

**To**

1. The Secretary,  
Indian Jute Mills Association,  
6, N. S. Road,  
Kolkata – 700 001.  
Email: [ijma@ijma.org](mailto:ijma@ijma.org)
2. The President,  
Jute Shippers Council,  
Mayithara – 688 539,  
Cherthala, Kerala.  
Email: [shippers@bsnl.in](mailto:shippers@bsnl.in)
3. The Secretary,  
Jute Products Development and Export  
Promotion Council (JPDEPC),  
Chatterjee International,  
5<sup>th</sup> Floor, Flat # 08,  
33A, Jawaharlal Nehru Road,  
Kolkata-700 071.  
Email: [jute.jpdepc@hotmail.com](mailto:jute.jpdepc@hotmail.com)
4. The President,  
Association of Jute & Handicrafts  
Entrepreneurs of Eastern India (AJHEEI),  
30, Chittaranjan Avenue, 2nd Floor  
Kolkata – 700012  
E-mail: [ajheel@rediffmail.com](mailto:ajheel@rediffmail.com)

**Sub: NJB's organization of participation in the 36<sup>th</sup> India International Trade Fair (IITF), 14-27 November, 2016, Pragati Maidan (Hall No.1A), New Delhi.**

Dear Sir / Madam,

As per the Annual Action Plan of NJB for the year 2016-17, the Board has decided to participate in the 36<sup>th</sup> India International Trade Fair (IITF) 14-27 November 2016 at Pragati Maidan (**Hall No. 1A) New Delhi** for promotion and sale of Jute Diversified Products.

NJB has decided to collect the participation fee from the participants as under:

	Micro & small, SHGs/WSHGs		Medium & large units	
	1 <sup>st</sup> time participation	Repeat participation	1 <sup>st</sup> time participation	Repeat participation
• Participation fee	Free	Rs.2,000	Rs.12,200	Rs.18,300
• Booth reservation	60%		40%	
• Documents to be produced	Regn. with DC (Handicrafts) / DIC Regn. / Society of Cooperative Regn. / MSME Regn. / NABARD and jute artisan's photo identity card.		RCMC / Company Regn.	
• Booth size	9 sq. mtr.		9 sq. mtr.	

Spot sale of jute diversified products is allowed in the **NJB Pavilion** which would be in Hall No. 1A of Pragati Maidan.

You are requested to send your application for your participation in IITF 2016 under NJB banner indicating your main products for promotion and sale along with participation fee in the form of Pay Order / Demand Draft drawn in favour of **"NATIONAL JUTE BOARD" payable at Kolkata**. Your application along with the **prescribed form** duly filled in along with participation fee should reach this Board on or before **14<sup>th</sup> October, 2016**.



After ascertaining total no. of booths available to NJB and classifying the applications received under 3 categories, selection of units would be done giving equal weightage to all product categories and on **draw of lot basis** as per appd. guidelines which would be held on **3<sup>rd</sup> November, 2016 at 3.00 PM at NJB, Kolkata**. NJB, in the event of selection, shall confirm your participation in IITF 2016 under NJB banner. Please also note that no refund of the **participation fee paid shall be allowed after selection of units in IITF 2016**.

Thanking you,

Yours faithfully,



(D. Mukherjee)  
Market Promotion Officer

**Encl.: As above.**

**Copy for information to and circulation:**

1. Shri T. Ayyappan, MPO, NJB, Chennai
2. Shri B. Narsimulu, MPO, NJB, Hyderabad
3. Shri K. S. Ghugtyal, Assistant Director, NJB, New Delhi.
4. Copy for Website.

