

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-1280
ANSWERED ON- 16/12/2022

CERTIFICATION OF AUTHENTICITY FOR JUTE PRODUCTS

1280. SMT. MAUSAM NOOR:

Will the Minister of TEXTILES be pleased to state:

- (a) whether Government has introduced certification of authenticity for jute products with the unveiling of 'Jute Mark India' which will promote and protect Indian jute products and will also provide the collective identity and assurance on origin and quality for traditional jute and jute products;
- (b) if so, the details thereof including the progress made in this regard;
- (c) whether Government has taken any step to promote the jute products; and
- (d) if so, the details thereof, if not, the reasons therefor?

ANSWER

THE MINISTER OF STATE FOR TEXTILES
(SMT. DARSHANA JARDOSH)

(a) & (b): The Government has introduced Jute Mark India Logo on 9th July, 2022 for identity & quality assurance in jute products. The Jute Mark Logo has been registered and the Copy Right registration for the same has been applied. The Textiles Committee has been engaged for implementation of certification process.

(c) & (d): The Government of India has approved an Umbrella Programme namely National Jute Development Program (NJDP) with an outlay of Rs. 485.58 crore for overall development and promotion of jute sector during the period of 2021-22 to 2025-26. NJDP comprises following schemes to promote the jute products:

- Jute Resource-cum- Production Centre
- Jute Raw Material Bank
- Jute Retail Outlets
- Jute Design Resource Centre
- Production Linked Incentive
- Market Development & Promotion Scheme
