



4-C

Sub-Component

Operational Guidelines

for

Jute Mark Logo

Program

Operational Guidelines for implementing of the Indian Jute Mark Logo.

The "Indian Jute Mark" will provide a collective identity to the Jute products and can be used not only for popularizing the Jute products but also serve as an assurance for the buyers / consumers that the product being purchased is genuinely of Jute. The Unique Selling Proposition (USP) of Jute is natural, eco-friendly, bio-degradable, agro-renewable and sustainable. Ministry of Textiles has already approved Jute Mark Logo.

Registration of Logo as Trade Mark :-

There is a need for NJB to preserve intellectual property rights on making, selling, and distribution of jute mark logo. Office of Controller General of Patents, Design and Trade Mark (CGPDTM) functions under the Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Govt. of India. This certification takes around three years and after applying trade mark, the concerned organization can use such logo for carrying out their business.

Product Coverage and stakeholders:

The Pilot Project would cover all products made from 100% Jute or blended jute diversified product (at least 60% by weight).

Product category : The scheme covers all products made from 100% Jute and Jute Blended Fabrics (Jute content is more than 33% or Jute content must be dominate) including Handloom and Handicraft products. The base Jute Diversified Product indicative categories are given below :

- **Category A :** Jute Carry Bags such as Promotional and Carry bags, School bags, Office bags, Low cost carry bags, Utility Products like Sports travel bags, Laptop bags, Briefcases, suitcases, Wallets and clutches etc. & other Fancy and Designers' value added bags.
- **Category B :** Jute Handicrafts – Braided, Non-braided, Molded, Motifs, Jewelry ornaments, Flower bouquet, Hammock, Office stationery items, File covers, Pen stand, Calendar etc.
- **Category C :** Jute Handloom, Decorative fabrics, Placemats/Table runners, Dhurries, Carpets, Rugs floor covering and mats and mattings.
- **Category D :** Hessian and other Jute blended fabrics
- **Category E :** Jute Technical Textiles
- **Category F :** Other JDPs i.e. Composite (Furniture/Door/window panel etc.), Footwear, Personal Hygiene products – Sanitary Napkins, Maternal Gauges, Fashion Garments and

accessories Cushions, Seat Covers, Home Textiles, Jute paper products and other items not falling in Category A to E.

Stakeholders: MSMEs, JDP units, Exporters, Jute Mills and Manufacturers of Jute and Jute Diversified Products, artisans of Jute Handicraft / Handloom Products.

Work Flow :

Online registration: - JDP unit head will register himself using GST number linked with the mobile number. JDP units head will in turn authorize additional 2-4 employees to function in the system to carry out day to day operation. Once authorized, these employees will be able to login using the OTP received in their respective mobile number. Identity, designation etc. will be displayed automatically as submitted by JDP unit head. At no point, NJB will be involved in the registration process of JDP units and its employees.

(b) Product Codification: - JDP units need to codify their product under product category and sub-categories which will be made available to the system.

(c) Product Certification: - JDP units to forward request to any NABL accredited laboratory for certification of their products by uploading the product name, product description, product specification, photograph and product code for certification of the product. JDP unit will make payment online for certification of the product to NABL accredited laboratory. On receipt of the product physically, the concerned laboratory will carry out testing and upload certificate online. The certificate should contain product code, product name, category, sub-category and % of jute contain.

(d) Request, Payment, Invoicing, Dispatch and Receipt of Jute Mark Logo :- JDP units will place online request for quantity of jute mark logo for each product type. Based on the selection of product code, associated details such as product name, description, photographs, laboratory certificate will be fetched from the system. Based on system calculated value of jute mark logo, JDP units will make online payment. NJB staff will create invoice by inserting Sl. No. of jute mark logo against the paid request and generate packing label. After physical dispatch of packets containing jute mark, dispatch advice will be updated in the system. On receipt of packets, the JDP units will confirm receipt and update the stock position of jute mark in their respective unit inventory.

(e) Update Consumption of Jute Mark :- JDP units will issue Jute mark logo for each type of product to the shop floor. Holding of jute mark logo at shop floor will be known as ground balance. When the product is shipped out of factory, Sl. No. of the logo attached with the product will be updated in the system which will be treated as consumption logo for a particular product by a JDP Unit.

Interactive Session :-

NJB will invite all stakeholders for demonstration of the on-line application, handling and accounting of logo and explain to its associated benefits. NJB will collect feedback from the participants and incorporate change request in the application before the first version is put online. Sample of logo and its application will be demonstrated in the awareness programs.

Registration Fees for User :

Sr. No,	Description of users	Registration Fee
1	Apex Co-op Societies & Handloom Handicraft Development Corporation, Traders/retailer (Domestic, market) etc.	Rs.2,000/-
2	Manufacturer Exporter (Export Market), Merchant Exporter (Export Market) and organized Jute Sector (Jute Mills)	Rs.5,000/-
3	Central Govt. and State Govt. sponsored body, MSME units engaged in manufacturing of Jute Products	Rs.1,000/-
4	SHGs	Rs.500/-
5	Individual entrepreneurs, Artisans	Rs.100/-

Incentivization : To make the scheme attractive especially among the decentralized sector, the registered users of the Jute Mark Scheme shall be eligible as per NJB's Annual Action Plan Scheme (s) and initiatives.

(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)