

Sub: Minutes of the 2nd meeting of the Sub-Committee of Retail Outlet Scheme held on 12th November, 2018 at O/of the Jute Commissioner.

Ref. No. : NJB/MD/ Retail Outlet/2018-19 Dated: 05.11.2018

In reference to the above cited letter, Sub-Committee constituting of the following members attended the 2nd meeting for the Retail Outlet Scheme.

1. Sri Kousik Chakraborty, Dy. Jute Commissioner, Kolkata – Chairman
2. Sri Arvind Kumar M., Secretary, NJB[*Represented by Sri RBS Titus, Director-Mktg, NJB*]
3. Dr. S. B. Roy, NIRJAFT, Kolkata - Member
4. Sri Chitraved Das, Addl. Administrative Officer, IJMA, Kolkata - Member
5. Sri Debdoot Mukherjee, MPO, NJB, Kolkata -Convenor

The Dy. Jute Commissioner, welcomed the members of the Sub-Committee.

1. Revised Evaluation Criteria for marking

Sl. No.	Major Components	Description	Criteria for point allotment	Maximum points
1	Agency Experience (Max. Points - 20)	1) Experience in operating retail	> 2 years = 10 < 2 years = 05	
		2) Similar Projects implemented with Govt. organizations /agencies	>5 projects = 10 < 2 projects = 05 No Project = 0	
2	Proximity of Retail Outlet Location proposed. (Max. Points - 15)	Place	<ul style="list-style-type: none"> • In Market Place / Tourist Place / High end departmental Stores / Running Retail Shops / Shopping malls / Temple complex / Market complex = 15 • In ground floor residential area =10 	
3	Infrastructure. (Max. Points - 20)	Email address, Online Sales Portal, Website, Storage facility.	Online Sales Portal = 20 Email /Website address = 15 Storage facility = 10	
4	Area of the Retail Outlet. (Max. Points - 15)	Total area of the proposed Retail Outlet, Covered Area.	> 200 sq. ft. (Showroom) > 150 sq. ft. (Bulk) > 100 sq. ft. (Point of sale) > 100 sq. ft. (Religious bodies) > 36 sq. ft. (Kiosk) > 5 sq. ft. (In-store) = 15 150- <200 sq. ft. (Showroom) < 150 sq. ft. (Bulk) < 100 sq. ft. (Point of sale) < 100 sq. ft. (Religious bodies) < 36 sq. feet. (Kiosk) < 5 sq. ft. (In-store) = 10	
5	Digital Payment (Max. Points - 10)	Card Swiping Machine / Online money transfer e.g. through smartphone	Card swiping = 10 Online money transfer = 05	

6	Product Display (Max. Points - 20)	Jute Diversified Products	100% other NGO JDPs = 20 50% other NGO JDPs = 15 50% own JDPs 25% other NGO JDPs = 10 75% own JDPs Own Jute Products = 05	
TOTAL MARKS				

*Agencies getting a minimum of 50 marks during Evaluation will be eligible.

- Chairman directed that preference should not be given to outlets based in X or Y cities. Hence Sl. No. 7 is excluded in the evaluation Criterion. Original Evaluation Criterion is placed under Annexure 1.

2. Evaluation & Selection of applications on basis of marking

Sl. No.	Name of the Unit	Area of Outlet and State	Scheme	Inspection Status	Marks	Remarks
1.	Snap Jutes	Fun Republic Mall, Avinashi Road, Coimbatore	JDP Showroom	Recommended	65	
2.	Florence Kashmir Crafts	M. K. Chowk, Srinagar, J&K	JDP Showroom	Recommended	75	
3.	Suksagar Rd. Palpara Vivekananda Mission,	Palpara, Chakdaha, West Bengal	JDP Showroom	Recommended	x	Not qualified on ground of non-availability of required area of 150 sq. ft.
4.	Kamlesh Jain and Co.	SCF-10, Inner Market, Sector-9, Chandigarh	Bulk Supply	Recommended	70	
5.	Sajj Enterprise,	150 Feet Ring Road, Rajkot, Gujarat	JDP Showroom	Recommended	x	Not qualified due to non-availability of valid documents e.g. area proof
6.	Sundarban Eco-friendly Handicrafts Products	Tourist Reception Centre, Sundarban, West Bengal	JDP Showroom	Recommended	-	Will be considered after receipt of valid documents. Area allotted must be in the name of the applicant.
7.	Sree Vaari Jute Udyog	Nr. Purasaiwarka, MotchamTheate, Kilpauk, Chennai	JDP Showroom	Recommended	70	
8.	Tabiang Associates	Naharlagun, Itanagar, Arunachal Pradesh	JDP Showroom	Recommended	55	
9.	Arrow India	5, Purba Phool Bagan, Kolkata	Bulk Supply	Recommended	50	

- Sl. No. 1,2,4,7,8, and 9 were selected by the Committee on the basis of marking. The effective month of start of Claim will be considered on the basis of the starting date of the outlet as mentioned in the inspection report or actual date of opening of outlet, which one is later.

3. Extension of the IPA for the following existing 4 outlets

Sl. No.	Name of the unit	Scheme	Extended upto
1	Kamlesh Jain & Co., Chandigarh	JDP Showroom	31/03/2019
2	Jute Cottage, Bangalore	JDP Showroom	31/03/2019
3	Ballyfabs International Ltd., Coimbatore	JDP Showroom	31/03/2019
4	R. M. Centre, Kolkata	JDP Showroom	31/03/2019

4. New application received

Sl. No	Name of the Unit	Area of Outlet and State	Sub-components (Scheme)
1.	The Jute World NJB-03-TJW-29072018-28	Dev Plaza, Plot No. 12 & 13, Shree Colony, Secunderabad Hyderabad, Telangana	Point of Sale Display
2.	Rakshak Foundation NJB-03-RKF-07092018-30	15, Park Street, Kolkata-16	In-Store Shelf Display
3.	Rakshak Foundation NJB-03-RKF-07092018-31	100/1 Alipore Road, Kolkata- 27	JDP Showroom
4.	Rakshak Foundation NJB-03-RKF-07092018-32	Pond Block H, Block E, Baishnabghata Patuli, Township, Patuli, Kolkata – 94.	Outlet owned by Religious bodies or Local Administration
5.	Sarkar Jute Craft NJB-03-SRJ-28092018-33	Old Manali Club House, Himachal Pradesh – 175 131	JDP Showroom
6.	Sarkar Jute Craft NJB-03-SRJ-28092018-34	Manali Mall Road, Opp. Hotel Kunjan, Himachal Pradesh-175 131	JDP Showroom

- The committee recommended to complete inspection of the above six new outlet application. After completion of inspections the same may be placed to the Sub-committee marking and selection.
- The Chairman has directed that all pages of the Inspection Report should be signed.
- New evaluation criteria to be published in NJB and advertised properly so that the future applicants are aware of the modified requirements
- Experience in operating retail outlet should be calculated on basis of their certified copy of GST return/ Service Tax. Preferably 3 years return to be provided along with the application form.
- To popularise the scheme, the Chairman directed to give Advt. in newspapers.

The meeting ended with the vote of thanks.

ANNEXURE-I**Evaluation criteria of Retail Outlet: Total Marks = 100.**

Sl. No.	Major Components	Description	Criteria for point allotment	Maximum points
1	Agency Experience (Max. Points - 20)	1) Experience in operating retail	> 2 years = 10 < 2 years = 05	
		2) Similar Projects implemented with Govt. organizations /agencies	>5 projects = 10 < 2 projects = 05 No Project = 0	
2	Proximity of Retail Outlet Location proposed. (Max. Points - 10)	Place	In Market Place / Tourist Place / High end departmental Stores / Running Retail Shops / Shopping malls / Temple complex / Market complex = 10 In ground floor residential area = 05	
3	Infrastructure. (Max. Points - 15)	Email address, Online Portal, Website, E-marketing modes, Storage facility.	Online Portal = 15 Email /Website address = 10 Storage facility = 05	
4	Area of the Retail Outlet. (Max. Points - 10)	Total area of the proposed Retail Outlet, Covered Area.	> 200 sq. ft. (Showroom) > 150 sq. ft. (Bulk) > 100 sq. ft. (Point of sale) > 100 sq. ft. (Religious bodies) > 36 sq. ft. (Kiosk) > 5 sq. ft. (In-store) = 10 150- <200 sq. ft. (Showroom) < 150 sq. ft. (Bulk) < 100 sq. ft. (Point of sale) < 100 sq. ft. (Religious bodies) < 36 sq. feet. (Kiosk) < 5 sq. ft. (In-store) = 05	
5	Digital Payment (Max. Points - 10)	Card Swiping Machine / Online money transfer e.g. PAYTM through smartphone	Card swiping = 10 Online money transfer = 05	
6	Product Display (Max. Points - 20)	Jute Diversified Products	100% other NGO JDPs = 20 50% other NGO JDPs = 15 50% own JDPs 25% other NGO JDPs = 10 75% own JDPs Own Jute Products = 05	
7	Category of Outlet (Max. Points - 15)	'X', 'Y' & 'Z' Cities (as per Ministry of Finance O.M. No. 2/5/2014-EII(B) dated 21/07/2015)	'X' City = 15 'Y' City = 10 'Z' City = 05	
TOTAL MARKS				

*Agencies getting a minimum of 50 marks during Evaluation will be eligible.