proof of the authorized representative of the agency).
2. Income Tax Return for last 3 financial year along with PAN number
3. Details of PAN, GST returns for the last 3 financial years
4. Copy of Trade License.(wherever Applicable)
6. Location map showing the venue of the retail outlet
7. Photographs of the proposed retail outlet. (both inside & outside view)
8. Copy of Tax receipt for own premise/ Rent agreement of the proposed retail outlet.
9. Annual Reports for the last three years
10. Audited financial statements for last three years
11. Details of experience in Sales, Trading and Marketing of JDP sector in the past in connection to the scope of the work suggested.
12. Other supporting documents (Experience certificates etc.)
13. An Undertaking from the Agency, that the JRO, if allotted, will be operated for atleast one year until and unless terminated by NJB earlier.

9. Upon selection, **In-Principle approval (IPA)** will be accorded by Competent authority of NJB. NJB will sanction the payments of incentive on quarterly basis after scrutiny of the claims. The OAs will submit their audited claims and accounts along with all original bills of purchase of JDPs, or Jute fabrics, GST return duly certified by CA and bank statement duly certified by bank highlighting the payments made on account of purchase and corresponding sales. No claims will be entertained after 45 days from the end of the quarter. The OA will maintain register of JPD units/WSHG/entrepreneurs in their respective regions along with contact number towards their purchases of JDPs. For selling JDPs manufactured by the Operating agency, purchase bill of the fabric from Jute Mill or JRMB is to be enclosed.

1. The Activities and performance of the JRMBs will be implemented by the Marketing Division of NJB through the Regional Office in their respective regions. Head Office and Regional Offices will make physical inspections of these JROs and their activities on quarterly/ half-yearly basis. The JROs will disclose and present/give all the relevant information and documents relating to the purchase, sales, bank details, GST details etc. during time of inspections. All operating agency must inform NJB the day of their closure atleast 7 days before, the time of operation of the JRO and the concerned person along with phone number of the JRO.
2. Nameboard (Fascia) and the Backdrop at the Jute Retail Outlet should be kept, as per the Format given at Annexure-III, at the end of this scheme, and the Width and Height of the

Nameboard / Fascia & Backdrop can change, but Not less than the specified limit and as per the color scheme indicated. NJB Logo and Jute Surprisingly Logo, will be provided after providing IPA, for making the design. The Nameboard / Fascia, should be removed, immediately, after the validity of Jute Retail Outlet.

#### **11. Guidelines for submission of Claim Application**

The Claim applications are to be submitted online at **www.jute.com**. The hard copy of the Acknowledgement received along with supporting documents given below are to be submitted to the Head Office/Regional Offices of NJB, as per the jurisdictions, along with covering letter on Company's letter-head:

##### **The claim must be supported by following documents:**

- Copy of the IPA conveyed by the NJB.
- Audited GST Return.& purchases made. Please ensure that payments/ expenditure towards purchases are to be made in the form of RTGS/NEFT/ONLINE. Cash transaction/s are not allowed.
- Audited Expenditure Statement.
- Copy of GST Return.
- Recent photographs of the outlet, both inside view & outside view.
- Bank Statements certified by Bank, highlighting the purchase and sales.
- Hard copy of online claim must be submitted within 60 days from the end of the quarter

**APPLICATION FORM FOR RETAIL OUTLET****Acknowledgement No :** .....

**To,**  
**The Secretary,**  
**National Jute Board**  
**Kolkata**

Sir,

- 1 Name .....
2. Designation .....
3. Name of the Registered Unit .....
4. Status of the Unit /  
Units .....
5. Type of the Retail  
Outlet .....
6. Address of the Registered Office .....
7. Contact No. ( Mobile ) .....
8. Contact No. ( Land  
Line ) .....
9. Fax No. ....
10. Email Id .....
11. PAN Card No. ....
12. Identification of the Applicant  
( Voter Id / Aadhar Card / Passport ) .....
13. Address of the proposed site of Retail Outlet  
a. City .....
- b. State .....
- c. Pincode .....
- d. Landmark .....
14. Location of Retail  
Outlet .....
15. Total Area proposed for Display/Retail(Sq ft ) .....
- 16 Jute Diversified Products for Display/ Sale

Sl. No.	Name of JDPs (Jute Diversified Products)	Source	Content (in %)



- 17 **Annual Sale ( in Rs )**
18. Proposed month of Operation or Actual date of : operation ,  
Whichever is later
- 19 Ownership / Rental Basis
- a. If on Rental Basis , the **Annual Rent**  
( in Rs )
- 20 Decoration Display charges  
( in Rs )
- 21 GST Registration No.
- a. GST Number
- b. Date
- 22 Bank Details

Sl. No.	Bank Name	Branch Name	Account No.	IFSC Code

### UNDERTAKING AND DECLARATION

1. I / We hereby solemnly undertake/declare that particulars stated above are true and correct to the best of my/our knowledge and belief.
2. I/we hereby declare that no other application for claiming assistance for this quarter for running Retail Outlet Scheme has been made in future.
3. I/we hereby declare that I/we have not availed of or shall avail any assistance/grant/support under any other schemes of the Govt. of India or any State Govt./Govt. organisations with regard to the operation of Retail Outlet against which this application is submitted.
4. I/we hereby agree that any information, if found to be incorrect, wrong or misleading, will render us liable to rejection of our application without prejudice to any other action that may be taken against us in this behalf.
5. I/we hereby noted that Retail Outlet Support to be provided under the scheme is 50% of the total eligible cost as mentioned in the Retail Outlet Scheme Document within the maximum limit of the sub heads of the scheme.

**Signature**

**Company Seal**

**APPLICATION FORM FOR CLAIMING SUPPORT UNDER JUTE****RETAIL OUTLET (JRO) SCHEME OF JDP'S**

- 1) Name \_\_\_\_\_
- 2) Designation \_\_\_\_\_
- 3) Name of the Registered unit \_\_\_\_\_
- 4) Type of the Retail Outlet \_\_\_\_\_  
(JDP Showroom / Kiosk of JDP / etc )
- 5) Location of Retail Outlet \_\_\_\_\_
- 6) Address of the proposed site of Retail Outlet \_\_\_\_\_
- State \_\_\_\_\_
- City \_\_\_\_\_
- District \_\_\_\_\_
- Pincode \_\_\_\_\_
- Landmark \_\_\_\_\_
- 7) Jute Diversified Products (JDPs) for Display/  
Sale

Name of JDPs	Source	Content ( in % )

- 8) Monthly Stocks maintained for Sale & Display (in Rs) \_\_\_\_\_

- 9) Financial year

· 1<sup>st</sup> Quarter Details

Month	Sales	Decoration & Display charges	25% of the Sales Amount	Eligible Assistance	Total
	(in Rs.)	(in Rs)	(in Rs)	(in Rs)	(in Rs)
			Total Admissible (in Rs.)		

2<sup>nd</sup> Quarter Details

Month	Sales	25% of the Sales Amount	Eligible Assistance	Total
	(in Rs.)	(in Rs)	(in Rs)	(in Rs)
		Total Admissible (in Rs.)		

3<sup>rd</sup> Quarter Details

Month	Sales	25% of the Sales Amount	Eligible Assistance	Total
	(in Rs.)	(in Rs)	(in Rs)	(in Rs)
		Total Admissible (in Rs.)		

4<sup>th</sup> Quarter Details

Month	Sales	25% of the Sales Amount	Eligible Assistance	Total
	(in Rs.)	(in Rs)	(in Rs)	(in Rs)
		Total Admissible (in Rs.)		

**Following Scanned documents need to be attached alongwith the Claim**

Quarterly Sales Performance report duly audited by Chartered Accountant

Original Rent Receipt and document proving Market Rent in the same area

Original Bills

Receipt (Original)

Enclose Current Photograph of the Retail Outlet ( Inside view )

Enclose Current Photograph of the Retail Outlet ( Outside view )

## **UNDERTAKING AND DECLARATION**

I/We hereby solemnly undertake/declare that the particulars stated above are true and correct to the best of my/our knowledge and belief. No other application for claiming support under Scheme for Supply Chain & bulk supply of JDP's for selective & mass consumption for the mentioned retail outlet have been made or will be made in future.

Any information, if found to be incorrect, wrong or misleading, will render/us liable to rejection of our claim without prejudice to any other action that may be taken against us in this behalf.

We have noted that Supply chain and bulk supply of JDP's support to be provided under the scheme will be as per the Scheme document available on the website: [www.jute.com](http://www.jute.com).

If as a result of scrutiny any excess payment is found to have been made to me/us, the same may be adjusted against any of the subsequent claims to be made by my/our firm or in the event no claim is preferred, the amount overpaid will be refunded by me/us to the extent of the excess amount paid.

**1. Nameboard Format** (min: 8'[Width] x min: 2'[Height]) (At Showroom Frontage)

(The Width and Height can change, but Not less than the above limit)  
(As per Color Scheme of NJB Logo)

Jute Surprisingly Logo	<b>NAME OF THE Retail Outlet</b>  Address : ..... (in English / Hindi / Local Language)	NJB Logo
---------------------------	--	----------

**2. Backdrop Format** (min: 5'[Width] x min: 2'[Height]) (inside Showroom)

(The Width and Height can change, but Not less than the above limit)  
(As per Color Scheme given in the Format)



**(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)**