

Introduction / Objectives of the Ongoing schemes being implemented by National Jute Board

1. Incentive Scheme for Acquisition of Plants & Machinery for modernization and investment in Jute mills/JDP units (ISAPM)

The objectives of the scheme are:

- i. To facilitate modernization in existing and new jute mills and upgradation of technology in existing jute mills.
- ii. To provide assistance to the JDP entrepreneurs for modernization and upgradation of technology to manufacture value added jute diversified products (JDP)
- iii. To reduce operation cost through upgradation of Technology.
- iv. To increase productivity of jute machinery and making them efficient by replacing old machines by new and technologically advanced machines.

An incentive of 20% of the cost of new machinery for jute mill and 30% for JDP – MSME units is considered for reimbursement under the scheme, subject to maximum of Rs 2.50 crore per unit. Under the scheme, Capital Subsidy amounting to Rs 4971 lakhs to Jute mills and JDP units has been released during 2014-15 to 2018-19.

The detailed scheme including Operation guidelines, eligibility may be seen at NJB website : www.jute.com. (Scheme Initiative → Current Scheme → Schemes → ISAPM).

2. Sanitation Scheme – Sulabh Sauchalaya:

NJB provides assistance to the jute mills for improvement of sanitation, health facilities and working conditions of jute mill workers. The rate of assistance is @90% of actual expenses subject to maximum of Rs. 60.00 lakh (per mill / annum). Under this scheme, 1365 Toilet units have been constructed in 46 Jute Mills from 2014-15 to 2018-19. NJB reimbursed Rs 1298 lakhs to 46 jute mills during the period under the scheme.

The detailed scheme including Operation guidelines, eligibility may be seen at NJB website : www.jute.com. (Scheme Initiative → Current Scheme → Schemes → Scheme for Workers' welfare)

3. Retail Outlet of Jute Diversified Products and Bulk Supply Scheme-

The scheme aims at meeting increased 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. The scheme provides support to the jute entrepreneurs including new artisans who are trained under Jute Integrated Development Scheme (JIDS) of NJB to display, promote and sell varieties of jute diversified products through Retail Outlets in metro cities, state capitals and tourist spots in domestic market.

Assistance being provided under the Scheme :

Following support is extended to the following sub-components under Retail Outlet Scheme:

- i. JDP 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.
- ii. Point of Sale Display: For six month assistance of 50% of the cost, subject to maximum of @Rs.50,000/- per month. After 6 months support to the extent of 15% of the actual sales, on the basis of GST return. Maximum support to be released under this sub-component is Rs.50,000/-per month.
- iii. In-store shelf display: 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.
- iv. Supply Chain arrangements for bulk JDPs:
 - Godown/Shop: Rs0.50 lakh per month (maximum)
 - Office space and administrative expenses: Rs 0.50 lakh per month.
 - 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 is Rs 1.50 lakh per month.
- v. Kiosk of JDP: 50% of market rent subject to a maximum of Rs.20,000/- 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 is Rs 30,000/-per month.
- vi. Outlet owned by Religious bodies/ Local Administration: 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 is Rs. 20,000/-per month.

Retail Outlet Scheme supports Supply Chain and Bulk supply of JDPs for selective and mass consumption of Jute Diversified Products. During 2014-15 to 2018-19, an amount of Rs 347.90 lakhs has been provided to 80 beneficiaries /entrepreneurs under this scheme.

The detailed scheme including Operation guidelines, eligibility may be seen at NJB website : www.jute.com. (Scheme Initiative → Current Scheme → Schemes → Scheme for Supply Chain and Bulk Supply of JDP's for selection and mass consumption (Retail Outlet Scheme)).

4. Jute Raw Material Bank (JRMB) Scheme –

The scheme aims at accelerating the pace of Jute Diversification Activities in the country by catering to the needs of MSME-JDP units for production of Jute Diversified Products. Under the JRMB scheme, Jute raw materials are provided / made available to the jute entrepreneurs regularly through Jute Raw Material Banks located at different places of the country, at mill gate price. This is a sustainable process to increase production base for JDPs and to provide employments to rural masses particularly the women for which selected competent organizations/agencies provide backward and forward linkages. The JRMBs act as a complement to the training & skill development efforts being made by the JID agencies in their respective regions to develop new WSHGs, artisans & entrepreneurs in addition to serving the existing WSHGs, artisans & entrepreneurs.

Assistance being provided under the Scheme :

The Collaborating Agencies selected for running Jute Raw Material Banks are entitled for Incentive as calculated on total sales subject to maximum quarterly cap as given below-

Year	% on total sales	Max. Qtly Cap (Rs. Lakh)
1 st & 2 nd	: 15%	3.78
3 rd	: 12%	3.20
4 th	: 10%	2.82

Jute Raw Material Bank (JRMB) Scheme ensures supply of Jute Raw materials to the jute entrepreneurs engaged in the production of Jute diversified products at ex mill gate price. During 2016-17 to 2018-19, 19 Jute Raw Material Banks are in operation and an amount of Rs 105 lakhs has been released as incentive to the Collaborating Agencies.

The detailed scheme including Operation guidelines, eligibility may be seen at NJB website: www.jute.com. (Scheme Initiative → Current Scheme → Schemes → Jute Raw Material Bank Scheme).

5. Export Market Development Assistance Scheme–

The Export Market Development Assistance (EMDA) Scheme facilitates registered manufacturers and exporters of jute products to participate in international fairs and business delegation abroad for export promotion of lifestyle and other JDPs and boost exports.

Incentive being provided under the Scheme :

- The registered exporters are entitled for reimbursement of the expenditure on space rent +decoration upto maximum 50% and economy class Airfare (for 2 pax.)+ Accommodation up to maximum 50% subject to maximum of Rs 3.75 lakh (being 50% of total expenditure of Rs 7.50 lakh).
- For regular/existing entrepreneur, incentive being provided under the Scheme is **50% of the total eligible cost** i.e @ Rs. 3.75 lakhs .
- For **new entrepreneur**, incentive being extended by 75% of Rs. 7.50 (Maximum Exp) Lakh i.e. Rs.5.63 Lakh/ event or 75% of the maximum expenditure, whichever is lower.

During 2014-15 to 2018-19, an amount of Rs 1720 lakhs has been disbursed to registered jute exporters for participation in International fairsfor export, promotion of Jute Products under the scheme.

The detailed scheme including Operation guidelines, eligibility may be seen at NJB website : www.jute.com.(Scheme Initiative →Current Scheme →Schemes → Export Market Development Assistance Scheme)

6. Jute Integrated Development Scheme (JIDS)

The Jute Integrated Development Scheme (JIDS) has been implemented since 2016-17. The Collaborating Agencies, so selected under the Scheme, act as a facilitator for providing Basic, Advance and Design Development trainings to the unemployed rural youths by setting up of Training cum Production Centre (TCPC) for production of various jute diversified products (JDPs). The Agencies render backward and forward services to the newly trained entrepreneurs by supplying jute raw materials through Jute Raw Material Bank, facilitating sales of jute diversified products through Retail Outlets and market promotion activities organised by National Jute Board (NJB) and make them self-sustenance.

Incentive being provided under the Scheme :

- The Collaborating Agencies as per requirement, set up Training Cum Production Centre (TCPC) for conducting training programmes.NJB provided assistance@ 75% of the machinery cost subject to maximum of Rs1.50 lakh.

- On completion of the Training Programmes, the Collaborating Agencies are reimbursed the expenditure incurred by them under specific approved heads subject to budget allocation and scheme guidelines.

During 2016-17 to 2018-19, an amount of Rs 135 .00 lakh has been disbursed to the Collaborating Agencies/ Master Trainers/ Designers under the JID Scheme

The detailed scheme including Operation guidelines, eligibility may be seen at NJB website : www.jute.com.(Scheme Initiative → Current Scheme → Schemes → Jute Integrated Development Scheme)

7. Scholarship/ Incentive Scheme for the Girl Children of the Workers of Jute Mills and JDP – MSME

NJB has been implementing a Scheme since 2014-15 and providing Scholarship / Incentive Scheme for the girl children of the workers of Jute Mills and JDP-MSME Units @ Rs. 5,000/- on passing out Secondary and Rs. 10,000/- on passing out Higher Secondary Examinations. The Scheme aims at Workers' Welfare in Jute Sector.

During 2014-15 to 2018-19, an amount of Rs 1133 lakhshas been disbursed to the 17,722 Girl Children of Jute Mill/ MSME unit workers .

The detailed scheme including Operation guidelines, eligibility may be seen at NJB website : www.jute.com.(Scheme Initiative → ~~Current Scheme~~ → ~~Schemes~~ → ~~Scholarship Scheme~~ → ~~Worker's Welfare~~)