

LOK SABHA  
UNSTARRED QUESTION NO. 2535  
TO BE ANSWERED ON 06.03.2020

JUTE INTEGRATED DEVELOPMENT SCHEME

2535. SHRI NISITH PRAMANIK:  
SHRI RAMESH CHANDER KAUSHIK:

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

- (a) the details of the targets achieved under the Jute Integrated Development Scheme (JIDS) 2015 and the number of new clusters that have been established;
- (b) whether the seeds of jute are available in plenty in the country at present;
- (c) if so, the quantum of jute seeds exported from the country annually; and
- (d) the schemes being implemented by the Government to encourage jute in North-Eastern States including Assam and across the country?

उत्तर

ANSWER

वस्त्र मंत्री (श्रीमती स्मृति ज़ूबिन इरानी)  
MINISTER OF TEXTILES  
(SMT. SMRITI ZUBIN IRANI)

**(a):** Jute Integrated Development (JID) Scheme has been implemented since 2016-17 under which assistance @ 75% of the machinery cost subject to maximum of Rs1.50 lakh is provided to the Collaborating Agencies which set up Training cum Production Centre (TCPC) for conducting training programmes.

Since 2016-17 to 2019-20 (upto Jan, 2020) , a total amount of Rs. 158.00 lakh was disbursed to the Collaborating Agencies/ Master Trainers/ Designers under the JID Scheme, the details of which are given below:

Year	2016-17	2017-18	2018-19	2019-20 (UptoJan'20)
Rs. In lakhs	39.68	62.20	29.63	26.73
No. of units	18	25	10	9

Outcome – Total No. trainees: 1240 (40% of which are employed by Collaborating Agencies or in self-employment). There is no provision for creating new clusters under the JID scheme.

**(b) & (c):** There was no shortage of jute seeds in the country and the Quantity of Jute seeds exported as reported by EXIM Committee, in 2017-18, 2018-19 & 2019-20 (as on date) is as under:-

	(In Tonnes)
2017-18	9836.60
2018-19	5731.00
2019-20	9048.60

(d): The schemes formulated by the government for encouraging jute in North-Eastern States including Assam and across the country are given below:

**(i) Mandatory Packaging in Jute Materials:-**

Under the Jute Packaging Materials (Compulsory Use in Packing Commodities) Act, 1987, Government specifies the commodities and the extent to which they are mandatorily required to be packed in Jute Packaging Materials. At present, a minimum of 100% of food grains and a minimum of 20% of sugar are to be compulsorily packed in jute sacking.

**(ii) Jute Industry Modernization Scheme: Incentive Scheme for Acquisition of Plants & Machinery (ISAPM):**

The Incentive Scheme for Acquisition of Plant & Machinery (ISAPM) for modernization in Jute mills & JDP units is implemented to increase the productivity of the jute machinery and making them efficient by replacing the old machines by new and technologically advanced machines. During 2014-15 to 2018-19, capital subsidy amounting to Rs. 49.71 crores to jute mills and JDP units has been released.

**(iii) Jute Farmers' Welfare Scheme: JUTE –ICARE:**

A Jute-ICARE (Improved Cultivation and Advanced Retting Exercise) project is being implemented since the last four years with an objective to introduce package of scientific technique of Jute cultivation and retting exercises for improving fibre quality and productivity and reducing the cost of jute production and to increase income of jute farmers. The scheme has covered 69 blocks comprising land area of 98,897 hectares and around 2 lakh farmers by year 2018-19.

**(iv) Workers' Welfare Scheme:**

(a) **Swachhatta Abhiyan – Sulabh Sauchalaya:** Assistance to the jute mills is provided for improvement of sanitation, health facilities and working conditions of jute mill workers. The rate of assistance is @90% of actual expenses subject to maximum of Rs. 60.00 lakh (per mill/annum). Under this scheme, 1365 Toilet units have been constructed in 46 Jute Mills from 2014-15 to 2018-19.

(b) **Scholarship Scheme for the girl children of the workers of jute mills, JDP-MSMEs:** NJB provides Scholarship / Incentive support to the girl children of the workers of Jute Mills / JDP – MSME units on passing out Secondary and Higher secondary examinations. Scholarship / Incentive of Rs. 1133.05 lakh have been given to 17,722 girl children of Jute Mills / JDP MSME workers for being successful in Secondary and Higher secondary examinations from 2014-15 to 2018-19.

**(v) Export Market Development Assistance Scheme:**

The Export Market Development Assistance (EMDA) Scheme facilitates registered manufacturers and exporters of jute products to participate in international fairs and business delegation abroad for export promotion of lifestyle and other JDPs and boost

exports. During 2014-15 to 2018-19, an amount of Rs 17.21 crores has been disbursed to registered jute exporters for participation in International Jute fairs under the scheme.

**(vi) Retail Outlet of Jute Diversified Products and Bulk Supply Scheme:**

Retail Outlet scheme supports supply chain and bulk supply of JDPs by the jute entrepreneurs for selective and mass consumption. During 2014-15 to 2018-19, an amount of Rs. 3.48 crores has been provided to 80 beneficiaries/entrepreneurs under this scheme.

**(vii) Design Development Scheme :NJB Jute Design Cell at NID:**

A Jute Design Cell for development of Jute Shopping Bags and Lifestyle Accessories has also been set up at the Innovative Centre for Natural Fibres (ICNF) of NID (National Institute of Design), Ahmedabad whose prime objective is to develop newer and innovative Products through design and technology intervention for value addition and better market at home and abroad. NID has already developed more than 100 woven, dyed, finished samples for jute lifestyle accessories and has showcased low cost jute carry bags as an alternative against plastic bags, collapsible jute bags etc. Jute bags namely fashion, Tote Bags, Foldable hand bags (natural & dyed).

**(viii) Jute Integrated Development Scheme (JIDS)**

JID Scheme aims at setting up local units and agencies at distant locations around the country through collaboration with bonafide bodies to carry out various activities. JID agencies act as a facilitator for providing Basic, Advance and Design Development training programmes and rendering the backward and forward linkages to the existing and potential entrepreneurs at grass-root levels mainly on technology application and design /product development and disseminations. JID agencies are also the prime source for market facilitation to the Jute Diversified Products (JDP) units, SHGs, WSHGs, NGOs, thus help in creating and sustaining the production units thereby generating employment to thousands of people in the rural areas through entrepreneurship development and the setting up of Self Help Groups, particularly Women Self Help Groups (WHSGs). During 2016-17 to 2018-19, 1060 trainees have been imparted trainings for production of various jute diversified products.

**(ix) Jute Raw Material Bank (JRMB) Scheme**

The scheme aims at accelerating the pace of JDP activities in the country by catering to need of MSME-JDP units for production of JDPs so that jute raw materials are supplied to them regularly at mill gate price and to help them manufacture high value products, both for domestic and international markets. This is a sustainable process to increase production base for JDPs and to provide employments to rural masses particularly the women for which selected competent organizations/agencies provide backward and forward linkages. The JRMBs act as a complement to the training & skill development efforts being made by the JID agencies in their respective regions to develop new WSHGs, artisans & entrepreneurs in addition to serving the existing WSHGs, artisans & entrepreneurs.

**(x) Market Promotion Support:**

Market Promotion support is provided to the jute artisans, entrepreneurs, weavers, NGOs, Women Self Help Groups (WSHGs) for selling, marketing and promotion of their products in India and abroad. The fairs organized by NJB are means of livelihood to these groups of people. Some of the prominent events among others were – IITF, Delhi, Surajkund Mela, Tex Trends, Delhi, Taj Mahotsav, Lucknow Mahotsav, Shilpgram Udaipur, Giftex, Mumbai, Indian Handicrafts and gift fair, Greater Noida etc where National Jute Board organise and facilitate participation of jute units for promotion of jute products. The Market Promotion Support beneficiaries are JDP Units, Jute Mills, WSHGs etc. The Market promotion fairs/exhibitions are organised and participated in throughout the country. NJB also provides export promotion supports to the jute exporters and facilitate participation in International fairs, Business delegation, Buyer Seller Meet (BSM) for boosting exports.

**(xi) Scheme for Promoting usage of Geotechnical Textiles in North Eastern Region:**

This scheme is being implemented since 2014-15 through Centre of Excellence – Indian Jute Industries Research Association (IJIRA) in various regions in the State of Manipur and Meghalaya with an objective to demonstrate use of Geotechnical Textiles as a modern cost effective technology in the development of infrastructure fragile geological conditions of North Eastern Region and to improve durability, function and life of infrastructure in North East. National Jute Board has promoted and given technical solution for implementing Hill Slope protection, land slide management, soil conservation and road construction in the North Eastern States in which a quantity of 38.00 lakh square metres of Jute Geo Textiles was used.

**(xii) Jute Development Programme:**

Department of Agriculture, Cooperation and Farmers Welfare is implementing Jute Development Programme with a focus on cropping system approach under National Food Security Mission (NFSM) in 9 major jute growing states viz ; Andhra Pradesh, Assam, Bihar, Meghalaya, Nagaland Orissa, Tripura, Uttar Pradesh & West Bengal from 2014-15 with an aim for enhancing production and productivity. Under the scheme, thrust is given for transfer of latest technology through Front Line Demonstration (on production technology /intercropping & on alternative retting technology) & trainings (national & state level training). Besides, assistance is given for production of quality seeds of newly released varieties. The scheme is being implemented through State Department of Agriculture (SDA), Indian Council of Agricultural Research (ICAR), National Seed Corporation (NSC), etc. From 2015-16, NFSM is being implemented on sharing basis between Government of India and States on 60:40 basis for general category states & 90:10 basis for North East & hilly states. However, the Central Agencies are funded 100% by GOI.

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