

4-B

Sub-Component

Operational Guidelines for

Export Market

Promotion Activities

(EMPA)

Operating Guidelines for Export Market Promotion Activities (EMPA) are:

Under the Export Market Promotion Activities , there are various mini-categories, like International Level fairs in India, International Fairs Abroad, International Mega Fairs, Business Delegation/ BSM/ Road Shows/ International Conferences and Seminars, etc.

(A) International Level fairs in India,

- **Definition:** The Specialised fairs which are organized in India with focus on export promotion of specific product group with latest development.
- **Exhibitors:** Indian Jute Exporters (New & Existing), Apart from other International Participants.
- **Profile of Visitors (Buyers):** Wholesalers, exporters / importers and buying houses, International buyers.
- **Sales:** Only order booking / (No retail sales)
- **Organiser:** The fair organizer should have International base like Messe Frankfurt, India Trade Promotion bodies like ITPO, Indian EPCs, etc.
- **Office responsible for organization of participation:** NJB (HQ) / NJB Regional Office/s.
- **Participants:** Regd. jute exporters under NJB/EPCs.
The Selection of Participants will be on the basis of product coverage and to be finalized by the nodal officer, in consultation with One(1) Local State / Central Govt. Officer..

- **Level of assistance by NJB:**

- **Space-**

- Generally, built up stalls will be hired and fabrication etc. by NJB will be avoided. One stall will be hired for generic promotion – where the cost of decoration will be incurred by NJB. While booking the spaces, it shall be kept in mind that the total expenditure of Space rent+ Fabrication etc. does not exceed Rs. 15.00 lakh (indicative only, subject to increase, depending on the level of participation) and the no. of participants in a fair will be limited to the available space within this budgetary limit.
 - Support provided – Export Promotion Int. Fairs in India, Tiny & Micro Entrepreneurs – Complimentary; For Established Exporters – 10% will be charged as participation fee. Participation Fees, if any, is to be remitted to NJB HO or Respective Organising Regional Offices, alongwith the Participation Form

- **Display & decoration- NJB**

- **Addl. Decoration-** By respective participants

Export Market Promotion (EMPA) Scheme - Summary - Details					
Sl		% of Assistance	Total Assistance . Ceiling	Space rent & Stand Construction & Decoration	Economy Airfare for 2 & Hotel for No. of Fair days + 2
			(Assistance Limit - upto - in Lakhs)		
(i)	Established Jute Mills/big exporters of Traditional Jute Products – 50% financial support on the cost of participation subject to a ceiling of Rs. 3.75 lakhs per unit/exporter. Visit of maximum two representatives of each unit permitted in each event.	50	3.75	2.5	1.25
(ii)	Established Micro, Medium, big exporters/Mills exporting Jute Diversified Products (JDPs) – 75% financial support on the cost of participation subject to a ceiling of Rs. 5.625 lakhs per unit/exporter. Visit of maximum two representatives of each units permitted in each event.	75	5.625	3.75	1.875
(iii)	New Exporters and Jute Artisans and Micro units manufacturing Jute Diversified Products (JDPs) having potential for becoming an exporter – 90% financial support on the cost of participation subject to a ceiling of Rs. 6.75 lakhs per unit/exporter. Maximum 3 chances will be given under this category. 4 th event onwards, they will be covered under category (ii) above.	90	6.75	4.5	2.25

(B) International Fairs Abroad

- **Definition:** The fairs which are organized abroad with focus on export promotion of specific product group with latest development.
- **Office responsible for organization of participation:** NJB (HQ) (and) Deputed Officer of NJB
- **Participants:** Regd. jute exporters under NJB / EPCs.
The Selection of Participants will be on the basis of product coverage and to be finalized by the nodal officer, in consultation with Director (MP&SI), NJB
- **Level of assistance by NJB** under Export Market Promotion Activities (EMPA) scheme for participation in international fairs abroad.
 - (i) Established Jute Mills/ big exporters of Jute Products – 50% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, air fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 3.75 lakhs per unit/exporter. Visit of maximum two representatives of each unit permitted in each event.
 - (ii) Established Micro, Medium, big exporters/Mills exporting Jute Diversified Products (JDPs) – 75% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, Air Fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 5.625 lakhs per unit/exporter. Visit of maximum two representatives of each units permitted in each event.
 - New Exporters manufacturing Jute Diversified Products (JDPs)– 90% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, air fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 6.75 lakhs per unit/exporter. Maximum 3 chances will be given under this category. 4th event onwards, they will be covered under category (ii) above.

Display & decoration- NJB for its generic promotion.

Addl. Decoration in stalls - By respective participants.

(C') International Mega Fairs

- **Definition:** The Specialized Mega fairs which are organized abroad with focus on export promotion of specific product group .
- **Office responsible for organization of participation:** NJB (HQ) (and) Deputed Officer of NJB
- **Participants:** Regd. jute exporters under NJB / EPCs.
The Selection of Participants will be on the basis of product coverage and to be finalized by the nodal officer, in consultation with Director (MP&SI), NJB

- **Level of assistance by NJB:**

Level of assistance by NJB under Export Market Promotion Activities (EMPA) scheme for participation in international fairs abroad.

- (i) Established Jute Mills/ big exporters of Traditional Jute Products – 50% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, air fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 3.75 lakhs per unit/exporter. Visit of maximum two representatives of each unit permitted in each event.
 - (ii) Established Micro, Medium, big exporters/Mills exporting Jute Diversified Products (JDPs) – 75% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, air fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 5.625 lakhs per unit/exporter. Visit of maximum two representatives of each units permitted in each event.
- New Exporters manufacturing Jute Diversified Products (JDPs)– 90% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, air fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 6.75 lakhs per unit/exporter. Maximum 3 chances will be given under this category. 4th event onwards, they will be covered under category (ii) above.

Display & decoration- NJB for its generic promotion.

Addl. Decoration in stalls - By respective participants.

(D') Business Delegation/ BSM/ Road Shows/ International Conferences and Seminars

- **Definition:** The Business Delegation/ BSM/ Road Shows/ International Conferences and Seminars which are organized abroad with focus on export promotion of specific product group with latest development.

- **Office responsible for organization of participation:** NJB (HQ) (and) Deputed Officer/s of NJB

- **Participants:** Regd. jute exporters under NJB / EPCs.

The Selection of Participants will be on the basis of product coverage and to be finalized by the nodal officer, in consultation with Director (MP&SI), NJB

- **Level of assistance by NJB:**

- Level of assistance by NJB under Export Market Promotion Activities (EMPA) scheme for participation in international fairs abroad.

- i. Established Jute Mills/ big exporters of Traditional Jute Products – 50% financial support (of Rs. 7.50 lakh) on the cost of participation(stall rent, Air Fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 3.75 lakhs per unit/exporter. Visit of maximum two representatives of each unit permitted in each event.
- ii. Established Micro, Medium, big exporters/Mills exporting Jute Diversified Products (JDPs) – 75% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, Air Fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 5.625 lakhs per unit/exporter. Visit of maximum two representatives of each units permitted in each event.

New Exporters manufacturing Jute Diversified Products (JDPs)– 90% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, Air Fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 6.75 lakhs per unit/exporter. Maximum 3 chances will be given under this category. 4th event onwards, they will be covered under category (ii) above.

Application for participation in Export Promotion Events organized by NJB		
1	Application for participation in	
	(Name of Fair & Place)	
2	Name of the Regd. Exporter / Company	
	Address	
	Telephone	+ 91
	Fax	+ 91
	E-mail	
	Website	
3	Name of the contact Executive with Designation	
4	RCMC No. allotted by NJB/Other EPC(Copy to be enclosed)	No.: Date:
5	Products for display & promotion	(% of Jute content)
		(% of Jute content)
		(% of Jute content)
		(% of Jute content)

6	Export performance of your Company (All jute goods) during last 3 years	Rs.
7	Participation Fee: (Demand Draft/ Pay Order No. & Date)	Rs.
	:	Signature
		Name
		Designation
		Stamp

Expenditure Outlay under Export Market Promotion Activities Scheme

S. No.	Name of the Activities/ Programs	Unit Cost of the Activities	2021-22 No. of Physical Activities	2021-22 Outlay	2022-23 No. of Physical Activities	2022-23 Outlay	2023-24 No. of Physical Activities	2023-24 Outlay	2024-25 No. of Physical Activities	2024-25 Outlay	2025-26 No. of Physical Activities	2025-26 Outlay	Total No. of Physical Activities (2021-2026)	Total Outlay for 5 Yrs. (2021-2026)
1.	International Fairs in India	20.00	1	20.00	3	60.00	3	60.00	3	60.00	3	60.00	11	260.00
2.	International Fairs Abroad (Including Incentives to Exporters for Participation)	45.00	5	225.00	10	450.00	10	450.00	10	450.00	10	450.00	45	2025.00
3.	International Mega Fairs Abroad (Including Incentives to Exporters for Participation)	100.00	1	100.00	2	200.00	2	200.00	2	200.00	2	200.00	9	900.00
4.	Business Delegation/ BSM/ Road Shows/ International Conferences and	30.00	2	60.00	4	120.00	4	120.00	4	120.00	4	120.00	18	540.00

	Seminars													
5.	Assistance (@ 50%/75%/90%) to Exporters for participation in international events towards Air Fare, Hotel & Decoration cost (Fairs/Delegation/ BSM/Road shows/ Conferences & Seminars). Assistance (@ 50%/75%/90%) against Cost of stall rent will be covered under outlay for each Int. event abroad as per funding pattern guidelines.	As per rate of Assistance prescribed under funding pattern (50%/75%/90%)	120 participants/ Persons in international fairs abroad	132.00	300 participants / Persons in international fairs abroad	330.00	300 participants/ Persons in international fairs abroad	330.00	300 participants / Persons in international fairs abroad	330.00	300 participants / Persons in international fairs abroad	330.00	1320 participants / Persons in international fairs abroad	1452.00
	Total estimated cost	-	09 (No. of activities reduced for 21-22 due to COVID 19)	537.00	19	1160.00	19	1160.00	19	1160.00	19	1160.00	85 Events	5177.00

➤ **In International fairs (abroad) :**

- Receipt of online application along with requisite participation fees within deadline set.
- The applicant jute exporters should be registered under RCMC issue by NJB / other EPCs.
- Thrust products for promotion – (should be in conformity with the product / buyers' profile of the fair).
- Volume/Value of **total jute goods exports** made by the applicants - exporters during the previous fiscal.

- Volume/ Value of **exports of thrust products** for promotion made by the applicants –exporters during the previous fiscal.

Some Key Points related to EMPA Scheme :

- Eliminating provision of independent participation under the scheme
- Increasing support for new entrepreneurs by increasing the number of fairs subsidized at 75% of the project cost to 5 fairs from the previous limit of 2 fairs
- Exploring sample exhibitions in the untapped markets
- Developing common design theme for exhibitions

Outcome envisaged (2021-26):

- To Achieve export target of Rs. 3800 Cr. during the 5 Years period (2021-26) at a CAGR of 10% over Rs. 2400 Cr. presently, through innovative and aggressive marketing strategies, initiatives and events.
- JDPs export to be pushed into LAC, Oceania and other emerging countries concurrent to expanding markets in USA, Europe and African Countries.

Outcomes/Deliverables (Projected), year-wise of the Export Market Promotion Activities for 5 years i.e. 2021-2026

S. No	Components	2021-22	2022-23	2023-24	2024-25	2025-26	Total:
(i)	Export Market Promotion Activities	23 Activities, 266 Units/booths, Rs. 4280 Lakhs direction business/enquiries generation	23 Activities, 266 Units/booths, Rs. 4280 Lakhs direction business/enquiries generation	23 Activities, 266 Units/booths, Rs. 4280 Lakhs direction business/enquiries generation	23 Activities, 266 Units/booths, Rs. 4280 Lakhs direction business/enquiries generation	23 Activities, 266 Units/booths, Rs. 4280 Lakhs direction business/enquiries generation	115 Activities, 1330 Units/booths, Rs. 21400 Lakhs direction business/enquiries generation

(Note : The Monitoring Committee and Sub-Committee will be COMMON for all the Schemes under this MDPS Scheme and the Committee details are mentioned at the beginning of the Scheme)