

## National Jute Board

### **On-going Schemes/ Activities related to Jute Sector focusing further diversification of jute products**

- 1) **A pilot project Jute-ICARE** (Jute Improved Cultivation and Advanced Retting Exercise) has been launched in selected Blocks of West Bengal, Assam, Bihar, Odisha and Andhra Pradesh where jute cultivation is popular to improve income of farmers through both increase in yield and improvement in quality of fibres. Karimpur & Berhampore, Hooghly and Jalpaiguri are selected areas in West Bengal with a total area of 11,000 hectares while Barpeta Road and Nagaon are selected in Assam with a total area of 2,000 hectares, Kendupatna in Odisha with a total area of 500 hectares, Thakurganj and Kishanganj in Bihar with a total area of 2,000 hectares and 500 hectares in Andhra Pradesh have been selected for this pilot project.

The project is being implemented by NJB in association with Jute Corporation of India Ltd. (JCI) and Central Research Institute for Jute & Allied Fibres, (CRIJAF), Ministry of Agriculture.

- 2) **Establishment of Common Facility Centres (CFCs)** in 5 JDP WSHG clusters; 3 in West Bengal and 1 each in Assam and Bihar. Estimated Government grant of Rs.200.00 lakhs in 3 years for each of the proposed CFC. Setting up of office, godown, etc., assistance to produces will be provided on line to their bank account. Training programme will be organised in each CFC and services of entrepreneur dealing with production, export will be availed for a market study, design development, training and marketing. One CFC at Barpeta, Assam started functioning.
- 3) **A Jute Design Cell** for development of Jute Shopping Bags and Lifestyle Accessories has been set up at the Innovative Centre for Natural Fibres (ICNF) of NID, Ahmedabad. Industry houses engaged in manufacturing and exporting of jute diversified products (JDPs) will be benefitted from this project. Jute Products Development and Export Promotion Council (JPDEPC), Kolkata is liaising with NID in this regard to promote the newly developed designs and jute products in national as well as international markets through their member industry houses.
- 4) **Schemes to Support supply chain of JDPs** for selective and mass consumption to meet increasing demand for jute shopping bags and other JDPs arising mainly due to restrictions or ban on the use of plastic, and thereby support the cause of health of environment.
- I. Shop-in-shop approach.
  - II. Special display and counter.
  - III. Showroom of JDPs alone.
  - IV. Bulk Supply arrangements.
  - V. Advertisement and communication

These schemes aim to provide fast track support to these small & medium scale entrepreneurs and manufacturers for participation in fairs and business delegations abroad for promotion of exports of lifestyle and other diversified jute products with the following objectives:

- i. To ensure effective showcasing and visibility of JDPs and life style jute products.
- ii. To ensure participation of small & medium scale entrepreneurs and manufacturers of JDPs and life style jute products for participation in fairs and business delegations abroad.
- iii. To provide opportunity to both exhibitors (sellers) and visitors (buyers) to appreciate each others' needs & capacity on B2B basis.
- iv. To negotiate business on mutually agreed terms & conditions.
- v. To promote exports of international quality of JDPs and life style jute products through awareness generation and greater visibility.

The support is limited to 50% of initial decoration, monthly running expenditure for a period of three years. Altogether 124 applications have been received for opening of retail outlets in various parts of the country to ensure supply chain and bulk supply of JDPs for selective and mass consumption. NJB has released subsidy to 27 outlets located in Karnataka, Tamilnadu, Maharashtra, Uttar Pradesh and West Bengal.

#### 5) **Export Market Development Assistance (EMDA) Scheme for JDPs**

NJB runs an EMDA Scheme for JDPs. The salient feature of the Scheme is to reimburse a part of the travel expenditure and stall rent including decoration for foreign participation by the small players of the country. The target markets for different segments of JDPs and life style jute products are different. Three different modes of participation are covered:

- i. Independent participation by the manufacturer-exporters in established gift fairs and exhibitions for marketing gift items and specialized fairs for products like floor coverings.
- ii. Participation in fairs or exhibitions organized by NJB for exploratory markets, where it becomes difficult for a small or new entrepreneur to organize independent participation in fairs and organizational support of NJB is necessary for providing an appropriate platform to these entrepreneurs.
- iii. Participation in an export promotion activity (BSM) accompanying a business-delegation abroad enabling the participant-exporters to meet the govt. authorities, decision takers and opinion makers-collectively or individually to sell his own concepts & products, in addition to displaying alongside, if arrangement is so there.

The support is limited to Rs. 3.75 lakhs being 50% of maximum cost of such participation i.e space rent, decoration, air travel and boarding expenses [Rs. 7.50 lakh].

During 2014-15, 48 registered jute exporters submitted 110 applications seeking in-principle approval for support for participation in 22 fairs abroad for promotion of exports of life-style and

other diversified jute products under the Fast Track Scheme of Export Market Development Assistance.

6) **Workers' Welfare Scheme** - Sanitation facilities for Mill Sector.

It is a Scheme to provide hygienic sanitary facilities for mill workers and their families, first in the mill quarters and in the second stage in the working areas. Sanitary facilities include designed sanitary blocks with toilet facilities for men and women, wash basins, sewage, etc. The concerned mill first incurs the expenditure and National Jute Board thereafter reimburses 90% of the costs subject to a maximum reimbursement of Rs.40.00 lakh.

37 Toilet blocks in 30 jute mills were so far constructed.

7) **Scheme to provide Incentives to successful girls students of Jute Mill workers**

For providing better working conditions and provisions and improvement of amenities and incentives for workers engaged in the jute industry and to extend support to the workers' family towards education of their girl children, a scholarship scheme for educational support has been envisaged, which will not only motivate the family for acquiring higher stages of education by their girl children but also have an impact on the economy of the industry. Scholarship to the qualified girl children are paid as follows:

- On qualifying Secondary Education : Rs. 5,000/-
- On qualifying Higher Secondary Education : Rs.10,000/-

The scheme is applicable to all jute goods manufacturing units throughout the country paying CESS. Support has been provided to 2963 girl students of Jute Mill workers for being successful in secondary and higher secondary examinations.

From 2015-16, scholarship will be extended to the following qualified children also:

On qualifying Graduation (for boys & girls)	Rs. 15,000/-
On qualifying Post Graduation	Rs. 20,000/-
For pursuing Professional (Engg, Technical, Medical, Management, CA, CS, ICMA courses) in Govt. Institutions	Annual Tuition fees
For pursuing Professional courses like Jute / Textile Engg /Technology in Govt. Institutions	Annual Tuition fees

8) **Incentive Scheme for Acquisition of Plant and Machinery**

Started in 2013-14, the objective of the scheme is:

- (i) to facilitate modernization in existing and new jute mills and upgradation of technology in existing jute mills.
- (ii) to provide assistance to a large number of entrepreneurs to manufacture value added biodegradable jute diversified products as well as for modernization and upgradation of technology.

Incentive is provided @ 20% of the cost of machinery acquired by the Jute Mills and units in the decentralized sector. Over all ceiling for each unit is Rs. 2.50 crores in 4 years. Since inception of the Scheme in October 2013 (2013-14), 26 Jute Mill Companies have modernized/ upgraded their mills by investing about Rs.3450 lakhs against which incentive of Rs.689.74 lakhs were disbursed till December 2015. Around 17.25% of the investments have been for Mill-side machinery meant for preparatory to spinning and winding processes. 61.5% of the investments have been for weaving to finishing processes of manufacturing. Remaining 21.25% was for Material handling and other machinery.

- 9) **Training & Design development** - Integrated Skill Upgradation, Design Development and Product Diversification and Training on Jute Diversified Products are going on by NIFT, Kolkata. NJB is also organizing a series of Specialized Entrepreneurship Development Programs to develop skilled artisans.
- 10) **R&D Activities** - Conducting series of studies/ surveys and R&D activities which have reported scopes for new products and process of jute, which are technically feasible. Commercializing new innovative JDPs developed during JTM.
- 11) **Focused Marketing Initiatives** – As part of market promotion of JDPs in the country as well as abroad, NJB has already undertaken many activities during the period and is putting concerted efforts to accelerate these activities to fetch more shares in the export markets. The details of these undertaken during 2015-16 (up to Nov'15) are annexed at Annexure – 1.
- 12) **Promotion of Jute Geo-Textiles (JGT)** - Involving State Governments and other Government agencies for promotion of use of JGT in Civil Engineering applications like slope stabilization management, rural roads construction, river bank protection, etc. Govt. of West Bengal, Assam, Meghalaya and central agencies like NRRDA, BROs have also started a number of projects with JGT. Govt. of West Bengal has issued an order no.36/1M-01/15 dated February 23, 2015 directing use of jute in connection with construction works of engineering departments and organizations of the State Govt., wherever applicable and appropriate. It is expected that other State Govts. will come forward with similar initiative for use of JGT in the appropriate areas of application. The details of activities undertaken during the project period are annexed at Annexure – 2.

**FOCUSED MARKETING INITIATIVES (2015-16 up to Nov'15)**

Sl. no:	Name of the Event	Place	Month/Period	Remarks
<b>International Events Abroad</b>				
i	Luster Fair	Houston, USA	10-12 July, 2015	Completed
ii	Asia America Whole Sale Show	Miami, USA	27-29 Sept., 2015	Completed
iii	Hong Kong Mega Show (Part-II)	Hong Kong	27-29 Oct., 2015	Completed
<b>International Events in India</b>				
i	IITF, New Delhi	New Delhi	14th to 27th Nov., 2015	under progress
<b>Business Delegation abroad</b>				
i	Participation in Geotechnical Conference - JGT	Quebec City, Canada & New York	22-23 Sept., 2015	Completed
ii	Participation in ITMA	Milan, Italy	12-19 Nov., 2015	Completed
<b>National Level Fairs</b>				
i	Giftex India 2015	Bangalore	9 - 11 Oct., 2015	Completed
ii	Hyderabad life style show	Hyderabad	14th - 17th Aug, 2015	Completed
iii	Vijayawada Life Style Show, from 21st-24th Aug, 15	Vijayawada	22/08/15	Completed
<b>Regional Fairs</b>				
i	Folk Fair	Puri	25-29 May, 2015	Completed
ii	Craft Bazar 2015	Halisahar	11-15 Augt., 2015	Completed
iii	Syuti Shaili	Kolkata	2-5 Sept., 2015	Completed
iv	19th National Exhibition	Kolkata	9-13 Sept., 2015	Completed
v	Shillong Shopping Carnival	Shillong	30 Sep - 12 Oct., 2015	Completed
vi	4th Science Expo, 2015	Daman & Diu	28 - 30 Sept., 2015	Completed
Vii	Natural Fibre Conclave	Coimbatore	22nd July 2015	Completed

<b>Sl. no:</b>	<b>Name of the Event</b>	<b>Place</b>	<b>Month/Period</b>	<b>Remarks</b>
Viii	Lifestyle Show	Chennai	29th May to 1st June, 2015	Completed
ix	Smart Shopper Expo	Coimbatore	14th - 17th Aug'15	Completed
x	Kovai Utsav	Coimbatore	28th Aug - 1st Sep'15	Completed
xi	Puduvai Utsav	Pudhucherry	9th - 12th Oct'15	Completed
xii	Navaratri Jute Fair	Chennai	8th - 12th Oct'15	Completed
<b>Jute Week</b>				
i	Jute Week, Ooty	Ooty	5th - 9th June'15	Completed
<b>Workshop and Seminars</b>				
i	Workshop for Women Self Help Groups (WSHG) for setting up of CFC for JDPs	Kolkata	1 September 2015	Completed
ii	5-Day Training Programme on Dom. & Export Marketing for JDP units of TS & A.P, in Assn. with MSME-DI.	Hyderabad	26 June, 2015	Completed

**Roads completed under CFC/IJSG/21 project and under monitoring**

1	Udal to Chakrobarhma, Kumarganj Block, Dakshin Dinajpur, WB
2	Nihinagar to Hazaratpur, Tapan Block Dakshin Dinajpur, WB
3	Kanksa to Bati, Block Jiaganj, Murshidabad, WB
4	Bagdimarimulo Barada Nagar to Damkal Kheya Ghat, WB
5	Promodnagar to Muga Chandra Para Bishalgarh Block, Dist. West Tripura
6	V. Koracharahatti to T 10 Road at Harapanahalli Taluk under Davanagere District, Karnataka
7	Devarahosapete to Gunduru in Haveri District, Karnataka
8	Panchbhaga to NH 60 (Bankura Bypass) 4.5 km, WB (Additional site)

**Riverbank erosion control completed under CFC/IJSG/21 project and under monitoring**

1	Bank protection work on the left bank of the river Fulahar near Bhalukabazar in P.S. Ratusa, Malda, WB
2	Bank protection in embankment in Mouza Uttar Surendraganj, River Jagaddal, PS Pathar Pratima, 24 Pgs (S), WB
3	Bank protection scheme in the India – Bangladesh border at Battali, mouza Kutadaha on the bank of the river Punarbhava in P.S. Bamongola Dist. Malda, WB
4	Bank protection work on left bank of the river Kaljani in P.S. Tufangunj, Dist. Coochbehar, WB
5	Bank protection on the right bank of the river Dharala near village Mahishmari B.O.P. in P.S. Sitalkuchi, Dist. Coochbehar, WB
6	Bank protection work on left bank of river Bhagirathi at Santipur, Dist. Nadia, WB

**Hill slope stabilization works completed under CFC/IJSG/21 project and under monitoring**

1	Ropar-Noorpur Bedi Road about 55 km away from Chandigarh.
2	Downhill slope along the Phedulani to Maletha PMGSY road situated about 100 km away from Dehradun under Kalsi Block, Chakrata Tehasil,
3	Nilgiri hills (Udhagamandalam Centre of the Institute) Keraihada Site (Keraihada – Santhoor Road) CSWCRTI Research Farm, Ooty
4	Hill Slope at Paglajhora on NH 55 off Siliguri, WB
5	Restoration of badly eroded hill side/land slide sites at Kullu. (Additional Site)
6	Restoration of badly eroded hill sides / land slide sites at Mandi Forest Circle. (Additional Site)
7	Restoration of badly eroded hill sides / land slide sites at Rampur. (Additional Site)
8	Restoration of badly eroded hill sides / land slide sites at Rampur. (Additional Site)

### Road works other than CFC/IJS/21 project completed

1	Chandapur- T-12, Haveri, Karnataka – Length: 6.75 km
2	Taldi to Jharur More, Canning, 24 Parganas (S), WB – Length:1.5 km
3	Munsitanda to T-06 Gulbarga, Karnataka – Length: 3.88 km
4	Bomraldoddi to T-06 Gulbarga, Karnataka – Length: 5.96 km
5	Ayatti to L-026 Dharwad, Karnataka – Length: 6.77 km
6	Saidapur to T-03 Dharwad, Karnataka – Length: 5.96 km
7	Naralahalli to Bellavalahalli (T-01) Kolar (Chickballapura) , Karnataka – Length: 2.26 km
8	Lingarajnagar Sirsangi to T-05 via Basidoni Gorbhal Belgaum, Karnataka – Length: 7.25 km
9	Hiretadasi to T-03 Belgaum, Karnataka – Length: 6.40 km
10	Balpai- Jhalapara Rd, Sabaong, Paschim Medinipur, WB – Length: 4.7 km
11	Paschimchak to Gokulchak, Pingla Paschim Medinipur, WB – Length: 4.7 km

### Riverbank erosion control works other than CFC/IJS/21 project completed

1	River Mahananda (Right bank), Siliguri, WB – Area covered:10,000 m <sup>2</sup>
2	River Jagatdal, Dakhin Surendraganj, 24 Parganas (S) - Area covered:13,000 m <sup>2</sup>
3	53 works under Aila Scheme in the Sundarbans, WB – details are being collected.

### Slope stabilization works other than CFC/IJS/21 project completed

1	Rajib Gandhi Thermal Power Station, Haryana - Area covered: 68,000 m <sup>2</sup>
2	Digruihat Bridge, Pursurah, Hooghly, WB. - Area covered: 10,000 m <sup>2</sup>