

Title of the Scheme

JUTE INTEGRATED DEVELOPMENT SCHEME (JIDS) - for decentralized JDP sector

(A) Objectives of the Scheme :

- > To highlight / create more awareness for jute products on the merit of environment related issues
- > To increase the number of skilled workforce for production of jute diversified products in the decentralized sector
- > To set up more and more number of production units for use of jute as raw material in order to expand the production base for the diversified jute products
- > To create employment for the rural masses in the newly established JDP production units
- > To give thrust for design and development of new and innovative jute products to make the jute products and even the traditional products acceptable in the domestic as well as the foreign markets
- > To increase demand for consumption of raw jute for producing JDPs, thereby ensuring continuous market for the produce of jute farmers
- > To build up supply chains for certain and smooth supply of jute raw materials to the production units
- > Establishment of trade channels for promotion of decentralized JDP units
- > To increase sale of JDPs through market promotion activities to ensure continuous markets for jute products

(B) Justification of the Scheme :

1. Jute is agro-renewable, bio-degradable and carbon positive fibre. There is a gradual shift towards use of more and more eco-friendly natural products. At present nearly 500 billion plastic carry bags are used per annum across the globe and the number is gradually increasing. People are also aware about the ill-effect of rampant usage of synthetic / plastic materials. Total 6000 MT plastic garbage remains uncollected everyday in India. This leads to pile up of huge rubbish / garbage which will finally take us towards creating more and more non-living zones.

To put a curb on this creation of rubbish / plastic garbage, different State Governments, Cities, Municipalities have started enforcing a ban on single use plastic carry bags (below certain micron).
2. To explore this opportunity and tremendous potential of jute carry bags as a replacement of single use plastic carry bags in domestic market, NJB with its branch offices will establish collaborative arrangements with the local partners may be with Leading NGOs (working for the cause of environment), SHG Federations, Institutes, Entrepreneurs throughout the country and preferably with recommendations from the local District Administrative Authority or by Environment Ministry, Municipalities etc.
3. The primary objectives of the scheme will be to promote and develop business of green jute products and especially jute carry bags with multiple times use [so that the price / performance factor is comparable with plastic carry bags] as the only alternatives available to replace single use plastic carry bags.
4. As per Census of 2011 the total population in India is nearly 1.2 billion. Even if a person uses 2 jute bags per annum as replacement of synthetic / plastic carry bags and 50% of the Indian population is targeted as the captive market, total requirement of jute carry bags will be 100 crores per annum. Taking average of 200 gms. as weight of a bag, total jute consumption will be $[100 \times 10^7 \times 200 \times 2 / 10^6]$ nearly 4,00,000 NT of jute.
5. Thereby and over a period of time consumption of raw jute can be increased. From this scheme farmers will be benefited, lot of entrepreneurs will be engaged and many people (skilled labours) will have gainful

employment. Finally, the environment will remain safe for the mankind as jute is a natural and earth-friendly material.

6. The outcome of the scheme would establish the competitive environmental advantages of jute globally as well as boost the sale of jute goods globally and increase the share of JDPs too. To achieve the above objectives an integrated and also modular approach has been envisaged and conceptualized with emphasis on the following key elements :
 - a. Developmental Schemes
 - b. Raw material and Retail outlet Scheme
 - c. Market Scheme
7. NJB have a list of empanelled trainers for conducting JDP training activities across the country and will further induct new trainers and designers through advertisements etc. The standard guidelines will be followed for selection of agencies, designers and trainers for the scheme.

(C) Scheme Details :

a. Developmental Schemes

This will involve setting up of JDP Cluster for the jute carry bag, jute handloom and handicraft sector to take care of a wide gamut of activities such as product development, design support, institutional support, training to weavers and artisans and marketing support etc. at micro level in an integrated / modular and co-ordinated manner for an overall development of the decentralized jute product sector. Further it will provide escort support services in order to make them full fledged jute diversified product entrepreneurs over a period of time.

Implementation Strategy :

- * Creating awareness and capacity building workshops in different parts of the country on the use of jute and encouraging small and tiny entrepreneurs to manufacture jute diversified products with a sustainable approach.
- * Promoting use of jute in more diversified application areas by conducting specific training programmes, organizing awareness programmes and through product / design development programmes etc.

The Collaborating Agencies for operations under the scheme will be selected from Govt. / Semi- Govt. organizations autonomous bodies, reputed public sector organizations, NGOs, SHG Federations, Institutes, Entrepreneurs having adequate experience in carrying out development activities for promotion of entrepreneurs and industries. These collaborating agencies will act more as facilitators for rendering the backward and forward linkages to existing and potential entrepreneurs.

All activities are to be carried out with proper linkages with the State Governments / lead NGOs / Co-operative Societies / Agencies of the Central and State Government and implemented with the help of the District Collector, PD, DRDA, DIC etc. Linkages will be established with handicrafts and handloom development programmes of the Government for better results.

b. Raw material and Retail outlet Support Scheme :

Supply outlets for distribution of jute raw material are to be development for making available jute fibre, fabric and yarn in small quantities as required by the micro-enterprises, crafts persons and artisans at their areas at mill gate prices.

- Setting up of outlets in association with the collaborating partners for selling of jute yarn, fibre and other raw materials across the country at reasonable price preferably mill gate price.
- Providing information on applications of jute in various uses and awareness generation.

Supply outlets for raw material are to be opened where JDP activities have taken off and jute based raw materials are not available in the local market. Raw materials and services shall be provided to suit the requirement of small artisans, entrepreneurs women self help groups, weavers and handicraft artisans. Linkages will be established with handicrafts and handloom development programmes of the government for better result.

c. Marketing Schemes :

Market development due to acceptance of jute products in various segments of the domestic and international markets constitute the background for the activities to be undertaken for promotion of JDPs in the decentralized sector. In consonance with the growth of the decentralized JDP sector and the emergence of a varies range of products to cater to different segments of the consumers, a concentrated campaign bundled with existing SOP (Student Outreach Programme) may be launched and carried out on a long term basis. The primary beneficiaries will be small and tiny entrepreneurs of jute diversified products with its spread across the country.

Implementation Strategy :

- Development of Market Information
- Creating awareness of the market and products through seminars and workshops
- Development of entrepreneurs by providing escort services and providing various marketing platforms viz promotion by participation in trade shows, National level fairs, organization of jute fairs at State/District and village levels
- Brand promotion of jute products (made of jute, the Indian Natural Fibre)
- Focused advertisement campaigning giving thrust on product specific campaigns and highlighting latest developments in jute diversification throughout the year
- Eco-friendliness and carbon positive attribute of jute will be highlighted
- Bundling with the existing Retail Outlet Scheme
- Business generation with sustainable approach

(D) Schedule of the Scheme :

This scheme will be implemented by the NJB on annual basis under its Annual Action Plan to be approved by the NJB Board. It is proposed that initially about 5 Jute Integrated Development Centres (JIDC) will be put into operation w.e.f. FY 2015-16. These centres will develop the clusters as per the Action Plan apart from organizing awareness workshops, technical workshops, counseling, rendering escort services and liaison with local authorities, hold training programs, buyers-sellers meets, exhibition and such other programs as may be directed by the NJB. After successful implementation of the JIDC during its first year, all JIDC will be to operate atleast one Jute Raw Material Bank to ensure raw jute materials availability and also to increase the jute consumption.

It is estimated that by the end of the 6th years period i.e. 2020-21, 50 TCPCs will take shape. This will directly and indirectly benefit atleast 50 individual per TCPC. It is estimated that during this implementation period, the total involvement of individuals mostly women (WSHG), unemployed youth who will be gainfully engaged in employment in the jute diversification, to the tune of atleast 2,000.

(E) The flow of activities, expenditure and the physical targets estimated are given in the following statement:

Table-I, Activities of the Collaboration Agencies :

Sl. No.	Activities	No. of programmes in a year and cost of each programme	Cost of such programme (Rs. in lakh)	No. of beneficiaries in each programme	Duration of each programme	Remarks
1	Capacity building through basic and advance training	8 @ Rs.75,000/- each	6.00	20	2 weeks	Cost of trainers Rs.15,000/- and designers Rs.25,000/- will be paid by NJB from the budget of the activity
2	Design Training	4 @ Rs.90,000/- each	3.60	20	2 weeks	
3	Training cum production Centre	2 @ Rs.1,50,000/- each	3.00	12 each TCPC		Cost of 10 stitching machines or 5 looms
4	Sourcing of jute raw material					From the JRMB
5	Setting up of Retail Outlets	2 Nos.	To be met out of retail outlet scheme			Under the Retail Outlet Scheme
6	Marketing Support	Support to 8 nos. of participants	1.20			For participation under NJB Fairs
7	Operational Cost	Manpower Cost	1.20			Only for the integrate centre
8	Total cost per centre per year		15.00			
9	Total cost for 5 centres in 1 st year		75.00			
10	Provision for modular approach		25.00			Activities at Sl. No. 1,2 & 3 can also be undertaken under modular approach provided the agency has the required infrastructure
11	Total cost		100.00			

(F) Monitoring of the Scheme :

The scheme will be implemented by NJB from its Non-Plan funds. In order to implement the Scheme properly, a Monitoring & Approval Committee [MAC] has been constituted comprising of the following members :

The Jute Commissioner	Chairperson
Secretary, National Jute Board	Convenor
Director [Jute], Ministry of Textiles	Member
Director [Finance], Ministry of Textiles	Member
Chairman, IJMA	Member
Chairman, JPDEPC	Member
Scheme Officer of NJB	Member

The Chairperson may co-opt the subject matter specialists from industry / academics as per requirement.

Terms of reference of the MAC

The MAC may meet at least once in two months to examine the issues and take decisions for achieving the objectives, targets, intervene in the problematic areas to take prompt decisions to take minimize / eliminate impeding factors and suggest modification to the Scheme for proper implementation.

As per the direction of the MAC, a Sub-Committee has been formed by the Secretary, NJB having the following members :

Dy. Jute Commissioner
Secretary, NJB
Representative of NABARD
Representative of NIFT
Chairman, JPDEPC
HOD, DJFT

Terms of reference of the Sub-Committee

1. The Sub-Committee will consider the proposal and approve the engagement and/or get it ratified subsequently by MAC.
2. The Sub-Committee will recommend on necessary measure for modification, reallocation of fund, etc. to the MAC.

Upon selection and execution of MoU between the CAs and the NJB, NJB will sanction activities as per the schedule stated. Upon sanctioning of the activities, NJB will release the funds in the following funds flow system.

50% along with the activities sanction letter

50% on submission of completion report of activities & submission of detailed reports and audited accounts.