

'Jute Mark India' logo

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In news— In order to certify the authenticity of Jute products, the central government has recently launched the 'Jute Mark India' logo.

About the Logo-

- It is an initiative **to promote and protect, boost** domestic market and exports of jute products from India.
- **The Jute Mark India (JMI) scheme will provide the collective identity and assurance on origin** and quality for traditional jute and jute products.
- The JMI would therefore be **a hallmark of powerful creative work** that defines the jute product with quality, distinguishes it from competition and connects it with customers.
- **Each Jute Mark label will contain a unique QR code** and by scanning it, customers can learn about the producer.
- **National Jute Board(NJB) is the nodal agency of the Union textiles ministry**, responsible for the promotion of jute and jute products in India and abroad.
- **NJB is the nodal agency for promotion of Indian Jute. It was set up under the National Jute Board Act, 2008.** It is chaired by the Secretary of the Union Ministry of Textiles.
- NJB's primary objective is to provide better marketing for jute and jute products. It is headquartered in Kolkata, West Bengal.
- **JMI was implemented under an umbrella scheme for development and promotion of the jute sector between FY '22 and FY'26** with a total financial outlay of Rs 485.58 crore by the Centre.

Jute cultivation in India-

- **Jute is an important natural fibre crop in India next to cotton.** In trade and industry, jute and

mesta crop together known as raw jute as their uses are almost same

- Jute cultivation is **mainly concentrated in the eastern and north eastern India** while that of mesta cultivation is spread almost throughout the country.
- The crop **can be grown in low, medium and high land situations, both moisture stress and water stagnating conditions.**
- White Jute can be grown comparatively in low land situations while that of Tossa Jute prefers medium and high land situations.
- Mesta is grown in almost all over the country.

- **In a major part of Jute area, particularly in North Bengal, Bihar and North-Eastern States, the soil is acidic in nature.**

- **The Ganges delta contributes more than 80% of the jute production in the world.**

- Exports of Jute goods from India during 2020-21 were worth Rs 2740 crore and those of jute diversified products were valued at Rs 1261 crore, constituting 46 per cent of the total value of jute goods exports.
- The provisional exports of jute goods during 2021-22 have been at Rs 3785 crore , registering a phenomenal growth of 38.13 per cent as compared to 2020-21.