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Sub-Component
Operational Guidelines
for
Jute Mark India
Scheme

Operational Guidelines for implementing of the Indian Jute Mark India Scheme

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.

Operating Agency of Jute Mark India scheme

National Jute Board (NJB) will be the operating agency of the Jute Mark India Scheme



Product Coverage and stakeholders:

All products made from 100% Jute or blended Jute diversified products (at least 50% Jute fibre).

Product Category : The scheme covers all products made from 100% Jute and Jute Blended Fabrics (Jute content is more than 50%) including Handlooms and Handicrafts 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 coverings 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: Jute MSMEs, JDP units, Exporters, Jute Mills and Manufacturers and Retailers of Jute and Jute Diversified Products, artisans of Jute Handicraft / Handloom Products.

Implementing Agency

Textiles Committee (TC) under the Ministry of Textiles, Govt. of India has been nominated as implementing agency of Jute Mark India Scheme across the country by National Jute Board (NJB). A MoU has been signed between TC & NJB in this regard on 6th January 2023. The Activities like receipt of application, On-site verification, issuance of labels, Testing of samples are the responsibilities of TC.

Who can register under JMI Scheme

Entities like Apex Co-op Societies & Development Corporations, Traders, Retailers, Manufacturer Exporters, Merchant Exporters, Central Govt. and State Govt. sponsored body, Self Help Groups (SHGs), Individual entrepreneurs and Artisans of Traditional Jute and Jute Diversified Products.

JML labels

The Jute Mark Logo label/s can be affixed to any products that contain a minimum of 50% by weight of Jute fibre in the product. Jute Mark labels are 1 inch X 2 inches dimension taffeta cloth label containing JMI Logo and a unique QR code. The Registered user details are embedded in the QR code.



How to Apply under JMI Registration

Interested entities can submit their application to the nearest Regional Office of Textiles Committee (ROTC) along with test reports from any of the Textiles Committee laboratories to the effect that the jute portion of the product contains at least 50% jute fibre. In absence of test report, samples of the jute products can be submitted along with the application. Download the application [here](#)

Label Entitlement

The entitlement of JMI labels for each applicant is ascertained based on the On-Site verification of the applicant's site. All the eligible registered users can affix JMI labels on the registered jute products. Testing of submitted samples and On-Site verification of manufactures site are essential part of the registration process.

Registration Fees for User :

Sr. No,	Description of users	Registration Fee + GST charges
1	Apex Co-op Societies & Handloom Handicraft Development Corporation, Traders/retailer (Domestic, market) etc.	Rs.500/-
2	Organized Jute Sector (Jute Mills)	Rs.500/-
3	Central Govt. and State Govt. sponsored body, MSME units engaged in manufacturing of Jute Products	Rs.500/-
4	SHGs	Rs.50/-
5	Individual entrepreneurs, Artisans	Rs.50/-
6	Manufacturer Exporter (Export Market),	Rs.500/-
7	Traders/retailer (Domestic market) etc.	Rs.500/-
8	Merchant Exporter (Export market)	Rs.500/-
	Label Chargers	As fixed by NJB

***GST rates shall be followed as per the Government notification**

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

Online Module

Textiles Committee being the implementing agency of Jute Mark India Scheme, is developing an On-line Module for the JMI scheme. Upon launch of On-line module, interested entities can apply On-line through dedicated portal (or) on dedicated Mobile App.

Contact Details for Jute Mark India Scheme details & Registration

Shri S. P. Verma, Secretary, Textiles Committee
Tel: 022-66527507

Dr.K.S.Muralidhara, Joint Director, Textiles Committee
Tel: 022-66527524 / Mob: 9967533770

Shri K.C.Kaushal, Quality Assurance Officer, Textiles Committee
Tel: 022-66527570 / Mob: 9920878581

Shri Keshavamurthy, Quality Assurance Officer, Textiles Committee
Tel: 022-66527521 / Mob: 9980000882

[or any other nearest Regional Office/s of **Textiles Committee (ROTC)**]

For General information related to JMI scheme

Shri. T. Ayyappan, Head-Marketing, National Jute Board, Kolkata
Ph : 9444459448 / 8610771973

Shri. Debdoot Mukherjee, Asst. Director (MP&SI), National Jute Board, Kolkata
Ph : 9051260656

Shri. Kishan Singh Ghughyal, Dy. Director (MP&SI), National Jute Board, New Delhi
Ph : 9810929830