



**NATIONAL  
JUTE BOARD**

**राष्ट्रीय पटसन बोर्ड  
NATIONAL JUTE BOARD**

भारत सरकार का एक सांविधिक निकाय, वस्त्र मंत्रालय

A Statutory Body, Ministry of Textiles, Govt. of India

## REVISED ANNUAL ACTION PLAN

Ref.No. NJB/MD/ AAP 2019-20 /2019-20

Date : 16<sup>th</sup> May, 2019

To

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| <p>1. The Director General<br/>Indian Jute Mills Association( IJMA)<br/>6, N. S. Road,<br/>Kolkata – 700 001.<br/>Email: <a href="mailto:ijma@ijma.org">ijma@ijma.org</a></p> <p>3. The President<br/>Association of Jute &amp; Handicrafts<br/>Entrepreneurs of Eastern India (AJHEEI)<br/>30, Chittaranjan Avenue, 2<sup>nd</sup> Floor, Kolkata -<br/>700 012<br/>E.mail : <a href="mailto:ajheei2014@gmail.com">ajheei2014@gmail.com</a><br/><a href="mailto:sunilkbg@vsnl.com">sunilkbg@vsnl.com</a></p> <p>5. The Chairman cum Managing Director<br/>The Jute Corporation of India<br/>15, Nellie Sengupta Sarani, 7<sup>th</sup> Floor<br/>Kolkata – 700016<br/>E.mail : <a href="mailto:jci@jciemail.in">jci@jciemail.in</a></p> | <p>2. The Chairman<br/>Jute Products Development And<br/>Export Promotion Council ( JPDEPC)<br/>DA -149, Sector –I, Ground Fl<br/>Salt Lake City, Kolkata 700 064<br/>E.mail : <a href="mailto:jute.jpdepc@hotmail.com">jute.jpdepc@hotmail.com</a></p> <p>4. The Member Secretary<br/>Jute Shippers' Council,<br/>Business Development Centre<br/>Coir Shippers Council Compound<br/>Mayithara – 688 539,<br/>Cherthala, Kerala.<br/>Email: <a href="mailto:shippers@sancharnet.in">shippers@sancharnet.in</a></p> <p>6. Birds Jute &amp; Export Ltd(BJEL)<br/>4<sup>th</sup> Floor, 3<sup>rd</sup> MSO Building<br/>Salt Lake ,Kolkata -700064<br/>E.mail: <a href="mailto:birdsute.exports@gmail.com">birdsute.exports@gmail.com</a><br/><a href="mailto:lopadaisical@gmail.com">lopadaisical@gmail.com</a></p> |
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**Sub: Calender of Focused Marketing Initiatives of National Jute Board(NJB) during 2019-20**

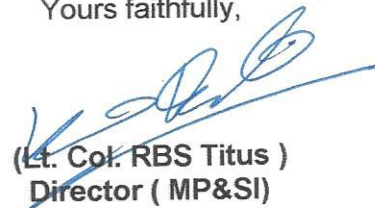
Dear Sir/Madam,

Please find enclosed the approved activities under Focused Marketing Initiatives of National Jute Board during 2019-20.

It would be appreciated if the list of activities is circulated among your member units with an advice to communicate their interest regarding participation in the Market Promotion Activities directly to NJB , Kolkata and respective Branch Offices at given addresses (Annexed).

Thanking you ,

Yours faithfully,

  
(Lt. Col. RBS Titus )  
Director ( MP&SI)

Encl. : As above

**Copy for information to and circulation : 1. All JDP Manufacturers / Exporters  
2. Website of National Jute Board**



# ANNUAL ACTION PLAN 2019-20 MARKET PROMOTION AND DEVELOPMENT

(1) REGIONAL / LOCAL LEVEL FAIRS			
Sl. No.	Activity	Place	Month / Period
<b>By Kolkata Office</b>			
1	Jute Fair	Jamshedpur	May'19
2	Shillong Shopping Carnival /Saras Mela	Shillong	Sept., 19
3	Diwali Mela	Fort William, Kolkata	Oct'19
4	Tripura Commerce & Industry Fair/Saras Mela	Agartala	Dec., 19
5	Saras Mela/Biddanagore Fair	Kolkata	Jan., 20
6	Intl. Guwahati Trade Fair	Guwahati	Jan/Feb, 20
7	Jute Fair	Mumbai	Jan'20
8	Jute Fair	Ranchi	Feb'20
9	Jute Fair	Bhilai	March'20
10	8 unscheduled Regional/ Local fairs – under recommendations of the Govt/State Govt. Dept	As per the proposals	As per the proposals
<b>By Delhi Regional Office</b>			
1	Jute Fair	Shimla	May'19
2	Jute Fair	Lucknow	Aug/Sept'19
3	Jute Fair	Chandigarh	Oct'19
4	Shilpotsav NOIDA, 2019 by Ministry of Culture	NOIDA, UP	Oct'19
5	Shilpgram Utsav, Udaipur by Ministry of Culture	Udaipur, Rajasthan	Dec.'19
6	Paschimi Rajsthan Craft Fair Jodhpur/SARAS Mela, Jaipur	Jodhur/Jaipur, Rajasthan	Jan'20
7	5 unscheduled Regional/ Local fairs – under recommendations of the Govt/State Govt. Departments	As per the proposals	As per the proposals
<b>By Chennai Regional Office</b>			
1	Jute Fair	Chennai	Apr/May'19
2	Jute Fair	B'lore/Mangalore	Sept'
3	Jute Fair	Coimbatore	Nov'19
4	Jute Fair	Calicut	Dec'19
5	Jute Fair	Madurai	Jan'20
6	Jute Fair	Trichy	Feb'20
<b>By Hyderabad Regional Office</b>			
1	Lepakshi Craft Bazar	Tirupathi/Vijaywada	Aug'19 /Feb'20
2	Jute Fair	Nagpur	Sept'19
3	Jute Fair	Pune	Oct'19
4	Lokotsav (Folk Festival)/ Furniture & Home Decore	Panaji, Goa	Jan'20
5	Jute Fair	VZA/Vizag	Feb'20
6	Jute Fair	Surat	March'20
*Participation in more Regional/Local level fairs being organized by Govt. Deptts would be considered on priority by NJB, out of the savings made gainst the budget allotted above.			



## ANNUAL ACTION PLAN 2019-20

<b>(2) NATIONAL LEVEL FAIRS</b>			
<b>By Kolkata Office</b>			
<b>Sl. No.</b>	<b>Activity</b>	<b>Place</b>	<b>Month / Period</b>
1	Jute Mobile Caravan	Delhi	Sept/Oct., 19
2	India Int. Trade Fair (IITF), 2019	Pragati Maidan, New Delhi	14-27 Nov'19
3	Poush Mela	Shantiniketan	Dec., 19
4	Kolkata Book Fair	Kolkata	Jan., 20
<b>By Delhi Regional Office</b>			
1	CII Fair Ludhiana by Confederation of Indian Industries	Ludhiana	Aug/Sept'19
2	CII Fair Chandigarh by Confederation of Indian Industries	Chandigarh	Oct'19
3	Lucknow, Mahotsav by UP Tourism	Lucknow, UP	Nov'19
4	Punjab International Trade Expo, Amritsar by PHD Chamber of Commerce & Industry	Amritsar, Punjab	Nov/Dec'19
5	Suraj Kund Mela by Haryana Tourism	Surajkund, Haryana	Feb'20
6	Taj Mahotsav by UP Tourism	Agra, UP	Feb'20
<b>By Chennai Regional Office</b>			
1	Fair by any EPC/Govt. Deptt	Chennai	May / July'19
2	Fair by any EPC/Govt. Deptt	Bangalore	Sept/Oct., 19
3	National Handloom Expo	Chennai	Oct'19/March'20
<b>By Hyderabad Regional Office</b>			
1	Golkonda Craft Bazar	Hyderabad	May/July'19
2	Giftex 2019/HGH India 2019	Mumbai	July/Aug'19
3	All India Craft Mela, Shilparamam	Hyderabad	Dec'19

## ANNUAL ACTION PLAN 2019-20

<b>(3) WORKSHOPS, SEMINAR &amp; AWARENESS PROGRAMMES - Training and Developmental programmes</b>	
<b>By Kolkata Office</b>	
<b>Sl. No.</b>	<b>Activity</b>
1	3 Interactive workshops / Awareness/ Outreach programmes/ Road Shows for facilitating SHGs/ Micro units/Artisans for promoting JDPs
2	3 Specialised Training, Marketing Training & Skill Development Programmes
<b>By Delhi Office</b>	
1	3 Interactive workshops / Awareness/ Outreach programmes/ Road Shows for facilitating SHGs/ Micro units/Artisans for promoting JDPs
2	3 Specialised Training, Marketing Training & Skill Development Programmes
<b>By Chennai Office</b>	
1	3 Interactive workshops / Awareness/ Outreach programmes/ Road Shows for facilitating SHGs/ Micro units/Artisans for promoting JDPs
2	3 Specialised Training, Marketing Training & Skill Development Programmes
<b>By Hyderabad Office</b>	
1	3 Interactive workshops / Awareness/ Outreach programmes/ Road Shows for facilitating SHGs/ Micro units/Artisans for promoting JDPs
2	3 Specialised Training, Marketing Training & Skill Development Programmes
<b>Training in Correctional Homes and Military/Police Families Welfare Socieites</b>	
1	16 cycles of Skill Development Programmes (1 Cycle = Basic+Advance+Design)



## ANNUAL ACTION PLAN 2019-20

<b>(4) INTERNATIONAL - 2019-20</b>			
	<b>(1) International Events in India</b>		
<b>S.No</b>	<b>Activity</b>	<b>Place</b>	<b>Month / Period</b>
1	Autumn Fair EPCH	New Delhi	Oct'19
2	Spring Fair EPCH	New Delhi	Jan'20
3	Tex-Style India, Kolkata - ITPO	Kolkata	Feb'20
4	Coir Kerala, Govt. of Kerala	Alleppey	Feb'20
5	India Intl. Handwoven Fair (HEPC)	Chennai	March, 20
<b>(2) EXPORT MARKETING PLAN - FAIRS FOR PARTICIPATION</b>			
<b>CATEGORY 'A' - TRADITIONAL MARKETS</b>			
<b>S.No</b>	<b>Activity</b>	<b>Place / Country</b>	<b>Month / Period</b>
1	International Gift Show	Atlanta, USA	July'19
2	Autumn	Birmingham, UK	Sept'19
3	Christmas World	Frankfurt, Germany	Jan' 20
4	Domotex - CEPC	Hannover, Germany	Jan' 20
5	Ambiente	Frankfurt, Germany	Feb' 20
6	ASD Las Vegas	Las Vegas, USA	March'20
<b>S.No</b>	<b>CATEGORY 'B' - FOCUS AND EMERGING MARKETS</b>		
1	Hong Kong Mega Show (Part-I)	Hong Kong	April/Oct'19
2	India Show - ITPO	Canada	June'19
3	Giftex-Tokyo/India Home Furnishing	Tokyo, Japan	July/Aug.'19
4	Maison or Object	Madrid/Paris	Sept'19
5	Canton Show	China	Oct./Nov'19
6	India Sourcing Show	Melbourne, Australia	Nov.'19
7	AFL-Artigiano - ITPO	Milan, Italy	Dec'19
8	Spring Fair MUBA	Basel, Switzerland	Feb.'20
9	India Sourcing Fair -ITPO	Russia/Argentina	Feb/March'20
10	India Sourcing Fair- EPCH/ITPO	Mexico	March'20
<b>(3) BUSINESS DELEGATION / CONFERENCE</b>			
<b>S.No</b>	<b>Activity</b>	<b>Place / Country</b>	<b>Month / Period</b>
1	Visit to Atlantic Mills, Thailand for exploring utilization of Jute Yarn into Denim Fabric	Thailand	May'19
2	Jute Delegation to ITMA 2019 for exploring possibilites of modernisation of Jute Industry	Barcelona, Spain	June'19
3	Buyer Seller Meets	Denmark, Sweden,	Aug/Oct'19
4	Composite Jute Delegation for market exploration	Australia & New Zealand	Nov-Dec'19
5	Buyer Seller Meet along with promotional activities viz.road show ,JGT seminar, interactive meetings etc.	Los Angeles, Chicago (USA)	Feb'20
6	Buyer Seller Meets and Interactive meetings for sustainable market linkages and export enhancement of JGT,FGJP & specialities incl.lifestyleJute products	Mexico, Chile,Peru (Latin American countries)	March'20
Note : 2 officials from NJB will be nominated by Secretary - NJB as per NJB regulation			

### **Studies in Jute Sector & Commercialisation of R&D efforts**

<b>Sl. No:</b>	<b>Description of Study/Project</b>
1	NIRJAFT- Study Jute Tea Leaf
2	Denim Improvisation
3	NPC - Icare Assessment
4	Jute Seed Oil Testings
5	NID - Plasma Treatment Research- Jute
6	Machinery Assessment- Modernisation



**Names and Addresses of NJB Head Office and Branch Offices:**

The Secretary,  
National Jute Board,  
3A & 3B Park Plaza, 71 Park Street,  
Kolkata-700 016  
Tel: 033-2249-3825  
Fax: 033-2217-2456  
Email: jute@njbindia.in

**Delhi Branch Office**

The Deputy Director( M.P &SI)  
National Jute Board,  
"Prakash Deep", Flat Nos. 508 & 509,  
7, Tolstoy Marg,  
New Delhi-110 001  
Tel: 011-2335-2652/2331-0884  
Fax: 011-2335-3519 / 2331 0910  
Email: njbdel@gmail.com

**Chennai Branch Office**

The Deputy Director( M.P & S.I)  
National Jute Board,  
"TNSCB COMPLEX",  
Pillaiyar Koil Thottam.  
Ground Floor, New No.130( Old no.212)  
R.K. Mutt Road , Mylapore  
Tel: 044-2462-0059  
Fax:044-2462-0069  
Email: njbchennai@gmail.com

**Hyderabad Branch Office**

The Assistant Director( M.P & S.I)  
National Jute Board,  
Chenetha Bhawan, 1<sup>st</sup> Floor, Nampally,  
Hyderabad-500 001  
Tel: 040-2465 6733 / 2473 0250  
Telefax: 040-2461 4918  
Email : njbhyd@gmail.com

**Kolkata Head office**

Director ( M.P & S.I )  
National Jute Board,  
3A & 3B Park Plaza, 71 Park Street,  
Kolkata-700 016  
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