

**Press Release****1<sup>st</sup> September 2015, Kolkata**

Today, the 1<sup>st</sup> September, 2015, the **Hon'ble Minister of State for Textiles (Independent Charge), Government of India, Shri Santosh Kumar Gangwar** shall launch the **Jute CFC Scheme** for promotion of Jute Diversified Products and also unveil the **Foundation Stone** of a new and unique **building complex to be called the 'Patsan Bhavan.'**

The launch of the Scheme of Jute CFCs along with the holding of the Workshop for Women Self Help Groups is aimed at promotion of Jute Diversified Products (JDPs). Under phase I of this Scheme, five Common Facility Centres (CFCs) have been sanctioned, which include 3 CFCs for West Bengal and 1 each for Assam and Bihar – these are Fulia, Ranaghat and Nadia, 2. Deganga, North 24 Parganas; 3) Mogra, Hooghly – all in West Bengal, Assam (Barpeta) and Bihar (Katihar). The CFCs will support the JDP clusters operated by Women Self Help Groups at block level formed under the National Rural Livelihood Mission (NRLM) by providing them support on forward and backward linkages – such as design, training, raw material and common facility infrastructure. In further pursuance of this initiative, the **Ministry of Textiles, through National Jute Board (NJB) has signed an Memorandum of Understanding (MoU) with the National Institute of Design (NID)** for facilitating the entrepreneurs and WSHGs with access to market worthy designs of Jute Diversified Products for domestic as well as export markets. Under the Jute CFC Scheme, the Women Self Help Group members shall receive assistance for raw material, training and support for marketing.

The proposed building 'Patsan Bhavan' will house the four government institutions namely the Headquarter Offices of -- the **Jute Commissioner, the National Jute Manufactures Corporation (NJMC), the Jute Corporation of India (JCI) and the National Jute Board (NJB).** The building shall be constructed in New Town, Kolkata.

The **National Buildings Construction Corporation Ltd. (NBCC)** a 'Navratna' Government of India Enterprise under the Ministry of Urban Development, has been given the mandate to **construct the 'Patsan Bhavan' as a green building at a cost of Rs. 70 crores.**

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The launch of the Jute CFC Scheme and the unveiling of the foundation stone for the 'Patsan Bhavan' will be done in the presence of **Hon'ble Union Minister for Urban Development Sri Babul Supriyo**, **Hon'ble Labour Minister, Government of West Bengal Sri Moloy Ghatak**, **Hon'ble Members of Parliament Dr. Kakoli Ghosh Dastidar and Ms. Dola Sen, Secretary, Textiles, Government of India and Chairman of the National Jute Board Sri Sanjay Kumar Panda**, members of the National Jute Board, other distinguished dignitaries and WSHG members for whose sake the Jute CFC scheme is designed.

On this occasion, "Sonar Beni" a book on Women Self-Help Groups and a book on 'success Stories in Jute shall be released. This will be followed by inauguration of a jute exhibition and workshop. All the events will be held at Rabindra Tirtha, Rajarhat, Kolkata.

In the words of the Hon'ble Minister **Sri Santosh Kumar Gangwar**, *"Jute is the backbone of the economy of eastern India as it directly provides livelihood to 40 lakhs jute families, 3.70 lakh industrial workers and 2.00 lakh people working in the decentralized jute sector. I'm confident that the jute diversification activities initiated by the National Jute Board (NJB) for the empowerment of women through the Common Facility Centers will prove to be a major milestone for the jute sector."*

Reiterating the vision of the Ministry of Textiles Government of India, the Union Textiles Secretary and Chairman National Jute Board Sr. Sanjay Kumar Panda envisages *"to create a modern, vibrant, integrated and world-class textiles sector including handlooms and handicrafts to produce cost efficient and high quality textiles, apparels and handicrafts for domestic and export sectors"*.

*"Jute is a home-grown product and pride of West Bengal. At Patsan Bhavan, our collective effort will be to return jute to its rightful place as a glory of the state. We will implement reforms and policy measures to put jute production back on the map,"* said the Jute Commissioner Sri Subrata Gupta, IAS.



**More about the Patsan Bhavan:**

The 'Green Building' premises of Patsan Bhavan will have a total built-up area of about 1.64 lakh square feet, divided over one basement and nine floors on a land area of 65,346 square feet located in New Town. The airport is 15 minutes away from the site. A permanent jute display cum museum has been planned on the ground floor and will also have a designated area for exhibition purposes that will help large as well as marginal entrepreneurs to promote and popularize their products. There will be scope for providing designs research and product architecture for various possible applications of Jute. The building will also be mechanically ventilated, and power generation will be done through solar panels installed on the roof as part of the design. Surroundings of the building will have lush-green landscaped area. The 100% air-conditioned and mechanically ventilated structure will be encased in green walls on vertical surface that will reduce the heat gain. Energy to run the building will be made available through solar panels to be installed on the roof as part of the design.

One of the reasons for this project is to bring the related government bodies under one roof that will not only synergize the efforts but also enable quicker and effective decision making as well as monitoring of activities as mandated by the Government. Its close proximity to various communication linkages will enable ease of access to beneficiaries and stake-holders.

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