



3-E
Sub-Component
Operation Guidelines for
Product
Diversification (PD)

Operational Guidelines

Product Diversification Scheme (2021-2026)

Jute is a versatile natural fibre and having large scope for diversification and its application in new areas. In view of the emerging market demands for eco-friendly natural products, the following indicative non-conventional value-added jute-based products can be identified as having much potential:

- a) Jute Geo-textiles, Jute Agro-textiles
- b) Other Jute Technical Textiles (for agricultural, construction, Industrial uses and defence purposes)
- c) Floor Coverings
- d) Products from Fire-retardant Jute Fabric
- e) Products from Jute based Composites (rigid & flexible)
- f) Flexible Integrated Bulk Container (FIBC)
- g) Home Textiles and apparels
- h) Jute blended fine yarn (where Jute is dominant) for manufacturing value added JDPs.
- i) Product development from bio-mass of Jute (using jute stick, leaves etc.)
- j) Woolenized Jute / Jute Wool blended (where Jute is dominant) Product development.
- k) Product / Union Fabric development using Jute & other natural materials (*viz.* Bamboo, cane, madur grass, Sabai grass etc.) where Jute is dominant.
- l) Jute based Hygiene Products development
- m) Jute based Bio-Polymer Bags or products
- n) Jute non-woven carry bags or products

(The above areas are only indicative and not exhaustive.)

Proposals will be invited from Research & Development Organizations, TRAs, IITs, NIDs, Institutes, ICAR Bodies in association with Industries who have proven expertises in similar field. Such developed diversified products and their applications will be promoted and marketed for commercialization through a series of workshops, seminars, field demonstrations, exhibitions and fairs etc.

The indicative format for submission of the project proposals is as mentioned below:

1. Objectives
2. Justification and Past history (if any) of the Product development Project
3. Methodology of Product development
4. Association with Industry partner / Beneficiary
5. Activities & Timelines for Product development
6. Activities & Timelines for workshops/ seminars/ field demonstrations etc.
7. Techno- Commercial feasibility study of the Product
8. Budgetary estimate with breakup
9. IPR related matter
10. Deliverables in qualitative & quantitative terms
11. Commercialization and preparation of Technology transfer document
12. Submission of Draft & Final Report including Techno- Commercial feasibility report

The Scheme will be monitored by the following **Monitoring Committee (MC)** comprising of:

1. The Jute Commissioner- Chairman
2. Secretary, NJB- Convenor
3. Chairman, IJMA or its representative
4. Chairman, JPDEPC or its representative
5. Secretary, Jute Shippers Council
6. Any other member nominated by Secretary, NJB