

4-D

Sub-Component

**Operational Guidelines for
Publicity & Promotion
Activities**

Operational Guidelines for Publicity and Promotion Activities

The Funding Outlay for the Publicity and Promotion Activities, are projected and listed below :

S. No.	Name of the Activities/Programs	Unit Cost of the Activities	2021-22 No. of Physical Activities	2021-22 Outlay	2022-23 No. of Physical Activities	2022-23 Outlay	2023-24 No. of Physical Activities	2023-24 Outlay	2024-25 No. of Physical Activities	2024-25 Outlay	2025-26 No. of Physical Activities	2025-26 Outlay	Total No. of Physical Activities (2021-2026)	Total Outlay for 5 Yrs. (2021-2026)
1.	Workshops/Seminars/Conferences on promotion of JDPs	5.00	5	25.00	15	75.00	15	75.00	15	75.00	15	75.00	65	325.00
2.	Road Shows/Fashion Shows	10.00	2	20.00	5	50.00	5	50.00	5	50.00	5	50.00	22	220.00
3.	News Papers Advertisement	0.50	10	5.00	20	10.00	20	10.00	20	10.00	20	10.00	90	45.00
4.	Publicity campaigns through institutional arrangements (Railways/Metros/Trams/Tourist places etc.)	5.00	2	10.00	5	25.00	5	25.00	5	25.00	5	25.00	22	110.00
5.	Publicity Through Magazines, Tabloids, Journals etc.	1.00	10	10.00	20	20.00	20	20.00	20	20.00	20	20.00	90	90.00
6.	Other Promotional Campaigns	5.00	10	50.00	20	100.00	20	100.00	20	100.00	20	100.00	90	450.00
	Total		39 (No. of	120.00	85	280.00	85	280.00	85	280.00	85	280.00	379	1240.00

			activities reduced for 21-22 due to COVID 19 Pandemic										
--	--	--	---	--	--	--	--	--	--	--	--	--	--

Outputs/Outcomes envisaged for Publicity and Promotion Activities

No.	Activities	No. of Activities	Participants in one Activity	Total Participants
1.	Workshops/Seminars/ Conferences on promotion of JDPs	15	100	1500
2.	Road Shows/ Fashion Shows	5	200	1000
3.	News Papers Advertisement	20	1 lakh circulation	20 Lakh circulation
4.	Publicity campaigns through institutional arrangements (Railways/ Metros/ Trams/ Tourist places etc.)	5	-	--
5.	Publicity Through Magazines, Tabloids, Journals etc.	20	5000 circulation	1 lakhs circulation
6.	Other Misc. Promotional Campaigns	20	-	-
	Total	85	-	2500 Participants & 21 Lakhs Circulations

Outcomes/Deliverables (Projected), year-wise of the Publicity and Promotion Activities for 5 years i.e. 2021-2026

S. No	Component s	2021-22	2022-23	2023-24	2024-25	2025-26	Total:
1.	Publicity & Promotion Program	85 Activities, 2500 Participants, 21 Lakhs circulations	85 Activities, 2500 Participants, 21 Lakhs circulations	85 Activities, 2500 Participants, 21 Lakhs circulations	85 Activities, 2500 Participants, 21 Lakhs circulations	85 Activities, 2500 Participants, 21 Lakhs circulations	430 Activities, 12,500 Participants, 105 Lakhs circulations

Media & Promotion Campaign :

Funding pattern :

- (i) Workshops/Seminars/ Conferences on promotion of JDPs @ Rs. 5.00 lakh each;
- (ii) Road Shows/ Fashion Shows @ Rs. 10.00 lakh each;
- (iii) News Papers Advertisement @ Rs. 0.50 lakh each;
- (iv) Publicity campaigns through institutional arrangements (Railways/ Metros/ Trams/ Tourist places etc.) @ 5.00 lakh each;
- (v) Publicity Through Magazines, Tabloids, Journals etc. @ Rs. 1.00 each;
- (vi) Other Promotional Campaigns under the directions of the Ministry @ Rs. 5.00 lakh each

Note : Empanelment of Marketing/Promotion Agency will be done under the sub-component of the Scheme (Publicity & Promotion)

Road Shows / Fashion Shows to be organized through Advertising Agencies or any other organizations, like NIFT, etc, Specialized in organizing such events.

Institutional arrangement for development of Visual merchandising and Merchandising professionals with special focus on jute sector will be done under JDRC component.

Office responsible for organization of participation: NJB (HQ) (and/ or) Deputed Officer of NJB

Profile of Participants : Wholesalers, exporters, Artisans, Entrepreneurs, NGOs, WSHGs & General Public, etc

Other Promotional Campaign & Other Activities :

This component merged with Domestic Market Promotion under MDP Scheme

Outcome envisaged (2021-26):

Global branding & Positioning of Indian Jute as Eco-friendly, Natural, Green & sustainable Fibre

(Note : The Monitoring Committee and Sub-Committee will be COMMON for all the Schemes under this MDPS Scheme and the Committee details are mentioned at the beginning of the Scheme)