

**GOVERNMENT OF INDIA  
TEXTILES  
LOK SABHA**

UNSTARRED QUESTION NO:4960  
ANSWERED ON:26.08.2010  
JUTE PARKS  
Sachan Shri Rakesh

**Will the Minister of TEXTILES be pleased to state:**

- (a) whether the Government proposes to set up 'Jute Parks' in the country with a view to promote diversification of jute products;
- (b) if so, the total number of such parks set up in the country so far and their locations;
- (c) the number of parks that are proposed to be set up, location-wise;
- (d) the details of facilities being provided to the entrepreneurs under these parks; and
- (e) the details of steps being taken to popularize jute/jute products in the country?

**Answer**

MINISTER OF THE STATE IN THE MINISTRY OF TEXTILES (SMT. PANABAAGA LAKSHMI)

(a), (b) & (c): Under the Jute Technology Mission, Government has a scheme for establishing Jute Parks. 9 Jute Parks have been sanctioned. The details of jute parks sanctioned and their locations are annexed.

(d): The subsidy available under this scheme for establishment of Jute Park is 40% of the eligible cost for setting up common infrastructure in the Jute Park (excluding the cost of land), subject to a maximum of Rs.7.5 crores. For setting up Jute Parks in NE States the subsidy is 90%. Under the scheme, common infrastructure such as compound wall, electric power supply, roads, effluent treatment plant, water supply, sanitation, sewerage and drainage system etc. can be constructed.

(e): For creating mass awareness regarding various schemes being implemented for promotion of jute and jute products and their impact on the target audience and the benefits accrued out of the schemes, the following publicity measures are taken by the National Jute Board:-

- (i) Organising Awareness Workshops at different locations.
- (ii) Holding Interactive Sessions
- (iii) Organisation of Buyer-Seller Meets
- (iv) Holding Fashion Shows
- (v) Distribution of promotional materials
- (vi) Setting up of Permanent Sales Outlets
- (vii) Promotion and sales of jute products through retail chains
- (viii) Institutional Advertisements in newspapers inviting offers.
- (ix) Dissemination of information through websites
- (x) Promotional campaign through various media
- (xi) Press meets