4-B

Sub-Component

Operational Guidelines for
Export Market
Promotion Activities

(EMPA)
Operating Guidelines for Export Market Promotion Activities (EMPA) are:

Under the Export Market Promotion Activities, there are various mini-categories, like International Level fairs in India, International Fairs Abroad, International Mega Fairs, Business Delegation/BSM/Road Shows/International Conferences and Seminars, etc.

(A) International Level fairs in India,

- **Definition:** The Specialised fairs which are organized in India with focus on export promotion of specific product group with latest development.
- **Exhibitors:** Indian Jute Exporters (New & Existing), Apart from other International Participants.
- **Profile of Visitors (Buyers):** Wholesalers, exporters/importers and buying houses, International buyers.
- **Sales:** Only order booking / (No retail sales)
- **Organiser:** The fair organizer should have International base like Messe Frankfurt, India Trade Promotion bodies like ITPO, Indian EPCs, etc.
- **Office responsible for organization of participation:** NJB (HQ) / NJB Regional Office/s.
- **Participants:** Regd. jute exporters under NJB/EPCs.

The Selection of Participants will be on the basis of product coverage and to be finalized by the nodal officer, in consultation with One(1) Local State / Central Govt. Officer.

- **Level of assistance by NJB:**
  - **Space:**
    - Generally, built-up stalls will be hired and fabrication etc. by NJB will be avoided. One stall will be hired for generic promotion – where the cost of decoration will be incurred by NJB. While booking the spaces, it shall be kept in mind that the total expenditure of Space rent + Fabrication etc. does not exceed Rs. 15.00 lakh (indicative only, subject to increase, depending on the level of participation) and the no. of participants in a fair will be limited to the available space within this budgetary limit.
    - Support provided – Export Promotion Int. Fairs in India, Tiny & Micro Entrepreneurs – Complimentary; For Established Exporters – 10% will be charged as participation fee. Participation Fees, if any, is to be remitted to NJB HO or Respective Organising Regional Offices, along with the Participation Form
  - **Display & decoration - NJB**
    - **Addl. Decoration -** By respective participants
<table>
<thead>
<tr>
<th>Sl</th>
<th>%' of Assistance</th>
<th>Total Assistance Ceiling</th>
<th>Space rent &amp; Stand Construction &amp; Decoration</th>
<th>Economy Airfare for 2 &amp; Hotel for No. of Fair days + 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i)</td>
<td>Established Jute Mills/big exporters of Traditional Jute Products – 50% financial support on the cost of participation subject to a ceiling of Rs. 3.75 lakhs per unit/exporter. Visit of maximum two representatives of each unit permitted in each event.</td>
<td>50</td>
<td>3.75</td>
<td>2.5</td>
</tr>
<tr>
<td>(ii)</td>
<td>Established Micro, Medium, big exporters/Mills exporting Jute Diversified Products (JDPs) – 75% financial support on the cost of participation subject to a ceiling of Rs. 5.625 lakhs per unit/exporter. Visit of maximum two representatives of each units permitted in each event.</td>
<td>75</td>
<td>5.625</td>
<td>3.75</td>
</tr>
<tr>
<td>(iii)</td>
<td>New Exporters and Jute Artisans and Micro units manufacturing Jute Diversified Products (JDPs) having potential for becoming an exporter – 90% financial support on the cost of participation subject to a ceiling of Rs. 6.75 lakhs per unit/exporter. Maximum 3 chances will be given under this category. 4th event onwards, they will be covered under category (ii) above.</td>
<td>90</td>
<td>6.75</td>
<td>4.5</td>
</tr>
</tbody>
</table>
(B) International Fairs Abroad

- **Definition:** The fairs which are organized abroad with focus on export promotion of specific product group with latest development.
- **Office responsible for organization of participation:** NJB (HQ) (and) Deputed Officer of NJB
- **Participants:** Regd. jute exporters under NJB / EPCs. The Selection of Participants will be on the basis of product coverage and to be finalized by the nodal officer, in consultation with Director (MP&SI), NJB

- **Level of assistance by NJB** under Export Market Promotion Activities (EMPA) scheme for participation in international fairs abroad.
  
  (i) Established Jute Mills/ big exporters of Jute Products – 50% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, air fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 3.75 lakhs per unit/exporter. Visit of maximum two representatives of each unit permitted in each event.

  (ii) Established Micro, Medium, big exporters/Mills exporting Jute Diversified Products (JDPs) – 75% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, Air Fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 5.625 lakhs per unit/exporter. Visit of maximum two representatives of each units permitted in each event.

  ➢ New Exporters manufacturing Jute Diversified Products (JDPs)– 90% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, air fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 6.75 lakhs per unit/exporter. Maximum 3 chances will be given under this category. 4th event onwards, they will be covered under category (ii) above.

**Display & decoration-** NJB for its generic promotion.

**Addl. Decoration in stalls** - By respective participants.

(C’) International Mega Fairs

- **Definition:** The Specialized Mega fairs which are organized abroad with focus on export promotion of specific product group.
- **Office responsible for organization of participation:** NJB (HQ) (and) Deputed Officer of NJB
- **Participants:** Regd. jute exporters under NJB / EPCs. The Selection of Participants will be on the basis of product coverage and to be finalized by the nodal officer, in consultation with Director (MP&SI), NJB
Level of assistance by NJB:
Level of assistance by NJB under Export Market Promotion Activities (EMPA) scheme for participation in international fairs abroad.

(i) Established Jute Mills/ big exporters of Traditional Jute Products – 50% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, air fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 3.75 lakhs per unit/exporter. Visit of maximum two representatives of each unit permitted in each event.

(ii) Established Micro, Medium, big exporters/Mills exporting Jute Diversified Products (JDPs) – 75% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, air fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 5.625 lakhs per unit/exporter. Visit of maximum two representatives of each unit permitted in each event.

➢ New Exporters manufacturing Jute Diversified Products (JDPs) – 90% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, air fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 6.75 lakhs per unit/exporter. Maximum 3 chances will be given under this category. 4th event onwards, they will be covered under category (ii) above.

Display & decoration - NJB for its generic promotion.

Addl. Decoration in stalls - By respective participants.

(D’) Business Delegation/ BSM/ Road Shows/ International Conferences and Seminars

• Definition: The Business Delegation/ BSM/ Road Shows/ International Conferences and Seminars which are organized abroad with focus on export promotion of specific product group with latest development.

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

• Participants: Regd. jute exporters under NJB / EPCs.

The Selection of Participants will be on the basis of product coverage and to be finalized by the nodal officer, in consultation with Director (MP&SI), NJB

• Level of assistance by NJB:

• Level of assistance by NJB under Export Market Promotion Activities (EMPA) scheme for participation in international fairs abroad.
i. Established Jute Mills/ big exporters of Traditional Jute Products – 50% financial support (of Rs. 7.50 lakh) on the cost of participation(stall rent, Air Fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 3.75 lakhs per unit/exporter. Visit of maximum two representatives of each unit permitted in each event.

ii. Established Micro, Medium, big exporters/Mills exporting Jute Diversified Products (JDPs) – 75% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, Air Fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 5.625 lakhs per unit/exporter. Visit of maximum two representatives of each units permitted in each event.

New Exporters manufacturing Jute Diversified Products (JDPs) – 90% financial support (of Rs. 7.50 lakh) on the cost of participation (stall rent, Air Fare, hotel accommodation & stall decoration) subject to a ceiling of Rs. 6.75 lakhs per unit/exporter. Maximum 3 chances will be given under this category. 4th event onwards, they will be covered under category (ii) above.

<table>
<thead>
<tr>
<th>Application for participation in Export Promotion Events organized by NJB</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
</tr>
<tr>
<td>2</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>S. No.</td>
</tr>
<tr>
<td>--------</td>
</tr>
<tr>
<td>1.</td>
</tr>
<tr>
<td>2.</td>
</tr>
<tr>
<td>3.</td>
</tr>
<tr>
<td>4.</td>
</tr>
<tr>
<td>Seminars</td>
</tr>
<tr>
<td>----------</td>
</tr>
<tr>
<td>Total estimated cost</td>
</tr>
</tbody>
</table>

- **In International fairs (abroad):**
  - Receipt of online application along with requisite participation fees within deadline set.
  - The applicant jute exporters should be registered under RCMC issue by NJB / other EPCs.
  - Thrust products for promotion – (should be in conformity with the product / buyers’ profile of the fair).
  - Volume/Value of **total jute goods exports** made by the applicants - exporters during the previous fiscal.
• Volume/ Value of **exports of thrust products** for promotion made by the applicants – exporters during the previous fiscal.

**Some Key Points related to EMPA Scheme:**
- Eliminating provision of independent participation under the scheme
- Increasing support for new entrepreneurs by increasing the number of fairs subsidized at 75% of the project cost to 5 fairs from the previous limit of 2 fairs
- Exploring sample exhibitions in the untapped markets
- Developing common design theme for exhibitions

**Outcome envisaged (2021-26):**
- To Achieve export target of Rs. 3800 Cr. during the 5 Years period (2021-26) at a CAGR of 10% over Rs. 2400 Cr. presently, through innovative and aggressive marketing strategies, initiatives and events.
- JDPs export to be pushed into LAC, Oceania and other emerging countries concurrent to expanding markets in USA, Europe and African Countries.

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

<table>
<thead>
<tr>
<th>S. No</th>
<th>Components</th>
<th>2021-22</th>
<th>2022-23</th>
<th>2023-24</th>
<th>2024-25</th>
<th>2025-26</th>
<th>Total:</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i)</td>
<td>Export Market Promotion Activities</td>
<td>23 Activities, 266 Units/booths, Rs. 4280 Lakhs direction business/enquiries generation</td>
<td>23 Activities, 266 Units/booths, Rs. 4280 Lakhs direction business/enquiries generation</td>
<td>23 Activities, 266 Units/booths, Rs. 4280 Lakhs direction business/enquiries generation</td>
<td>23 Activities, 266 Units/booths, Rs. 4280 Lakhs direction business/enquiries generation</td>
<td>23 Activities, 266 Units/booths, Rs. 4280 Lakhs direction business/enquiries generation</td>
<td>115 Activities, 1330 Units/booths, Rs. 21400 Lakhs direction business/enquiries generation</td>
</tr>
</tbody>
</table>

(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)