

EXPORT MARKET DEVELOPMENT ASSISTANCE SCHEME (EMDA) FOR JDP

Objectives of the Scheme:

The scheme aims to provide fast track support to the manufacturers/ merchant exporters of Jute goods for participation in fairs and business delegations abroad for promotion of exports of lifestyle and other diversified jute products with the following objectives:

1. To ensure effective showcasing and visibility of JDPs and life style jute products.
2. To ensure participation of small & medium scale entrepreneurs and manufacturers of JDPs and life style jute products for participation in fairs and business delegations abroad.
3. To provide opportunity to both exhibitors (sellers) and visitors (buyers) to appreciate each others' needs & capacity on B2B basis.
4. To negotiate business on mutually agreed terms & conditions.
5. To promote exports of international quality of JDPs and life style jute products through awareness generation and greater visibility.

Strategy:

The targets markets for different segments of JDPs and life style jute products are different. Three different modes of participation is covered:

- i. Independent participation by the exporters in established gift fairs and exhibitions for marketing gift items and specialized fairs for products like floor coverings,
- ii. Participation in fairs or exhibitions organized by NATIONAL JUTE BOARD for exploratory markets, where it becomes difficult for a small or new entrepreneur to organize independent participation in fairs and organizational support of NATIONAL JUTE BOARD is necessary for providing an appropriate platform to these entrepreneurs.
- iii. Participation in an export promotion activity (BSM) accompanying a business-delegation including attending conference abroad enabling the participant-exporters to meet the govt. authorities, decision takers and opinion makers-collectively or individually to sell his own concepts & products, in addition to displaying alongside, if arrangement is so there.

Expected coverage and impact of the Scheme:

In addition to the units (both in organized and informal sector) of the Eastern India, around 100 existing exporters of lifestyle JDP segment of informal sector, concentrated mainly in the States of W.B, Kerala, UP, Tamil Nadu, Delhi, AP & Karnataka, for the products like Bags, Floor coverings, Wall Hangings & Home Textiles/Made Ups will be benefited from the scheme. The proposed scheme is expected to generate enthusiasm to many new enterprises and gradually the number of beneficiaries will increase.

JDP sector's export should grow from the present level of Rs.500crore to Rs.1000 crore in next 3 years and the number of new entrepreneurs, to 2500. The sale growth in the JDP sector including in the domestic market will generate employment to 225,000.

<p>1. Number of participations under the Scheme</p>	<p>: <u>Fairs</u>: Maximum 6 per year by each participant [Minimum 2 under National Jute Board banner and balance for direct participation on own choice] Atleast 2 events must be from Category B countries. If a proprietor or Director is having multiple firms, then the above limit shall be applicable for all the firms combined together. <u>For New Entrepreneur</u>: Permissible both under NJB banner and Direct application for first two participations only. <u>Delegations and BSMs</u>:3 Delegations / BSMs organized by National Jute Board per year.</p>												
<p>2. Eligibility of the participants under the Scheme The participants in receipt of any assistance / grant / support under any other schemes of the Govt. of India or any State Govt./Govt organizations against a particular event will not be eligible for support against the same event under this scheme.</p>	<p>: Registration as Manufacturer or Merchant Exporter of Jute products with EPCs. NJB may require additional information about the bona-fide of the unit, as a exporter of jute products. Beside above the New Entrepreneurs must be participating for the first time in international fairs under the banner of NJB and participated in NJBs Retail outlet scheme, where domestic sales is involved in past 1 year. For NJB led fairs, delegations and BSMs the participant has to apply to National Jute Board. Special focus for participants from North East states and Hilly-Remote Ares as notified by Govt of India.</p>												
<p>3. Thrust products to be promoted under the Scheme</p>	<p>: All diversified jute products -Hand & Shopping Bags, Floor Coverings, Home-Textiles, Fabrics, Jute handicrafts and Gift items, Other Made Ups. The Participants will ensure that 75% of the products displayed and transacted in each of their participation is diversified jute products.</p>												
<p>4. Expected number of participant-beneficiaries under the Scheme</p>	<p>: <u>Fairs</u> : 150 (per year). For National Jute Board led fairs, maximum 8 participants per fair. <u>Delegations and BSMs</u> : 24 (per year)</p>												
<p>5. Extent of support to be provided to the participants under the Scheme: Fairs :</p> <table border="1" data-bbox="203 1438 760 1722"> <thead> <tr> <th>Sl.</th> <th>Head of Exp</th> <th>Rs.(lakhs)</th> </tr> </thead> <tbody> <tr> <td></td> <td>Space Rent and Stand construction & Decoration</td> <td>5.00</td> </tr> <tr> <td></td> <td>Economy Airfare for 2 and Hotel(max US\$188/night) for no. of fair days + 2</td> <td>2.50</td> </tr> <tr> <td></td> <td>Total</td> <td>7.50</td> </tr> </tbody> </table> <p>Actual cost per participation may be either higher or lower than the above limits. For the purpose of support under the scheme the total cost will be taken at actual, subject to the above limits. Supporting documents will be furnished by the participants while claiming support.</p>	Sl.	Head of Exp	Rs.(lakhs)		Space Rent and Stand construction & Decoration	5.00		Economy Airfare for 2 and Hotel(max US\$188/night) for no. of fair days + 2	2.50		Total	7.50	<p><u>Fairs</u> :</p> <ol style="list-style-type: none"> For regular/existing entrepreneur, support to be provided under the Scheme is 50% of the total eligible cost i.e @ Rs. 3.75 lakhs . For new entrepreneur (participating for the first time in international fairs under the banner of NJB and participated in NJBs Retail outlet scheme, where domestic sales is involved in past 1 year), the support may be extended by: <ul style="list-style-type: none"> 75% of Rs. 7.50(Maximum Exp) Lakh i.e. Rs. 5.63 Lakh/ event or 75% of the Maximum Expenditure, whichever is lower. <p>All other guidelines of the scheme are to be followed. Organisations which have directors/ partners already availed EMDA benefits from NJB by claiming from other organisations will not be entertained.</p>
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<p><u>Delegations and BSMs including Conference attendance</u></p>	<p><u>Delegations and BSMs including Conference attendance</u> 50% air fare by economy class 50% of hotel stay Local Conveyance limited to group travelling with the delegation 100% of cost of arrangement of Business meeting & BSM and conference participation expenditure. Support to be provided Rs 20-30 lakh per visit, depending upon region / country to be visited.</p>
<p>6. Duration of the Scheme</p>	<p>: Fund has been allocated for continuation of EMDA during AAP 2018-19.</p>
<p><u>Notes</u> :</p> <p>(i) Support will be in the form of re-imburement only.</p> <p>(ii) Interested participants will get themselves registered with NJB in advance by applying in a format prescribed for the purpose. For NJB led fairs, the intending participants have to apply to NJB along with participation fee of Rs. 25,000/- for each fair. The intending participants for Delegation / BSM will have to apply to NJB along with participation fee of Rs. 10,000/- for each BSM (business meet) to be participated during a visit. Applicants not participating after getting a stall from NJB, may be debarred from future participation and the participation fee may be forfeited. Secretary, NJBs decision is final in this regard.</p> <p>(iii) Applicant must submit last 3 years P&L Account of the company with export revenue in FOB value realised. This condition may be waived in case of NGOs/Societies/WSHG's or new entrepreneur who have performed very well in the domestic market and have the potential to export.</p> <p>(iv) Registered Jute Exporters shall apply online, in a format prescribed for the purpose, at least 3 months before event start day for the Letter of Intent. In cases, where the participant booked the space at the last hour, IPA Application may be forwarded at least before 15 days before the start of the event along with the Invoice copy of space booking.</p> <p>(v) The company shall not be under investigation/charged/ prosecuted/ debarred/ black listed under the Foreign Trade Policy of India or any other law relating to export and import business.</p> <p>(vi) Beneficiaries shall apply online, in a format prescribed for the purpose, within 60 days from the completion of the event along with supporting documents, in original, for re-imburement, including the Business activity report and FOB value of the exports for last three years.</p> <p>(vii) Exporters should submit the Chartered Accountant certificate in support of the deputed officials of the company, Number of participations made under EMDA Scheme in the current Financial year, The No. of days clear advance notice has been given to NJB before going for participation in the Event., etc</p> <p>(viii) Assistance shall be permissible to regular employee/ director/ partner/ proprietor of the company. Assistance would not be available to exporter of foreign nationality or holding foreign passport.</p> <p>(ix) Claims will be settled within 45 days of submission of the valid claims.</p>	