

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 2191**  
**TO BE ANSWERED ON 20.03.2023**

**SCHEME TO PROMOTE JUTE INDUSTRY**

2191. SHRI NARHARI AMIN:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether any special scheme is being implemented through MSMEs to promote jute industry in the country;
- (b) if so, the benefits being provided through said scheme to the entrepreneurs for setting up jute industry, the details thereof;
- (c) whether any assistance has been provided to entrepreneurs through said scheme to promote jute industry in the State of Gujarat; and
- (d) if so, the total number of entrepreneurs having been provided an assistance during last five years, along with details thereof?

**ANSWER**

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SHRI BHANU PRATAP SINGH VERMA)

(a) to (d): The Government is promoting micro and small industry, including jute industry, in the country through the following schemes:

**I. National Jute Board (NJB)** has been implementing the National Jute Development Programme (NJDP) at a total financial outlay of Rs. 485.58 crore for the period 2021-22 to 2025-26 for development and promotion of Jute sector.

NJDP includes, among others, the following schemes for MSME- Jute Diversified Product (JDP) manufacturing units across the country.

**(i) Capital Subsidy for Acquisition of Plant & Machinery (CSAPM) for Manufacturing Jute Diversified Products scheme** to facilitate modernization/upgradation in the jute mills and MSME JDP units for manufacturing jute diversified products. Incentive @ 30% of the cost of machinery of jute diversified products is provided under the scheme. Total financial outlay for implementation of the above scheme during 2021-22 to 2025-26 is Rs 30.00 crore.

**(ii) Jute Raw Material Bank (JRMB) scheme** facilitates MSME-JDP producing units and beneficiaries of Jute Resource cum Production Centre (JRCPC) to source jute raw materials at Mill Gate Price. Total financial outlay for implementation of JRMB scheme during 2021-22 to 2025-26 is Rs 16.80 crore.

**(iii) Jute Retail Outlets (JRO) scheme** facilitates existing and new artisans/entrepreneurs for promotion & sale of JDPs through retail outlets/ showroom. Total financial outlay of JRO scheme during 2021-22 to 2025-26 is Rs 12.60 crore.

**(iv) Jute Design Resource Centre (JDRC)** facilitates existing and new JDP manufacturers and exporters to avail support/guidance on designing and development of market worthy innovative jute diversified products. Total financial outlay for implementation of JDRC scheme during 2021-22 to 2025-26 is Rs 5.80 crore.

**(v) Production Linked Incentive (PLI) scheme** supports jute mills and MSME JDP units in becoming cost competitive in the international market and facilitates export orders. Incentive is provided @ 3% of the export value or 5% of cost of raw material (jute) used in exported JDP, whichever is lower subject to maximum of Rs 12.00 Lakh per annum/ unit. Total financial outlay for implementation of PLI scheme during 2021-22 to 2025-26 is Rs 66.00 crore.

**(vi) Market Development & Promotion Scheme (MDPS)** supports the MSME-JDP units for promotion and sale of JDPs in the domestic market and registered jute exporters to boost export of jute goods. Export Market Promotion Assistance is being provided @ 75% and 90% to MSME-JDP and new exporters respectively, for participation in international events covering air fare, hotel and space & decoration cost. Total financial outlay for implementation of MDPS scheme during 2021-22 to 2025-26 is Rs 117.82 crore.

The above schemes under National Jute Development Programme (NJDP) are implemented by National Jute Board on pan India basis including Gujarat for development and promotion of jute sector. During last 5 years, (2017-18 to 2021-22), no jute entrepreneur in Gujarat has been provided support service/ assistance for promotion of jute under the approved specified scheme.

**II. Prime Minister's Employment Generation Programme (PMEGP):** PMEGP is a credit-linked subsidy programme implemented by Ministry of MSME, through Khadi and Village Industries Commission (KVIC), for generation of employment opportunities through establishment of micro enterprises in non-farm sector including jute industry. Under PMEGP, General Category beneficiaries can avail Margin Money subsidy of 25% of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to Special Categories, such as Scheduled Castes, Scheduled Tribes, OBCs, Minorities, Women, Transgenders, Ex-servicemen, Differently Able, beneficiaries belonging to Northeastern Region, Aspirational District, Hill and Border areas, etc., the Margin Money subsidy is 35% in rural areas and 25% in urban area. The maximum cost of project is Rs. 50 lakhs in the manufacturing sector and Rs. 20 lakhs in the service sector. Assistance is given to the existing micro units setup under PMEGP for upgradation through 2<sup>nd</sup> financial assistance of up to Rs. 1 cr. with subsidy up to 15% (20% for NER and Hill areas). Besides, regular handholding through experts is provided to the existing entrepreneurs on various financial, marketing and operational aspects for scaling up their units.

Details on PMEGP units assisted in manufacturing of Jute products in India and Gujarat state during last five years is given at **Annexure**.

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**Annexure: referred to in reply to part (a) to (d) of the Rajya Sabha Unstarred Question No. 2191 for answer on 20.03.2023**

Detail	Manufacture of Jute products		
	No. of Projects	MM (Rs.in lakh)	Employment
<b>2017-18</b>			
All India	48	140.44	384
Gujarat	1	3.60	8
<b>2018-19</b>			
All India	65	157.09	520
Gujarat	0	0.00	0
<b>2019-20</b>			
All India	48	132.74	384
Gujarat	0	0.00	0
<b>2020-21</b>			
All India	73	233.67	584
Gujarat	3	11.86	24
<b>2021-22</b>			
All India	89	271.24	712
Gujarat	1	2.64	8