

RETAIL SUPPLY SCHEME-DOMESTIC

1.	Objective of the Support Scheme	:	To meet increasing demand for jute shopping bags and other JDPs arising mainly due to ban or restrictions on the use of plastic, and thereby support the cause of health of environment. And Special focus for North East states and Hilly-Remote Areas as notified by Govt. of India.
2.	Strategy and Schemes	:	<p>I. Point of Sale Display</p> <p>II. In-store shelf display</p> <p>III. JDP Showroom</p> <p>IV. Supply Chain arrangement for bulk JDPs</p> <p>V. Kiosk of JDP</p> <p>VI. Outlet owned by Religious bodies or Local Administration</p> <p>VII. Advertisement and communication</p>
3.	Implementation of the Support Scheme	:	<p>I. Point of Sale Display</p> <p>i. Individual JDP traders / entrepreneurs or a group of registered JDP entrepreneurs / owners of space in a shopping mall, will be eligible to participate. NJB will give preference to outlets in all Government run emporia.</p> <p>ii. Participants can hire / owned space in high end departmental stores or in big shopping malls in the Cities Classified as “X” & “Y” w.r.t. Ministry of Finance O.M. No. 2/5/2014-E II(B) dated 21.07.2015</p> <p>iii. Products for sale and display - Hand and Shopping bags, Fashion Jewellery & accessories and other lifestyle JDPs, with more than 75% Jute Content.</p> <p>iv. Participants will fabricate common display scheme, colour, and design for backdrop and fascia which will be prescribed by NJB.</p> <p>v. Targeted sales Rs.4 lakh in one year. Beneficiaries to submit monthly activity and performance and audited quarterly stock & sales statement.</p> <p>vi. Support for space: For six month assistance of 50% of the cost, subject to maximum of @ Rs.50,000/- per month. The cost will be determined on the basis of on MOU and receipt from the Retail Chain and certified bank statement. After six month, support to the extent of 15% of the actual sales, on the basis of GST return. Maximum support to be released under (vi) is Rs50,000/-per month.</p> <p>vii. One time support for decoration & display: 50% of the cost of display/ decoration, subject to maximum of Rs.50,000/-.</p> <p>viii. Duration: Minimum 6 months and maximum 36 months.</p> <p>ix. Support under (vi) will be released in 4 quarterly instalments on submission of</p>

		<p>necessary supporting audited documents. Support under (vii) will be released along with the release of 1st quarter.</p> <p>x. NJB will conduct Quarterly/Half yearly/ annually inspections to monitor the utilization and the implementation. For new outlets, inspection is to be carried out before issuance of the In-Principle Approval and before release of the first Claim.</p> <p>xi. Support to the maximum number of outlets in Class “X”&“Y”cities will be based on the request received from eligible applications and the availability of the budget sanctioned under this scheme. The request for the support is to be sent to Secretary, NJB, whose decision shall be final.</p> <p>xii. For North East states and Hilly-Remote Areas as notified by Govt. of India, the Targets sales are 50% , Support for space & Decoration is 70% subject to Max amount mentioned above and “Z” cities also to be include.</p>
		<p><u>II. In-store shelf display</u></p> <p>i. Jute traders / entrepreneurs or a group of registered jute entrepreneurs or owner of running shop in the market place interested in increasing retail network of Jute products will be eligible to participate in the scheme.</p> <p>ii. Participants will be required to enter into agreement with existing running retail shops / sales outlet to earmark a prominent section/ area measuring at least 5 sq. feet (including wall and counter space) in its own running retail shops / sales outlet for display and sale of JDPs.</p> <p>iii. Scheme will be applicable for participation in shop /retail outlets in all major towns in a district.</p> <p>iv. Products for sale and display: Hand and Shopping bags, Fashion Jewellery & accessories and other life style JDPs, with more than 75% Jute Content.</p> <p>v. The outlets to display common fascia in scheme and colour, which will be prescribed by NJB.</p> <p>vi. The entrepreneurs should maintain minimum level of monthly stock as follows – Rs.40,000/- in Class “X” Cities, Rs.24,000/- in Class “Y” Cities and Rs.16,000/- in Class “Z” cities.</p> <p>vii. Support for space: Rs. 10,000/- per month for Class “X” Cities, Rs.7,500/- for Class “Y” Cities and Rs.5,000/- per month for Class “Z” Cities, w.r.t. Ministry of Finance O.M. No. 2/5/2014-E II(B) dated 21.07.2015</p> <p>viii. One time support for decoration & display: 50% subject to a maximum of Rs 10,000/-, against production of supporting documents.</p>

		<ul style="list-style-type: none"> ix. Duration: Minimum 6 months and maximum 36 months. x. Beneficiaries to submit monthly sales report . xi. Support under (vii) will be released in 4 quarterly instalments. Support under (viii) will be released along with the release of 1st quarter. xii. NJB will conduct Quarterly/Half yearly/ Annual inspections to monitor the utilization and the implementation. For new outlets, inspection is to be carried out before issuance of the In-Principle Approval and before release of the first Claim. xiii. Maximum number of operational outlets to be considered for support in Class “Z” cities is 3 (Three). Support to the maximum number of outlets in Cities of Class “X” & Class “Y” will be based on the request received from eligible applications and the availability of the budget sanctioned for this Scheme. The request for the support is to be sent to Secretary, NJB, whose decision shall be final. xiv. For North East states and Hilly-Remote Areas as notified by Govt. of India, the Targets sales are 50% and Support for space & Decoration 70% subject to Max.amount of Rs.50,000/- and “Z” cities also to be included.
		<p><u>III. JDP Showroom</u></p> <ul style="list-style-type: none"> i. Any JDP manufacturer / trader / entrepreneur, its association or govt. undertaking. ii. Participants can hire / owned space in high footfall areas in tourist spots and market areas. Minimum size: 150 sq. feet. iii. Scheme will be applicable in Cities Classified as “X”&“Y”, w.r.t. Ministry of Finance O.M. No. 2/5/2014-E II(B) dated 21.07.2015 and Places / cities with high tourist footfall . iv. Products for sale & display: At least 75% of the products shall be jute products, Jute Fabric and the products other than jute should be like products of other materials. Fabrics should not be sold at a margin more than 5% of the Mill Gate price. Beside own products, products from WSHG’S must be kept at a pre-selected location of minimum 10 Sq. ft and should not be sold above 20% Mark-up price. v. Participants to display common fascia in scheme and colour, which will be prescribed by NJB. vi. Targeted sales Rs. 8 lakh in Metro Cities and Rs 4.8 Lakh in other cities in 1 year, excluding Tourist places where sales are seasonal, awareness is high. vii. Support for running the Showroom: The rate of assistance / support for the 1st year, 2nd year and 3rd year will be 30%, 25% and 20% respectively on the actual sales as reflected in their GST return. For organisation were exempted from GST, letter

		<p>issued by Tax Department with regard to exemption from GST and audited sales return will be considered. Maximum support to be released under (vii) is Rs.50,000/-per month.</p> <p>viii. One time support for decoration & display: 50% subject to a maximum of Rs.100,000/- in Class “X” & “Y” Cities and Rs.50,000/- outside metro cities against production of supporting documents.</p> <p>ix. Duration: Minimum 12 months and maximum 36 months.</p> <p>x. Beneficiaries to submit monthly sales report and audited quarterly sales & stock return.</p> <p>xi. Support under (vii) will be released in 4 quarterly instalments. Support under (viii) will be released along with the 1st quarter.</p> <p>xii. NJB will conduct Quarterly/Half yearly/ Annually inspections to monitor the utilization and the implementation. For new outlets, inspection is to be carried out before issuance of the In-Principle Approval and before release of the first Claim.</p> <p>xii. Support to the maximum number of outlets in Cities of Class “X” & Class “Y” and outlets at tourist places will be based on the request received from eligible applications and the availability of the budget sanctioned for this Scheme. The request for the support is to be sent to Secretary, NJB, whose decision shall be final.</p> <p>xiii. For North East states and Hilly-Remote Areas as notified by Govt. of India, the Targets sales is 50% and Decoration support is 70% subject to Max amount mentioned above and “Z” cities also be include.</p>
		<p><u>IV. Supply Chain arrangements for bulk JDPs (Procurement, Warehousing & Supply)</u></p> <p>i. Govt. undertakings, Trading chains and Associations having trade license or RCMC will be eligible to apply. Organisations / Associations with Jute exposure will be preferred.</p> <p>ii. A centralised shop / godown will be owned / hired by the applicant. He will make necessary infrastructure arrangements for procurement & distribution of the JDPs.</p> <p>iii. The applicant will be responsible for merchandising of JDPs purely in commercial and bulk basis. The Jute diversified products will be procured by the applicant from the JDP units/ SHG’s either by direct purchase or on consignment sale basis and agreement in that respect will be entered into by the applicant with the JDP units.</p> <p>iv. The JDPs will be distributed directly by the applicant or by engaging distributors selecting through advertisements, etc..</p> <p>v. The Godown / Shop shall carry common fascia in scheme and colour, which will be</p>

		<p>prescribed by NJB.</p> <p>vi. Volume of sale of JDPs should be Rs.5,00,000/- per month from the 4th month onwards.</p> <p>vii. Support will be provided by bearing a part of the cost of hiring of godown / shop, office space, administrative and marketing expenses. Expenses at actuals subject to following upper limits:</p> <p style="padding-left: 40px;">a. Godown/Shop: Rs0.50 lakh per month (maximum)</p> <p style="padding-left: 40px;">b. Office space and administrative expenses: Rs 0.50 lakh per month including compensations to engaged employees.</p> <p>Additional support to the extent of 10% of actual sales will be given, on basis of GST Tax return. Maximum support to be released under (vii) is Rs1.50 lakh per month. Duration: Minimum 6 months and maximum 12 months.</p> <p>viii. Beneficiaries to submit monthly audited sales return.</p> <p>ix. Support under (vii) will be released in 4 quarterly instalments. Support under (viii) will be released along with the release of 1st quarter.</p> <p>x. NJB will conduct Quarterly/Half yearly inspections to monitor the utilization and the implementation. For new outlets, inspection is to be carried out before issuance of the In-Principle Approval and before release of the first Claim.</p> <p>xii. Support to the maximum number of outlets will be based on the request received from eligible applications and the availability of the budget sanctioned for this Scheme. The request for the support is to be sent to Secretary, NJB, whose decision shall be final.</p> <p>xiii. For North East states and Hilly-Remote Areas as notified by Govt. of India, the Targets sales are 50% , Support space & Decoration is 70% subject to Max amount mentioned above and “Z” cities also be include.</p>
		<p><u>V. Kiosk of JDP</u></p> <p>i. Any JDP manufacturer / trader, association or govt. undertaking.</p> <p>ii. Minimum size: 36 sq. feet.</p> <p>iii. Scheme will be applicable for setting up of kiosk in front of Shopping Mall, Market Place, School, Colleges, Hotel Chains, etc in the Cities Classified as “X”, “Y” & “Z” w.r.t. Ministry of Finance O.M. No. 2/5/2014-E II(B) dated 21.07.2015.</p> <p>iv. Products for sale and display: Hand & Shopping bags, Fashion Jewellery & and other life style JDPs. All products must contain more than 60% of Jute.</p>

		<ul style="list-style-type: none"> v. Participants to display common fascia in scheme and colour, which will be prescribed by NJB. vi. Targeted sales Rs.8 lakh in Class "X" & "Y" Cities and Rs.4.00lakh in other cities in one year vii. Support for space and running the Showroom: 50% of market rent subject to a maximum of Rs20,000/- per month. Additional support to the extent of 15% of actual sales will be given, on submission of proof of actual sales. Maximum support to be released under (vii) is Rs 30,000/-per month. viii. Duration: Minimum 1 month and maximum 12 months. ix. Beneficiaries to submit monthly sales report and audited quarterly sales & stock return. x. Support under (vii) will be released in 4 quarterly instalments. xi. NJB will conduct periodic inspections to monitor the utilization and implementation. xii. For North East states and Hilly-Remote Areas as notified by Govt of India, the Targets sales are 50% , Support space & Decoration is 70% subject to Max amount mentioned above and "Z" cities also be include.
		<p><u>VI. Outlet owned by Religious bodies/ Local Administration</u></p> <ul style="list-style-type: none"> i. WSHG comes from remote areas with no marketing/communication skills,so Individual entrepreneur interested to work as facilitator with the WSHG are eligible to participate. Local WSHG's will be preferred against facilitator but they must keep products of other WSHG also. ii. National Jute Board will hire space in reputed Temple complex or at market complex owned by local administration. The Facilitator/ WSHG will be allotted the stall to run during the scheme period. iii. Products for sale and display - Floor mats, Hand & Shopping bag including low cost Jute bags, Jute souvenir and other lifestyle JDPs, manufactured solely by WSHG's. iv. Facilitator will undergo decoration of space and fabricate common display scheme, colour, and design for backdrop and fascia as prescribed by NJB. v. The facilitator will purchase the product from WSHG's working with Jute products. Facilitators will have to submit monthly stock & sales statement, highlighting the stocks purchased from WSHG's and the sales generated. It is mandatory to provide the details of the WSHG in the monthly statement from where stocks are purchased. Beneficiaries must submit quarterly audited statement.

		<p>vi. Targeted sales Rs. 4 lakh in Class “X &Y” Cities and Rs 2.4 Lakh in other cities in one year.</p> <p>vii. Support for Administrative Expenses: 50% of the cost, subject to maximum of INR 10,000/- per month. Additional support to the extent of 15% of actual sales will be given, on basis of GST Tax return/ Proof of actual Sales. Maximum support to be released under (vii) is Rs. 20,000/-per month.</p> <p>viii. One time support for decoration & display: Rs. 1,00,000/- per outlet.</p> <p>ix. Duration: Minimum 6 months and maximum 24 months.</p> <p>x. For North East states and Hilly-Remote Areas as notified by Govt. of India, the Targets sales are 50% , Support space & Decoration is 70% subject to Max amount mentioned above and “Z” cities also be include.</p>
		<p><u>VII. Advertisement and communication</u></p> <p>NJB will make advertisements for popularising the schemes and launch communication with the target customers through various media for promotion and awareness creation of use of jute products. The campaigns / advertisements will also be aimed at popularizing the visibility of jute products and the sales outlets opened under the scheme.</p>
5.	Duration of the Schemes	The Schemes will be available for the year 2018-19.
6	Misc.	Parties may be black listed if any Export Rejection Materials are being sold under the Scheme