

LOK SABHA
UNSTARRED QUESTION NO. 1698
TO BE ANSWERED ON 13.12.2023

DEVELOPMENT AND GROWTH OF JUTE INDUSTRY

1698. SHRI NARANBHAI KACHHADIYA:

Will the Minister of TEXTILES वस्त्र मंत्री
be pleased to state :

- (a) whether it is a fact that some fresh initiatives have been taken recently for the development and growth of the jute industry in the country;
- (b) if so, the details thereof, especially those related to technology upgradation and incentives proposed for achieving the higher export targets by the industry; and
- (c) the details of specific machinery established to help achieve the higher export targets and to monitor the progress; phase-wise?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्रीमती दर्शना जरदोश)
THE MINISTER OF STATE FOR TEXTILES
(SMT. DARSHANA JARDOSH)

(a) & (b): The Government has approved an Umbrella Scheme namely National Jute Development Program (NJDP) with a total outlay of Rs 485.58 crore for implementation during 2021-22 to 2025-26 for overall development and promotion of Jute Sector. NJDP covers following schemes including schemes related to technology upgradation and incentives for achieving the higher export targets by the jute industry:

- (i) Improved Cultivation and Advanced Retting Exercise (Jute ICARE)** –To introduce package of scientific methods of jute cultivation and retting exercises for improving fibre quality and productivity and reducing the cost of jute production and increasing farmers' income.
- (ii) Jute Resource cum Production Centre (JRCPC)**- To spread jute diversification programme by providing trainings to new artisans and WSHGs for sustained employment for production of Jute Diversified Products (JDPs).
- (iii) Jute Raw Material Bank (JRMB)**- To supply jute raw materials to jute artisans, MSMEs for production of JDPs at Mill Gate price.
- (iv) Jute Retail Outlets (JRO) Scheme** – To facilitate existing and new artisans/entrepreneurs for promotion and sale of JDPs through Retail Outlets/Showrooms.

(v) Jute Design Resource Centre (JDRC)- For designing and development of market worthy innovative jute diversified products and helping existing and new JDP manufacturers and exporters.

(vi) Product Diversification (R&D) Studies- Prioritization of Research & Development to explore the possibilities of jute in Textile and Non Textile Applications.

(vii) Production Linked Incentive (PLI) Scheme - Jute Mills and MSME Jute Diversified Product units exporting JDPs are supported for manufacturing and exporting jute diversified products and making them cost competitive in the international markets. Incentive @30% of the JDP export value or 5% of Jute raw material used cost, whichever is lower subject to maximum of Rs 12 lakh per annum / unit is provided under this scheme.

(viii) Capital Subsidy for Acquisition of Plant & Machinery (CSAPM)- For manufacturing Jute Diversified Products (JDPs) and to facilitate modernization / upgradation of the existing Jute mills and MSME Jute Diversified Product Units. Incentive @ 30% of the cost of JDP machineries subject to upper ceiling of the assistance of Rs. 1.5 crore per beneficiary unit during the entire tenure of the Scheme.

(ix) Market Development Promotion activities (Domestic & Exports)- To support the JDP units for promotion and sale of JDPs, in the Domestic market and to registered jute exporters to boost export of jute goods. Development of Jute Mark Logo for Certification of Quality Jute Diversified products and Launching Publicity campaign to popularize Jute as Eco-friendly products in Domestic and international market.

(x) Scholarship Scheme for the girl children of the workers of jute mills, JDP-MSMEs: To support the girl children of the workers of Jute Mills/MSME-JDP Units in the form of incentives @ Rs.5,000/- on passing out Secondary Examination and Rs.10,000/- on Higher Secondary Examination.

(c): The CSAPM Scheme facilitates technology up-gradation in Jute Diversified Product Units. So far, an incentive of Rs. 1.64 crore has been given to five JDP units for setting-up of machineries such as Carpet Loom, Curing Machine, Digital Printer Machine, Non-Woven Plant, Industrial SNLS Sewing Machine, etc.

The Technical Committee with the members from Indian Jute Mills Association, Jute Products Development & Export Promotion Council and Jute Shippers Council periodically monitor the progress of implementation and recommend further improvement in the CSAPM Scheme. The Monitoring Committee under the chairmanship of Jute Commissioner reviews the status of implementation and approves the suggestion/recommendation of the Technical Committee for implementation.
