

TERMS AND CONDITIONS, SELECTION CRITERIA & APPLICATION FORMAT FOR SCHEME 7.2 UNDER JUTE TECHNOLOGY MISSION (IV) FOR ASSISTANCE TO NGO /WSHG FOR THE PROMOTION OF JUTE DIVERSIFIED PRODUCTS (JDPs)

ELIGIBILITY

1. The NGO must be registered under Societies Registration Act
2. Should have worked for a minimum period of 3 years and should be supported with 3 years' annual and audit reports
3. Resolution of the NGO's Governing Body adopted for complying Terms and Conditions of National Centre for Jute Diversification/ National Jute Board for undertaking the proposed activity.
4. Should have background of implementing income generation projects and experience in the field of handicrafts/handloom
5. Majority of beneficiaries should be women and WSHGs
6. Should have proper infrastructure and manpower preferably women for carrying out area survey of designated *Taluka* / Block and district.
7. Should have efficient management and qualified working team
8. Should have good co-ordination with local administration
9. Should be recommended by the State Govt. & its relevant department / District Administration / DIC / NABARD / LEAD BANK

ASSISTANCE

As service provider NCJD shall facilitate

- ❖ Organising Awareness Programmes
- ❖ Conducting Skill Development Programmes (Basic & Advance)
- ❖ Assistance for development, follow up and monitoring of SHGs and Micro enterprises
- ❖ Supply of raw materials
- ❖ Design dissemination of new products
- ❖ Establishment of Common Facility Centre
- ❖ Assistance for market linkages through arranging participations in exhibitions & Trade fairs
- ❖ Support for the establishment of retail sales outlets

Details are available in the Operating Manual for the relevant sections (7.2) of Jute Technology Mission, also on the website.

CRITERIA FOR SELECTION OF CLUSTER DEVELOPMENT AGENCIES

Applicants offering themselves for undertaking the assignment of implementing the scheme fully or partly should have adequate experience in the grass root level for the development of SHG, human resource development and employment generation especially in rural areas. Agency should have experience in handloom & handicrafts, textiles and other natural fibres and have good linkages with district administrations, banks, CAPART, NABARD and other Govt. promotional agencies like DRDA, KV&IC, and Directorate of Handlooms & Handicrafts.

PROCESS OF SELECTION

1. Applications received will be scrutinized by a Committee of NCJD officials and the short listed agencies will be requested to present the project proposal along with “Action Plan” before the “SELECTION COMMITTEE” and performance “Score” will be awarded to each agency short listed. Keeping in mind the number of applicants, “cut-off” score will be decided by the selection committee and agencies scoring above the cut off score will be physically inspected by the officials of NCJD. Based on the inspection report final list of agencies will be prepared.
2. Finally the selected agency will be asked to execute MOU with NCJD for undertaking the assignment.

IMPORTANT

- ❖ All applications must be duly recommended by the local District Collector or the relevant department of the State Government and sent to the following address so as to reach by 8th February 2008.
- ❖ All applicant must state the Taluka/Block /District where they intend to develop cluster along with rationale behind the selection of the location. This will be an essential part of the evaluation.
- ❖ A write up on the prospect of growth of Jute Diversified Products (JDP) in the area of operation suggested must be submitted along with the application in the prescribed format.

ADDRESS

**The Executive Director,
 National Centre for Jute Diversification
 75C, Park Street, Ground Floor,
 Kolkata 700 016
 Phone : (033) 6455 2402-05/ 6455 2407-09
 FAX (033) 2217 –1270
 E-mail: ncjdcal@eth.net**

FORMAT FOR APPLICATION

1	ORGANISATION	
	Name	
	Address	
	Phone nos.	
	Fax Nos.	
	E-mail ID	
	Website:	
2(A)	Registration	
i.	Name of the Act under which the is registered	
ii.	Registration No. & Date (Please attach photocopy)	
iii.	Registration under Foreign Contribution Act, if any., Please indicate Reg. No. and date (Photocopy to be attached)	
2(B)	Any other organization/ Institution /Body	
3.	Memorandum of Association and Bye – Laws (Please attach certified photocopy)	
4.	Name and addresses of the Governing Body (with photographs) and Date of constitution of the present Governing Body)	
5.	ACTIVITY	
i.	Geographical area/ Block/Taluka	
ii.	Target group of beneficiaries	
iii.	The expertise/experience the organisation is planning and implemented programme and services	
iv.	Level of association with Govt./Non Govt. agencies and banks including NABARD, SIDBI etc.	
6.	Infrastructure (Proof to be furnished)	
i.	Details of space available (Sq. Ft.) : Hired/ Ownership/ Others	
ii.	Space for display	
iii.	Space for training	
iv.	Space for raw materials stocking	
v.	Facilities available for providing training to prospective beneficiaries for the manufacture of JDPs like Handlooms, Stitching M/Cs, Screen Printing Equipment, Furniture and accessories etc.	

7.	Details of Staff employed						
i.	Regular (Name, Qualification, age, experienced, no. of years of association with the NGO, remuneration paid and nature of responsibility)						
ii.	Part Time (Name, Qualification, age, experienced, no. of years of association with the NGO, remuneration paid and nature of responsibility)						
iii.	Expert ((Name, Qualification, age, experienced, no. of years of association with the NGO and present occupation)						
8.	Please provide information about the extent of jute activities in the area justifying your application (Please enclosed detailed project proposal along with Action Plan)						
9.	Achievement in the last three years supported by "Annual Reports"						
Sl. No.	Year	Development Activities undertaken	Objectives	Interventions	Outcome (As on date)	Likely outcome (Final)	Results
1	2004-05						
2	2005-06						
3	2006-07						
<i>Please attach list of beneficiaries along with their present status</i>							

Name & Designation of the Chief Executive of the organisation

SIGNATURE WITH SEAL

NATIONAL CENTRE FOR JUTE DIVERSIFICATION, KOLKATA

7.2 SCHEME FOR HELPING NGOS AND WOMEN SELF HELP GROUPS (WSHGS) FOR DEVELOPMENT OF JUTE DIVERSIFIED PRODUCTS

1. INTRODUCTION

The Scheme may be called Assistance to NGOs and WSHGs for the Development of Jute Diversified Products.

2. OBJECTIVE

The objective of the scheme is to create domestic demand for Jute Diversified Products through mass awareness, to expand the production base for various JDPs by promoting NGOs and WSHGs especially in rural areas to take up the manufacturing of JDPs by imparting skills, training, financial support for procurement of machineries, raw material supply chain support, marketing support so as to ameliorate the economic status of the rural women and bring them to the level of economic independence.

3. COMPONENTS OF THE SCHEME

In Jute Technology Mission –Part IV (2) scheme there are fourteen (14) inter-related activities, which are grouped in four categories. Details are given in the following pages. Role of cluster development agencies have been shown in Annexure – “A”

4. OPERATING AGENCY

NCJD / National Jute Board, Kolkata, will implement the above scheme in association with reputed NGOs and WSHGs.

5. STRATEGY

This component of the Jute Technology Mission aims at promoting Jute Diversified Products (JDP) by developing artisans preferably in clusters, micro entrepreneurs and self reliant community enterprises (WSHGs & SHGs) on the principle of effective participation and mutual cooperation. The scheme has a need-based integrated approach for sustainable development of JDP activities through participation of artisans, weavers and budding entrepreneurs leading to their empowerment. The scheme shall be implemented by NCJD /NJB in partnership with NGO's and experts.

The scheme is devised as an integrated approach for sustainable development and promotion of production base of JDPs under SHGs, and WSHGs, besides creating micro-enterprises. It envisages five broad kinds of intervention, which are inter-related and must be taken up in succession to achieve the objectives -

- A. Social Interventions
- B. Technological Interventions
- C. Financial Interventions
- D. Marketing Interventions
- E. Monitoring, Follow up and Concurrent Evaluation

I. Social Interventions: Diagnostic area survey and formulation of project plan and mobilization of artisans, weavers and budding entrepreneurs so as to enable systematic

development of Community enterprises through development of SHGs and WSHGs. This requires an in depth knowledge about the area which may be acquired through reputed NGOs fully conversant with the area and its need. The findings of the survey may call for creating awareness about the economic potential and prospects of JDP activities that would help in mobilizing SHGs, WSHGs & budding entrepreneurs to take up JDP activities as enterprises. However, identification of appropriate NGO shall play crucial in this regard and needs careful selection.

Diagnostic area survey → Awareness Workshop → Development of SHGs & WSHGs

NCJD in association with reputed local NGO of repute would be involved for the activities related to Social Interventions. Such NGO, if found suitable, may be associated to carry out the other technical, marketing and financial interventions also.

II. Technological Interventions: Skill upgradation, development and supply/dissemination of new designs and technical information, technological upgradation, supply of raw materials, setting up of Common Facility Centre (CFC) etc are essential for the generation of new micro-enterprises.

SHGs, WSHGs and budding entrepreneurs → Basic & Advanced Training → Design Dissemination Workshops → Quality Upgradation programmes → Establishment of Production Unit → Market Linkages → Common Facility Centres

Base NGO already active in the location should, as far as possible, undertake all these interventions in an integrated manner. Master Trainers and Designer for such interventions will be associated with NGO within the budgetary allocation of the scheme. Such trainers and designers are to be engaged from the empanelled list of NCJD or after prior approval from NCJD. If in the course of implementation it is found that a selected NGO is unable to undertake such activities, the Committee shall select other suitable NGO/s shall for the purpose.

III. Financial Interventions: The new generation of beneficiaries after acquiring necessary knowledge of manufacturing JDPs with the inventions provided under JTM may need financial assistance for the establishment of JDP units. Individual entrepreneurs or WSHGs developed during the process of various interventions will be provided financial assistance for establishment of JDP units. If any NGO itself is interested to set up its own production unit of JDP they may also be encouraged to do so for which financial assistance will be provided. Financial assistance will be in the form of reimbursement of the cost of plant and machinery subject to limit as prescribed in the scheme.

IV. Marketing Interventions: To enable the new entrepreneurs to produce marketable products, the entrepreneurs/WSHGs should be exposed in the market. NCJD will organize participation of the beneficiaries in fairs and exhibitions organized under JTM and also in other similar fairs. There is also provision for sales outlets and innovative marketing schemes.

The selected NGOs as far as possible carry out *all* the activities under this component of the JTM in their allotted areas. In areas where NGO's having capability to undertake all schemes and activities under this component of JTM are not available, NCJD/NJB shall select different NGOs to carry out the different scheme under this component.

V. Monitoring, Follow up and Concurrent Evaluation: Post intervention monitoring and follow up is essential to assess the impact of the interventions. Accordingly, a provision for the same has kept in the JTM. NGO operating in a particular area will be associated with the

assignment for regular follow up and monitoring of the progress of the beneficiaries. The NGO is also expected to sort out the initial teething problems of the beneficiaries in consultation with NCJD and other concerned agencies and Govt. bodies. The NGO shall submit monthly progress report to NCJD.

Concurrent evaluation will be carried every year by a group of experts including representatives Government. The composition of the concurrent evaluation team will be decided by NCJD / NJB. Such concurrent evaluation will commence from the second year of the implementation.

6. FUNDING

National Centre for Jute Diversification / National Jute Board, Kolkata shall utilize the funds made available to it under the Jute Technology Mission. However, linkages with the similar schemes for other beneficiaries will be established to avoid any duplication of efforts.

7. COMMITTEE FOR MONITORING, IMPLEMENTATION AND APPROVAL

A Monitoring, Implementation & Approval Committee comprising the following will monitor the effective implementation of various schemes, which will meet quarterly to assess the progress of the scheme and also approve the proposals for financial assistance. The members of the committee are;

1. Executive Director, National Centre for Jute Diversification / National Jute Board, Kolkata,
2. Representative of the Office of the Jute Commissioner, Kolkata
3. Chief Finance Officer, National Centre for Jute Diversification / National Jute Board, Kolkata
4. Representatives of NABARD and CAPART
5. Delegated Officer/s of NCJD / NJB for Implementation & Monitoring of the scheme

The Committee may invite reputed experts in the field or representatives of Government / semi-Government bodies active in this field to assist them in their assigned task.

8. PROCESS OF SELECTION OF NGO/WSHG

Expressions of Interest will be invited from NGOs as per the criteria listed below:-

1. The NGO must be registered under Societies Registration Act
2. Should have worked for a minimum period of 3 years and should be supported with 3 years' annual and audit reports
3. Resolution of the NGO's Governing Body adopted for complying Terms and Conditions of National Centre for Jute Diversification/ National Jute Board for undertaking the proposed activity.
4. Should have background of implementing income generation projects and experience in the field of handicrafts/handloom
5. Majority of beneficiaries should be women and WSHGs
6. Should have proper infrastructure and manpower preferably women for carrying out area survey of designated *Taluka* / Block and district.
7. Should have efficient management and qualified working team

8. Should have good co-ordination with local administration
9. Should be recommended by the State Govt. in its relevant department / District Administration / DIC / NABARD / LEAD BANK

The Monitoring, Implementation & Approval Committee shall evaluate the applications and select the NGOs.

Selected NGOs will execute Memoranda of Agreement with NCJD for an initial period of 2 years, subject to evaluation, review and extension if their performance is found satisfactory. The primary parameter for evaluation will be the NGO's performance in taking the selected beneficiaries up to the level of economic self-reliance as micro-entrepreneurs.

The selected NGO will assign a unique identification number to EVERY beneficiary covered. Ideally, the same beneficiaries should be taken through all the activities till they reach the stage of economic self-sufficiency through activities based on JDP. The NGO will be responsible for maintaining verifiable records of all beneficiaries in a format to be prepared and circulated by NCJD / NJB. Evaluation of their performance and release of funds will be conditional upon such verification.

NATIONAL CENTRE FOR JUTE DIVERSIFICATION, KOLKATA

COMPONENT CODE: JTM/IV/2/A

Identification of Clusters and Creation of awareness about Jute Diversified Products

1. SHORT TITLE: Identification of Clusters & Activity areas (NGOs & SHGs), Creation of awareness about Jute Diversified Products (JDPs) and the scope and opportunities associated with JDP activities followed by motivation and encouragement to NGOs, SHGs and budding entrepreneurs.

2. OBJECTIVES: Identification of potential clusters, Trades for NGOs & SHGs particularly in distance and rural areas. Potential would include (a) availability of relevant skills (b) sourcing of raw materials (c) presence of market opportunity (d) economic linkages and create awareness about JDPs and motivate NGOs, SHGs and budding entrepreneurs to take up JDP activities so as to ameliorate their economic status.

3. COMMENCEMENT AND DURATION

This scheme will come into effect from the date to be notified by NCJD and shall be valid for the Mission period.

4. IMPLEMENTING AGENCY

Defined activity under this scheme will be undertaken by NCJD in association with suitable NGO/WSHG selected as outlined above.

5. COMPONENTS OF THE SCHEME

- i) Area Survey
- ii) Identification of clusters & beneficiaries, potential SHGs
- iii) Identification of suitable NGOs to take up various activities of Mini Mission –IV
- iv) Organising awareness programmes
- v) Linkages with various promotional agencies through Awareness workshop.

6. COMPONENT WISE COST OF THE SCHEME:

Component	Nature of Activity	Budget	Duration
Area Survey, Identification of potential clusters, SHGs, Beneficiaries & NGOs	Each such survey should cover at least 12 Blocks / Talukas over at least two districts and identify at least 18 potential clusters	Rs. 60, 000/ per area survey	Two months
Awareness Programmes & Linkages with various promotional agencies including banks	Awareness workshop followed by interaction with beneficiaries	Rs. 80,000/ per workshop	One day

7. PAYMENT: 50% of the cost of the survey will be paid along with work order and balance 50% on submission of final report and acceptance of the report by NCJD / NJB. In case of awareness workshop 75% will be paid, as advance and the balance 25% will be after submission of Utilisation Certificate.

8. **RECOMMENDATION:** The proposal for undertaking such study and awareness workshop should be forwarded by the District Administration clearly indicating the need of the study and the workshop.

9. **SUBMISSION OF PROPOSAL FOR THE ACTIVITY:** The detailed proposal indicating the methodology to be adopted for undertaking the survey and the activity should be routed through district administration and addressed to the Executive Director, NCJD / NJB, Kolkata.

10. The decision of **Monitoring, Implementation & Approval Committee** in respect of the above scheme/activity will be the final.

NATIONAL CENTRE FOR JUTE DIVERSIFICATION, KOLKATA

COMPONENT CODE: JTM/IV/2/B

Skill up gradation, training, dissemination of new designs, and financial assistance to the beneficiaries(SHGs and NGOs) for setting up JDP manufacturing units.

SHORT TITLE: To impart skill and technical & operational expertise to the beneficiaries (NGOs & SHGs) along with dissemination of new designs to the identified potential beneficiaries followed by financial assistance to the beneficiaries(SHGs and NGOs) for the procurement of machinery & equipment.

OBJECTIVES:

- To train members of the potential SHG and other potential entrepreneurs including women, in the production of JDPs through demonstration and hands-on training,
- To develop skilled human resources in the field of JDPs
- To develop SHGs for the production of JDPs on sustainable basis
- To promote small & micro enterprises for the production of JDPs
- To provide assistance to the beneficiaries for the procurement of machinery and equipment required for the production JDPs.

COMMENCEMENT AND DURATION

This scheme will come into effect from the date to be notified by NCJD and shall be valid for the Mission period.

IMPLEMENTING AGENCY

The training under this scheme will be implemented by NCJD / NJB in association with suitable NGO/WSHG. The NGO must empanel their trainer/s recognized or certified by such bodies as NCJD/JB may specify.

COMPONENTS OF THE SCHEME

- a) Basic Training,
- b) Advanced Training,
- c) Development of new designs
- c) Design Dissemination Workshop,
- d) Entrepreneurship Development Programme,

- e) Financial assistance to the members of the potential SHGs for the procurement of machinery & equipment, to NGOs for establishment of Training cum Production units, to entrepreneurs, artisans and weavers interested in setting up of JDP unit.
- f) Assistance to NGOs for regular follow up & monitoring of the beneficiaries.

COMPONENT WISE COST OF THE SCHEME:

Component	Nature of Activity	Budget	Duration
Basic Training	To impart manufacturing skill to the new artisans, weavers and prospective entrepreneurs, members of the SHGs (Approximately –30 participants)	Rs. 75, 000/ per programme	Three weeks
Advance Training	To provide advance training to the beneficiaries who have already acquired knowledge of manufacturing through basic training (Approximately –30 participants)	Rs. 65,000/ per workshop	Two weeks
Design development	Development of market worthy new designs for different items	Rs.10,000/ per design	Cost will be paid only after acceptance design by NCJD
Design Dissemination Workshop	To provide technical knowledge about value added products to those who have already undergone Advance Training and engaged in commercial production for at least six months	Rs. 1,00,000/ per workshop	Two weeks
Financial assistance to NGOs for setting up of production unit.	Financial assistance for the procurement of machinery and equipment	Rs.75, 000/ per NGO	-
Financial assistance to the members of SHGs engaged in Production of JDPs	Financial assistance for the procurement of machinery and equipment	Maximum of Rs.90, 000/ per SHG @ Rs.7,500/- per member of SHG	-
Financial assistance to the budding entrepreneurs for setting up of JDP micro units.	Financial assistance for the procurement of machinery and equipment	Cost of Plant & Machinery subject to maximum of Rs.50, 000/-	-
Financial assistance to NGO for Post Assistance follow up & monitoring.	Financial assistance to NGO for Post Assistance follow up & monitoring.	Rs. 50,000/- per NGO per year	-
Entrepreneurship Development Programmes (EDP)	Six weeks EDP as per standard model of EDI, Ahmedabad along with continuous follow up and monitoring for one year.	Rs.1, 75,000.00	6-Weeks

PAYMENT:

I. Thirty percent (30%) of the cost of the programme will be paid as advance, 50% on completion of the activity and balance 20% on acceptance of the report and submission of Utilization Certificate and Accounts along with supporting vouchers and verification documents, duly certified by a Chartered Accountant firm.

II. In case of financial assistance for the procurement of machinery, 50% of the eligible amount will be disbursed in advance and the remaining 50% only after submission of original bills/ money receipts and *challans* of the machinery and equipment procured duly certified by the local Govt. agencies like DRDA, DIC and Banks

NATIONAL CENTRE FOR JUTE DIVERSIFICATION, KOLKATA

COMPONENT CODE: JTM/IV/2/C

Logistic support, establishment of Raw Materials Supply Centre and Sales outlets.

SHORT TITLE: Logistic support to NGO/SHGs and entrepreneurs by establishment of Raw Materials Supply Centre and Sales outlets near the manufacturing unit.

1. OBJECTIVES:

- To make available raw materials at the doorsteps of the user's of Jute Raw Materials at an affordable price and in required quantity.
- This scheme is for the benefit of the NGO/SHGs, entrepreneurs, handloom weavers / artisan / of tiny and micro sector interested in using jute for the manufacture of jute based diversified products. The Scheme envisages supply of jute / jute blended yarn, Jute/Jute union laminated fabric, bleached or dyed Jute/Jute union fabric, Dyes & Chemicals, and other accessories required for manufacture of jute based diversified products to NGO/SHGs, handloom weavers, artisans and entrepreneurs of tiny and micro sector in small quantities at landed cost price.
- To provide financial assistance as matching grant to NGO /SHGs to establish Sales Outlets. This may include counter space in a major retail outlet or mobile sales vans in appropriate areas.
- To organize Exhibitions exclusively for Jute Diversified Products especially in places of tourist interest.
- To participate in various reputed and organised trade fairs and exhibitions for display and sales of JDP

2. NATURE OF ASSISTANCE

- ❖ **RAW MATERIALS:** To provide financial assistance to NGO/SHG for the procurement of jute / jute blended yarn, Jute/Jute union laminated fabric, bleached or dyed Jute/Jute union fabric, Dyes & Chemicals, and other accessories required for manufacture of jute based diversified products for supplies to SHGs/ NGOs, handloom weavers, artisans and entrepreneurs of tiny and micro sector in small lot quantity at landed cost price.
- ❖ **MARKETING:** To provide financial assistance as matching grant to NGO /SHGs to establish Sales Outlets. This may include counter space in a major retail outlet or mobile sales vans in appropriate areas.
- ❖ **EXHIBITIONS:** To organize Exhibitions exclusively for Jute Diversified Products especially in places of tourist interest.
- ❖ **TRADE FAIRS:** To participate in various reputed and organised trade fairs and exhibitions for display and sales of JDP
- ❖ **PREPARATION OF BROCHURES & CATALOGUES:** To publicize JDP among potential consumers of different market segments

3. COMMENCEMENT AND DURATION

This scheme will come into effect from the date to be notified by National Centre for Jute Diversifications/ National Jute Board and shall valid for the Mission period.

4. IMPLEMENTING AGENCY

- **Jute Raw Materials Supply Centre:** The scheme will be implemented by NCJD / NJB in association with suitable NGO/SHG which may be the NGO carrying out the activities of awareness building, training and skill up gradation and other activities of this scheme. In case the same NGO is not willing / unable to run the Jute Raw Materials Supply Centre the same will be given to other suitable NGO.
- **Marketing Support:** The scheme will be implemented by NCJD/NJB in association with suitable NGO/SHG which may be the NGO carrying out the activities of awareness building, training and skill upgradation and other activities of this scheme and suitable local bodies and NGOs.

5. SCOPE OF ACTIVITIES TO BE UNDERTAKEN BY THE NGO/SHG

❖ **Jute Raw Materials Supply Centre**

- The NGO/SHG will co-ordinate with its members and other artisans/entrepreneurs /NGOs/ SHGs engaged in production of Jute Diversified Products and assess their requirement of Raw Materials,
- The NGO/SHG would be responsible for keeping sufficient inventory of different type of raw materials for timely supply to the artisans/entrepreneurs /NGOs/ SHGs engaged in production of Jute Diversified Products at a landed cost.
- The NGO/SHG will have to maintain all records pertaining to the procurement and sales of Raw Materials;
- The NGO/SHG will also maintain records of all beneficiaries
- The NGO/SHG shall make all effort to develop micro units for the production of Jute Diversified Products
- The jute materials should preferably be sourced from the most convenient JRMB set up under 7.3
- Each unit under this component should have off take of 2 MT per quarter, from the second quarter after inception.

❖ **Establishment of Retail Sales Outlet**

- The NGO/WSHG shall provide space in a conspicuous location preferably in a market place having floor area of at least 15 square meters. As noted above, other innovative sales mechanisms can also be assisted under this scheme.
- NCJD shall provide an initial linkage with related producers of Jute Diversified products and facilitate display of all such products.
- The collaborating agreement between NCJD and the NGO/WSHG shall be initially for one year and may be renewed depending on the performance of the assisted Sales Outlet.

❖ **Organizing Exhibitions & Trade Fairs**

- NCJD shall draw up a calendar of exhibitions / fairs in consultation of NGOs and WSHGs.
- Normally, NCJD shall participate or associate itself with similar activities of the Central/ State Governments and other reputed agencies.
- NCJD may also organise small exhibition in festive occasions in association with NGO/WSHGs for which NGO/WSHG will have to co- ordinate the entire activity with the local agency and also appoint suitable agencies for hiring of services required for such event.

6. DURATION OF THE PROJECT:

The Project will be allotted to NGO/SHG for two years and may be extended for a year at a time subject to satisfactory performance of the Jute Raw Materials Supply Centre & Retail Sales Outlets. In case of unsatisfactory performance, MOU may be terminated by NCJD on two months' notice with clear statement of reasons therefore.

7. NATURE OF BENEFICIARIES

Jute Raw Materials Supply Centre

- Womens' Self Help Groups
- NGOs
- Individual entrepreneurs preferably with mill tie-up.

Retail Sales Outlet

- Womens' Self Help Groups
- NGOs
- Individual entrepreneurs
- Individual Artisans & Weavers.

Exhibitions & Trade Fairs

- Womens' Self Help Groups
- NGOs
- Individual entrepreneurs
- Individual Artisans & Weavers.

8. LIMIT OF FINANCIAL ASSISTANCE:

Jute Raw Materials Supply Centre

Each centre will be provided financial assistance as under:

- | | | | |
|------|------------------------------------|---|--|
| I. | Start Up Expenses (One time) | : | Rs. 30,000/- |
| II. | Operation Cost including manpower | : | Rs. 6,000/- per month |
| III. | Incentive based on Sales Turn Over | : | 5% of the total sales value
calculated at mill-gate
prices |

Retail Sales Outlet

Each Retail Sales Outlet will be provided financial assistance as under:

- | | | | |
|--|-----------------------------------|---|------------------------|
| | Start Up Expenses (One time) | : | Rs. 25,000/- |
| | Operation Cost including manpower | : | Rs. 3,000/- per month. |

Exhibitions & Trade Fairs

Financial outlay for such events will be decided on case to case basis depending upon availability of funds subject to a maximum of Rs. 50,000/- per event and a maximum of 2 events for any single NGO, provided that where more than one NGO participates in such event the assistance will be calculated on *pro rata* basis.

Preparation of Brochures & Catalogues:

Brochures and catalogues shall be designed and printed by NCJD.

9. PAYMENT:

While Start up expenses will be disbursed on execution of MOU between NCJD / NJB and NGO/SHG, the Depot Operation Cost and sales incentive will be paid quarterly on submission of claims along with Audited Statement of Accounts.

NATIONAL CENTRE FOR JUTE DIVERSIFICATION, KOLKATA

SCHEME CODE: JTM/IV/2/D

Establishment of Self-Sustaining Common Facility Centre

1. SHORT TITLE: Establishment of Self Sustaining Common Facility Centre (CFC)

2. OBJECTIVES:

- To develop appropriate infrastructure suitable for the manufacture of all types of Jute Diversified Products.
- To provide opportunity to budding entrepreneurs and artisans to commence commercial production of JDPs without setting up their own production units.
- To provide opportunity to Traders & Exporters to develop samples for their buyers.
- To assist entrepreneurs, artisans, Traders & Exporters for quality testing of their products.
- To provide various trade and technical information to entrepreneurs, artisans, Traders & Exporters through well maintained data bank.

3. COMMENCEMENT AND DURATION

This scheme will come into effect from the date to be notified by NCJD and shall be valid for Mission period

4. IMPLEMENTING AGENCY

The Common Facility Centre will be developed by NCJD in association with suitable NGO/SHG, resourceful entrepreneurs through local Government bodies.

5. SCOPE OF ACTIVITIES TO BE UNDERTAKEN BY THE CFC

- The project would be implemented with matching contribution from NCJD
- In order to make the project commercially viable the CFC shall undertake different activities relating to Jute Diversification on cost sharing basis.
- The CFC should ensure proper escort services to the beneficiaries in establishing production units of their own
- Should submit a detailed report of the beneficiaries who availed the services of the CFC and also quarterly progress report in respect of expenditure and income from different sources.

6. DURATION OF THE PROJECT:

The project will be implemented on sustainable basis and will be expected to operate at least for 5 years.

7. NATURE OF BENEFICIARIES

Institutions engaged in the promotion of JDPs including NGOs/SHGs, micro enterprises and local Government bodies.

8. COST OF THE PROJECT:

Rs.10.00 lakh for each CFC which will be shared by NCJD and implementing promoter on 50:50 basis

9. PAYMENT:

NCJD's contribution will be toward the procurement of Machinery and Equipment including accessories, furniture and fixtures only and payment will be made as per the terms and conditions of the MOU to be executed between NCJD and the implementing agency.

ANNEXURE – A

Group	Activities	Collaborating Agency	Role of Collaborating Agency
A	Area Survey for need assessment & Awareness creation. Post implementation Survey	Reputed NGOs/Institutions/Industry Associations & Federations	<ul style="list-style-type: none"> ➤ Identification of <ul style="list-style-type: none"> • Potential district, Taluka • Clusters • Beneficiaries • Potential SHGs • Capable NGOs ➤ Awareness Creation <ul style="list-style-type: none"> • Awareness Programmes • Linkages with Govt Agencies • Motivation & Encouragement
B	Skill Dev., Design Support, Product Dev., Mass Scale Production of JDPs	Reputed NGOs/Institutions/Industry Associations & Federations of SHGs	<ul style="list-style-type: none"> ➤ Human resource development <ul style="list-style-type: none"> • 21 days Basic Training • 15 days Advance Training • Development of new designs • Design dissemination workshops ➤ Entrepreneurs development <ul style="list-style-type: none"> • Financial assistance to NGO for setting up of production units. • Financial assistance to SHGs • Financial assistance to Micro entrepreneurs • Entrepreneurship Dev. Programme
C	Raw Material Supply unit, Commercialisation of manufactured Products,	Reputed NGOs/Institutions/Industry Associations & Federations of SHGs	<ul style="list-style-type: none"> ➤ Arrangement of Raw Materials at the door steps of Artisans, Weavers and Entrepreneurs <ul style="list-style-type: none"> • Establishment of Raw Materials Supply units in potential clusters. ➤ Market Participation <ul style="list-style-type: none"> • Organise exhibitions • Participation in trade fairs • Assistance for establishment of retail sales outlets. • Preparation of promotional brochures & Catalogues

D	Creating Centre for learning & product deveolopment	State Promotional Agencies , Resourceful Entrepreneurs & Reputed NGOs	<ul style="list-style-type: none"> ➤ Establishment of self sustaining Common Facility Centre • Product Development as buyer's need. • Services to artisans, weavers and new generation micro entrepreneurs • Services to the exporters for the development of samples ➤ Supply of raw materials & accessories.
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