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**Component**

**Operational Guidelines for  
Market Development &  
Promotion Scheme**

**(MDPS)**

**Operating Guidelines of**  
**Market Development & Promotion (MDP) Scheme.**

**1. Objective of MDPS Scheme :**

- To develop, promote and expand markets for Jute and Jute Diversified Products within India and abroad.
- To provide continuous selling, marketing and promoting platforms/avenues to Jute Artisans, Entrepreneurs, Women Self Help Groups, Jute MSMEs, Jute Exporters and Jute Miller through participations in Fairs, Exhibitions, BSMs, Road Shows and Business Delegations.
- To ensure sustained livelihood earnings and business development/promotions for Jute Artisans, Entrepreneurs, Women Self Help Groups, Jute Micro Units through market promotion events;
- Help increase production, sales and exports of Jute and Jute Goods; Support employment sustenance in Jute products manufacturing units by helping manufacturing units through sustained sales, markets and business expansions activities;
- Provide continuous access to exports markets through subsidized participation in international events to help reduce marketing cost of exporters;
- To Brand, Position, promote & Publicize Indian Jute Products as an eco-friendly, natural and sustainable products in both domestic and export markets.
- Develop, Promote and commercialize new diversified products viz; specialty fine fabric, Jute Technical Textile, Jute Industrial products, jute hygiene products, jute composite board etc.

**Funding Outlay for the MDPS Scheme :**

The Total outlay of Rs. 117.82 crores for the Market Development & Promotion Scheme for the period 2021 to 2026 (5 years Period) would be funded from the budgetary support provided by the Ministry of Textiles, Govt. of India to the National Jute Board for 'Schemes for development & Promotion of Jute Industry under 'Revenue Funds/Grants'. The annual fund requirement for the Scheme will be Rs. 14.22 Cr. for the first year and Rs. 25.90 Cr. per year for remaining 4 years as per the year-wise estimated outlays given in the above tabular statement.

**Various Components under the MDPS scheme:**

MDPS consists of various sub-categories like

- Domestic Market Promotion Activities (DMPA)
- Export Market Promotion Activities (EMPA)
- Publicity and Promotion Activities.
- Jute Mark Logo

Under the Domestic Market Promotion Activities (DMPA), there are various mini-categories, like Regional Fair, Jute fairs, National Level Fairs, International fairs (Retail Sales), etc.

**Monitoring Mechanism:** A Monitoring Committee (MC) under the Chairmanship of Jute Commissioner will Commonly monitor implementation and progress of the various Components of **Market Development & Promotion Scheme (MDP)**, (like, 1. Domestic Market Promotion Activities, 2. Export Market Promotion Activities, 3. Jute Mark Logo, 4.Publicity & Promotion), according to the norms and parameters of the approved Scheme. The MC will meet atleast once in 3 months (i.e. on quarterly basis), review the progress, decide settlement of disputed claims, recommend modifications in the Operating Guidelines, if any, required for better implementation of the Scheme/s, for approval by the NJB Board. The composition of the MC is given hereunder:

1	Jute Commissioner	Chairman
2	Secretary, NJB	Member
3	Director(Jute), Ministry of Textiles	Member
4	Dir/DS (IFW), Ministry of Textiles	Member
5	A Representative from IJMA/ JPDEPC/ AJHEEI etc.	Member
6	Director (MP &SI), NJB	Member-Convener
7	Jt. Director/Dy. Director of concerned Regions	Invitee

In case of any dispute in any of the claims under the Scheme, a Common Sub-Committee (SC) Chaired by Director (MP&SI) will examine such claims and submit its recommendations to the Monitoring Committee who will decide as to the acceptance or rejection of the claims based on the documentary evidences. The decision of the MC is final and binding on both NJB and the claimants. The Composition of the Sub-Committee will be as follows:

1	Director (MP &SI), NJB	Chairman
2	Director (F&A) / In-charge Finance, NJB	Member
3	Chairman, IJMA/Vice Chairman, IJMA	Member
4	Chairman, IJMA/Vice Chairman, JPDEPC	Member
5	Jt./ Dy. (MP &SI), NJB	Member-Convener
6	Jt. Director/Dy. Director of concerned Regions	Member