

PROMOTION OF JUTE LIFESTYLE PRODUCTS

493. SHRI JAGANNATH SARKAR:

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

- (a) the steps taken by the Government to promote jute-based lifestyle products such as floor coverings, decorative items, furnishing fabrics, bags and jute mats in domestic and international markets;
- (b) the total funds allocated for the development and promotion of jute lifestyle products during the last five years;
- (c) whether the Government has introduced any incentives or subsidies for jute artisans, manufacturers, and exporters to enhance production and competitiveness;
- (d) the key challenges faced by the jute industry, including raw material availability, pricing, and market demand, and the measures taken by the Government to address them; and
- (e) whether the Government is taking any steps to integrate jute products into sustainable and eco-friendly initiatives to boost their appeal among consumers?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री पबित्र मार्घेरिता)

THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a) to (c): The Government under the National Jute Development Program (NJDP) has been implementing the Market Development & Promotion Scheme and the Jute Diversification Scheme for the promotion of jute diversified products. During the last five years, an amount of Rs. 124.45 crore has been earmarked for the implementation of these schemes. Under NJDP schemes, Capital Subsidy for Acquisition of Plant & Machinery Scheme, Jute Resource cum Production Centre, Jute Raw Material Bank & Production Linked Incentive schemes, the Government supports jute artisans, manufacturers, and exporters to enhance production and competitiveness.

(d): The key challenges faced by the jute industry are obsolete machinery and technology, competition with synthetic fibres, average quality & fluctuation in price of raw jute. To address the challenges, the Government has been implementing the NJDP to promote the overall development of the jute sector. Under the provisions of the Jute Packaging Materials (Compulsory Use in Packaging Commodities) Act, 1987, the Government ensures a minimum percentage of food grains and sugar is packaged in jute material to support the jute industry and farmers. Further, the Government incentivize jute farmers by the Minimum Support Price (MSP) for jute.

(e): Jute is a biodegradable and sustainable product. The Government has been implementing NJDP with the aim of exploring the potential of jute use in both textile and non-textile applications, with value addition. Additionally, the Government has taken steps to boost the appeal of jute products among consumers through mass awareness campaigns, the display and promotion of diversified jute products through participation in jute fairs & exhibitions, and the facilitation of jute exporters' participation in international trade fairs/exhibitions, and the incentivisation of their sales.
