

Student outreach programme

1.	Objectives of the Scheme	<p>This will aim at motivating the school and college students – the future decision making citizens of India, to shift towards using more eco-friendly products in their daily life, to save the earth from Pollution. This is really an extension to the Swachh Bharat Mission of the Govt. of India. The jute fibre is a renewable natural resource with excellent ecological characteristics, is light in weight, low in cost, non-toxic, biodegradable, and recyclable. As jute is biodegradable environment-friendly natural fibre, it is becoming more acceptable in an ecologically conscious modern world. The hazards of using synthetics and plastic products are being experienced every day, though not always noticed, through the clogged drains, death of grazing animals and so on.</p> <p>The scheme will focus on creating awareness about the eco-friendly jute fibre and different jute diversified products amongst the school/college going young groups.</p> <p>The scheme will help to generate interest of Jute – natural products – environment amongst the growing population. In turn this group will be effective to multiply the message and generate clear demand for the use of these products in the future in comparison to the synthetics they use today. They have the potential in changing the public opinion in favour of natural products to save the environment.</p> <p>40 schools / colleges across the country by HO and 3 Branch Offices of NJB in 2014-15 will be tagetted. Awareness to at least 4000 [40 X 100] students to be created.</p>
2.	Strategy	<p>Organizing awareness campaign in various premier schools/colleges in cities, towns in association with local retail showrooms of National Jute Board.</p> <p>Efforts will be made to sensitize the student groups for understanding the USP of jute products.</p> <p>Some spot Quiz contests, slogan / poster contests with innovative ideas will be arranged and as a token of recognition and incentive, jute products useful for the students will be awarded.</p> <p>Two decorative items of Jute conveying the message of the usage of jute will be presented to the school for their permanent display.</p>
3.	Implementation of the Scheme	<p>The scheme will be implemented initially in different premier schools/ colleges located in Kolkata, Delhi, Hyderabad and Chennai where NJB offices are available. Subsequently, the awareness campaign will be spread conducted in the schools/ colleges in other cities and towns throughout the country.</p> <p>A tentative programme for such events is enclosed. As a matter of standardisation, in each School, 5 prizes each for Quiz contest and slogan / poster contest will be awarded – with different price ranges.</p>

4.	Annual Budget requirements	<p>One time budget for each of the NJB offices:</p> <p>a. Procurement of laptop, portable OHP [or combo] and screen : Rs. 1.00 lakh</p> <p>b. Making animated movie [HO only] - [for branch offices @ Rs. 1 lakh for translation in local language] : Rs. 2.50 lakhs</p> <p>c. Design and product development for students' use [HO only] : Rs. 2.00 lakhs</p> <p>d. Making of standard display kit with live materials : Rs .0.50 lakh</p> <p style="text-align: right;">Total : Rs. 6.00 lakhs</p> <p>Indicative Budget for individual event:</p> <p>a. Cost of Prizes / Awards (10) : Rs. 0.10 lakh</p> <p>b. Travel & Conveyances : Rs. 0.05 lakh</p> <p>c. Souvenir to School (2) : Rs. 0.05 lakh</p> <p>d. Display arrangement & contingencies : Rs. 0.05 lakh</p> <p style="text-align: right;">Total : Rs. 0.25 lakh</p> <p>Total Budgetary requirement in 2014-15:</p> <p>a. One time Cost : Head Office : Rs. 6.00 lakhs</p> <p>b. One time Cost : 3 Branch Offices @ Rs. 2.5 lakhs : Rs. 7.50 lakhs</p> <p>c. 10 workshop each in 4 offices X Rs. 0.25 lakh : Rs. 10.00 lakhs</p> <p>d. Others : Rs. 1.50 lakhs</p> <p style="text-align: right;">Total : Rs. 25.00 lakh</p>
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