

**GUIDELINES FOR OPERATION OF JUTE INTEGRATED
DEVELOPMENT CENTRE (JIDC)**

I Nature of Services

- 1) To survey and identify the existing as well as the potential clusters, where JDPs activities can be undertaken for production of JDPs through WSHGs/Artisans/Entrepreneurs etc. on sustainable basis;
- 2) To create awareness among the targeted beneficiaries about the JDPs, their applications and utilities;
- 3) To assess the abilities of WSHGs/Artisans/Entrepreneurs etc. to develop them as quality JDP manufacturers as per the trend and requirements;
- 4) To undertake regular skill up - gradation trainings (basic and advance training, design dissemination trainings etc.) in batches to all WSHG members, artisans/entrepreneurs in the cluster, both existing and new entrants;
- 5) To tie up with and hire empanelled NIFT/NID pass out designers registered with any govt. agency like DC(HC)/DC(HL) and reputed design houses for disseminations of new product ranges/designs of JDPs and concepts;
- 6) To encourage and support artisans/entrepreneurs etc. for bulk production of quality JDPs through regular supply orders and various marketing channels through setting up of Training cum Production Centres;

II. Operational Modalities of Activities

The Collaborating Agency (JIDC) will carry out various promotional works that will include arrangement of Basic Training, Advance Training, Design Dissemination in the respective region particularly in promising areas in rural places and targeting the disadvantaged sections of the society.

Details of training is as follows :

Nature of Training	No. of Training	No. of Beneficiaries	Duration
Basic Training	04	20	3 weeks
Advanced Training	04	20	2 weeks
Design Training	04	20	2 weeks

The Basic Training will be followed by advance training programmes. Advanced Training will be imparted only to those participants who obtained basic training and achieved desired skill for undergoing advanced training. Similarly Design training will be imparted

to only those who have basic and advanced training to adapt new designs for production. For advance training and or design training programme the resource person will be as per the requirement of the product on which the training is to be imparted. On the last day of the programme an orientation meeting will be organized wherein representative of State Govt./Gram Panchayat/Bank Officials, NJB officials will deliberate and interact with participants regarding further assistance and setting up of production units.

Upon successful completion of basic and advance training the beneficiaries are to be linked to the Training cum Production Centre (TCPC) for production of JDPs. The TCPCs should be located at a convenient position which is easily accessible by the beneficiaries of the area.

JIDC should install bio-metric attendance machine for keeping of records of the training programme not later than 3 months from the initial sanction.. The copy of the report of biometric attendance will have to be furnished alongwith all activity reports.

The C.A in addition should keep and maintain a database of all information relating to their activities and provide necessary linkage and services to beneficiaries that is needed to their setting up of production units of JDP.

III. Guidelines :

A. For activities under Integrated Approach

To conduct the above activities, the Collaborating Agency (JIDC) will have to observe the following guidelines :

Selection of Trainees : CA shall involve local government bodies/DIC/DRDA in selection of trainees so that after the training the beneficiaries can be linked with the financial schemes of the Government.

Venue : Initially venue should be in a centrally located area with sufficient capacity and can be hired or owned by the CA. After the TCPC is put into operation, the venue of the training shall preferably be in the TCPC only. The facilities like drinking water, toilet, electricity are available.

Product Mix and Master Trainer : While choosing the product mix the C.A will try to use the local/ethnic/traditional resources and designs and upgrade their skill where necessary and acquaint them with the opportunities in jute diversification. The Master Trainer will be NJB empanelled Master Trainer to be directly deputed by Head Office.

B. Regarding Raw Material Support : The CA will be responsible for establishing linkages for procuring raw materials for training and also for TCPC. It will be obligatory on the part of the CA to ensure establishment of a JRMB under the relevant scheme in the locality serving the clusters either operating by themselves or other agencies as may be engaged by NJB.

C. Marketing : The CA will be responsible for establishing linkages for marketing of the products developed. It will be obligatory on the part of the CA to ensure establishment of maximum two retail outlets under the relevant scheme either operating by themselves or other agencies as may be engaged by NJB. CA will also be responsible for organizing participation in appropriate fairs/exhibitions/BSMs etc. by the developed artisans and arrange reimbursement of participation fees from NJB as per scheme.

D. The indicative Jute Diversified Products (JDPs) having wide demands classified into the 5 different product groups listed below, which may be the focus area for the CA :

- a) Shopping Bags (SB) : includes Shopping Promotional and carry bags
- b) Utility Products (UP) : Office Stationery, Utility bags, fancy and designers, value added bags – including file covers, pen stand, calendars, wallets and clutches, school bags, office bags, sports travel bags, laptop bags, brief cases, suitcases etc.
- c) Handicrafts (HC) : Jute handicrafts, braided, non-braided, molded etc. including motifs, jewellery ornaments, flower bouquet, hammock, footwear, slippers etc.
- d) Handloom Products (HL) : Decorative fabrics, floor coverings, mats and matting etc.
- e) Other products (OP): Other innovative and value added jute products including Fashion Garments and Accessories

IV. Payment Terms

1. Agency will submit the Annual Action Plan by February showing quarterly activity details and fund projection for each quarter.
2. The activities will be approved for the whole year. The approval will be reviewed after assessing performance of each quarter.
3. NJB will release in advance 50% of the activity cost & 50% of operational cost (Sl. No. 1,2 & 7 of the scheme) quarterly at the time of sanctioning of the activities on furnishing Bank Guarantee for one year for the equivalent amount.;

4. Balance will be upon submission of final bills/accounts, reports and Utilisation Certificate by a firm of Chartered Accountant/Cost Accountant certifying that the accounts submitted are in conformity with the books of accounts of the agency. In cases of Government and Semi-Government agencies, whose accounts are audited under the control of C&AG, the statements of expenditure signed by the authorized person of the organization will suffice.

5. 75% of the cost of new and branded machines procured for TCPC subject to the requirement of the limits mentioned in the scheme upon submission of original invoice, receipt and warranty card of the respective machine. The claims may be submitted alongwith the subsequent quarterly claims.

6. The C.A will submit expenditure statement and activity report alongwith the necessary documents within one month from the end of the quarter. NJB will settle the claims within one month of the receipt of the claim. The C.A will be liable to submit their reports and statements for every quarter. If no activity has taken place in a quarter, NIL report shall be submitted.

V. Keeping Accounts and Settlement of Advance

1. Within one month from the end of the quarter, statement of operational expenditure duly certified by both In-charge of the Agency as also by a Chartered Accountant Firm/Cost Accountant Firm is to be sent to H.O.

2. Report of each activity has to be submitted alongwith the claim failing which the claim will not be assessed.

3. Penalty @ 2% on the assessed claim will be levied for delay in submission of the expenditure statement for activity and operational fee beyond one month from the end of the quarter.

VI. Accountability

The Collaborating Agency shall :

1. Prepare and submit a broad annual action plan proposal in consultation with the DICs, DRDA and other State and Central Govt. agencies , resource persons etc. The C.A shall at the beginning of each quarter seek approval to conduct the programme for that quarter.

2. The Advance amount thus released shall be utilized for the purpose for which it has been given.

3. If any advance is not utilized or balance if any, shall have to be refunded forthwith. Unutilised amount cannot be used for any other activity except for the purpose specified.
4. NJB shall reserve the right to withhold any advance of fund if previous advance/account remains unsettled. Failure on this account shall be treated as a non-performance on part of the C.A.
5. Necessary legal action as deemed fit will be initiated by NJB to recover the unutilized amount if any.

VII. Expenditure Guidelines

1. For smooth operation, the collaborating agency will have to open separate bank account for all advances to be granted by NJB for various activities & operational expenses wherever applicable. Payment of expenses in connection with the activity etc. has to be made from this account.
2. The manpower cost/remuneration should be restricted to maximum two numbers.
3. The expenses on account of travel should be restricted and needbased. No hired car on monthly payment basis is allowed. The hiring charge should not exceed the prevailing approved rate of local government. All payments must be supported by receipt bills, railway receipt etc.
4. All equipments, apparatus, accessories if required in connection with organization of training etc. should be arranged on hire or loan as far as practicable. Expenses on capital purchase are to be avoided so that no asset is created.
5. Payment except those of petty nature should be made by cheque as far as practicable. For amounts exceeding Rs. 5,000/- payment has to be made by cheque/direct bank transfer.
6. All claim bills/voucher must be numbered serially by ink and covered with a statement indicating the serial number chronologically for each voucher. Numbers so allotted are to be indicated in the statement of expenditure.
7. All machines procured for running of Training cum Production Centre out of NJB fund must be serially numbered and marked with permanent marker with "Funded by NJB" and must be made available for inspection as and when deemed fit.
8. The machines procured for TCPC cannot be changed, relocated etc. from the place of installation without prior approval of NJB.

IX. Guidelines for Modular Approach

In addition to the integrated approach, agencies having necessary infrastructure, experience and credentials can apply for any of the 3 modules (Sl. No. 1,2 and 3) of Table I of the scheme independently.

For availing of this scope, the agency will be required to justify their proposal explaining the background and forward linkages of their proposal which will help in production and use of more jute diversified products. The scale of support will be the same as those applicable to each of the sub-component of the integrated approach.

The agencies desirous of undertaking such modular activity support will first obtain approval from NJB to conduct the activity under the scheme . On completion of the activity, the agency will submit its expenditure statement with supporting vouchers in original for reimbursement. The reimbursement will be to the extent of the maximum earmarked under the scheme under the relevant activity.

Table – I, Activities of the Collaborating Partners

Sl No.	Activities	No. of programmes in a year and cost of each prog	Cost of such Programme [Rs. In Lakh]	No. of beneficiaries in each programme	Duration of each Programme	Remarks
1	Capacity building through basic and advance training	8 @ Rs.75000/- each	6.00	20	2 weeks	Cost of trainers - 15,000/- and designers Rs. 25,000/- will be paid by NJB from the budget of the activity
2	Design Training	4 @ Rs. 90000/- each	3.60	20	2 weeks	
3	Training cum production Centre	2 @ Rs. 1,50,000/- each	3.00	12 each TCPC		Cost of 10 stitching machines or 5 looms
4	Sourcing of jute raw material					From the JRMB
5	Setting up of Retail Outlets	2 nos.	To be met out of retail outlet scheme			Under the Retail Outlet Scheme

6.	Marketing Support	Support to 8 nos. of participants	1.20			For participation under NJB Fairs
7	Operational Cost	Manpower Cost	1.20			Only for the integrated centre
8	Total cost per centre per year		15.00			
9	Total cost for 05 Centres in 1 st Year		75.00			
10	Provision for Modular Approach		25.00			Activities at Sl. No. 1,2 &3 can also be undertaken under modular approach provided the agency has the required infrastructure
11	Total Cost		100.00			

X. Monitoring of the JIDC and their activities

NJB will arrange to make physical inspections of the JIDC and their activities on quarterly basis by themselves or by deputing suitable officials /agencies for the purpose. The JIDC will disclose and present/give all the relevant information and documents relating to the activities, beneficiaries, funds etc. related to NJB JIDC Scheme. For this a suitable proforma will be devised by the NJB and will be given to JIDC whenever the inspections are carried out. The performances of the JIDC will be reviewed periodically by the PAMC as provided in the scheme and every engagement of a new JIDC and renewal of their terms beyond 1st year will be approved by the PAMC as detailed in the scheme.

ACTIVITY REPORT FOR EACH TRAINING

1.	NAME OF THE ACTIVITY			
2	LOCATION OF THE ACTIVITY (With detailed Address)			
3	NAME OF THE CLUSTER			
4	DURATION (FROM ...TO...)			
5	PRODUCT MIX			
6	TRAINING MODULE	DAY 1	DAY 2	DAY3
7	NO. OF PRODUCTS DEVELOPED			
8	NO. OF PARTICIPANTS : (Attach list of participants with Name, Address, Code No. Age, Sex, SC/ST & stamp size photograph)			
9	NAME OF THE TRAINER			
10	REMARKS OF THE INCHARGE OF THE C.A			
11	REMARKS OF THE TRAINER			
12	PHOTOGRAPHS (To be furnished in the report Maximum 10 photos)			

Signature with seal of the In-charge of the C.A

Date :