

Criterion for Selection of units for NJB Market Promotional Activities :

	Type of Fairs		Type of Units	Participation Fees	Allotment Procedure
A.	Jute fairs/ Regional/ Local level fairs		Micro Units (MSME) / Jute Artisans	NIL	Draw of Lots
B.	National Level Fairs	1.	60% of total available stall - Micro & Small		
	60% of stalls - Mi&S	(i)	First time (Incl Non-participation in last 3 years)	NIL	Draw of Lots
	40% of stalls -Mi&S	(ii)	Repeat	Rs. 2000	Draw of Lots
		2.	40% of total available stall - Medium & Large		
	60% of stalls - Me&L	(iii)	First time (Incl Non-participation in last 3 years)	10% of stall cost or Rs.10,000 (whichever is lower)	Draw of Lots
	40% of stalls -Me&L	(iv)	Repeat participation	20% of stall cost or Rs.20,000 (whichever is lower)	Draw of Lots
C.	International Fairs in India- Retail Selling	1.	60% of total available stall - Micro & Small		
	60% of stalls - Mi&S	(i)	First time (Incl Non-participation in last 3 years)	NIL	Draw of Lots
	40% of stalls -Mi&S	(ii)	Repeat participation	Rs. 2000	Draw of Lots
		2.	40% of total available stall - Medium & Large		
	60% of stalls - Me&L	(iii)	First time (Incl Non-participation in last 3 years)	10% of stall cost or Rs.10,000 (whichever is lower)	Draw of Lots
	40% of stalls -Me&L	(iv)	Repeat participation	20% of stall cost or Rs.20,000 (whichever is lower)	Draw of Lots
	International Fairs in India- No retail Selling	1.	60% of total available stall - Micro & Small	50% of the Stall Cost	Draw of Lots
		2.	40% of total available stall - Medium & Large	50% of the Stall Cost	Draw of Lots
D.	International Fairs (Abroad)		First time applicants* (Applicable for only first 2 participation under EMDA Scheme)	75% of the stall cost	Draw of Lots
			Regular Exporter (Under EMDA Scheme)	50% of the Stall Cost	Draw of Lots

Micro & Small – Must possess Artisans card issued by O/o DC (Handicraft)

Medium & Large – Must possess RCMC issued by EPC/ FIEO/etc

First time applicants* : Participating for first time under EMDA Scheme and participated in Domestic Fairs/ Other NJB schemes in past 1 year.

N.B. All products should be given opportunity for display and promotion in the jute pavilion. Accordingly, booth allotment should be decided on the basis of number of units applied for and range of products vis-à-vis total number of booths available. To ensure this, following method may be followed.

Suppose, total number of booths	: 40
Total number of applicants	: 50
Product-wise classification as per applications received:	
Floor coverings	: 10
Shopping Bags	: 15
Handicrafts	: 10
Wall Hangings	: 5
Gift articles	: 5
Jute composites	: <u>5</u>
	TOTAL: 50

The method is :

No. of booth allotted for a particular product = $(\text{Total number of booths} / \text{Total number of applications}) \times$
Total number of applications received on particular product

For example for Floor coverings: $40/50 \times 10 = 8$ booths ---- and so on

Then, booth allotment should be strictly on the basis of product-wise draw of lots.