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GROWTH AND OPPORTUNITIES OF JUTE DIVERSIFIED PRODUCTS EXPORTS IN INDIA

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ABSTRACT

Jute is one of the major industries in the eastern region of India, particularly in West Bengal. Jute – the golden fibre, is a natural, renewable, biodegradable and eco-friendly product that meets all the standards of safe 'packaging' in this era when the green marketing concept is gradually emerging in the globe. Government of India has given priority to the revival and development of the jute sector in its policy matrix. The steady decline in markets for traditional jute products forced the Governments and jute industry to take up programs for development of diversified jute products in the recent past. Besides attention is directed towards promotion of packaging material for conventional and new end-users with the emphasis on bio-degradable and eco-friendly attributes of jute as a natural fibre so that the jute industry does not depend primarily and mandatory packaging. The paper is an attempt to assess the growth and performance of diversified jute products in export market.

KEYWORDS

jute, eco-friendly, product diversification, export.

INTRODUCTION

The jute industry occupies an important place in the national economy. It is one of the major industries in the eastern region, particularly in West Bengal. It supports nearly 4 million farm families, besides providing direct employment to 2.6 lakh industrial workers and livelihood to another 1.4 lakh people in the territory sector and allied activities. The production process in jute industry goes through a variety of activities, which include cultivation of raw jute, processing of jute fibres, spinning, weaving, bleaching, dyeing, finishing and marketing of both raw jute and its finished products. The jute industry in labour intensive and as such its labour-output ratio is also high. In spite of various difficulties faced by the industry, capacity utilization is around 75 per cent. The steady decline in markets for traditional jute products forced the Governments and jute industry to take up programs for development of diversified jute products over the last few years. International agencies and governments in both exporting and importing countries have supported research and development (R and D) efforts in developing new products from jute, a versatile and environment-friendly natural fibre. Commercialization of these products is expected to open up new possibilities of reviving the jute economy and to help to improve the economic conditions of farmers (including women) and workers in producing countries. Production and commercialization of value added jute products would create additional employment opportunities and assist in alleviating poverty in the jute producing countries. Hence, against this backdrop an attempt is made in this paper, to assess the growth and performance of diversified jute products in export market.

DIVERSIFIED JUTE PRODUCTS**FLOOR COVERING**

From the conventional carpet backing cloth, jute has moved up the value chain and is being used to make attractive floor coverings. Consumer preference is also shifting away from synthetics to natural floor coverings. Jute woven and piled/tufted carpets have found a niche market. With some more attention to consumer preferences, improvements in dyeing and processing and market development, this segment is poised to grow. A traditional jute mat known as "Sattranji" has also received much acclaim from the consumers and has a large market potential.

HAND AND SHOPPING BAGS

Travel bags, beach bags, fancy bags, ladies bags, school bags, shopping bags, carried bags and a range of different bags are available for use, that are made of jute. For shopping bags and similar other uses, attempts are also made for bag of jute/paper combination.

DECORATIVE ITEMS

Several decorative items, toys, wall hanging, paper, decorative bags, table lamps, furniture and many more is made from jute fabrics.

OTHERS

Table cloth, cushion covers, sofa covers, bed covers, curtain cloth, table mats, prayer mats, napkins, aprons, blankets etc. are made of jute or jute in combination with other textile fibres. Jute can replace cotton fabrics either by itself or as a blend with cotton for home textile applications. Attractive fabrics for use as upholstery and tapestry have already been developed and are in the market, albeit in small volumes. Jute handicraft items are attractive products, produced from jute fibre, yarn and fabric. These products vary from cushion covers to lamp-shades, from hats to footwear and from hand bags to fashion accessories. Some attractive items are candle holders, hand bags, jewellery boxes etc. considering the value addition and the employment such handicrafts offer, this segment can grow significantly. Being a biodegradable and renewable nature fibre, jute handicrafts and novelties are in great demand. Jute based handicrafts and novelties vary from toys, table lamp, wall painting, pencil box, and innumerable splendid gift items. They have a huge export potential.

OBJECTIVES OF THE STUDY

1. To Examine the Growth and Performance of the Exports of JDP from India.
2. To Analyse Opportunities of exports of JDP from India.

METHODOLOGY

The present study is mainly based on secondary data and information. The information were collected from various published sources. Such sources include books, journals, Jute Manufacturing Development Council (JMDC) Reports, National Jute Board (NJB) Reports, Indian Jute Mill Association (IJMA) Reports, Food and Agriculture Organization (FAO), Office of the Jute Commissioner, India government reports and publications, research articles, websites, newspapers etc. A statistical tool like Compound Annual Growth Rate (CAGR) was also used to make an indepth analysis to draw meaningful conclusions.

ANALYSIS AND DISCUSSION

GROWTH AND OPPORTUNITIES OF EXPORT OF JDP

Keen on boosting the market for jute products that was hit by recession, Jute Manufacturers Development Council organised a buyers and sellers meet to spread awareness about the wide variety of eco-friendly jute products here on Thursday.

About 25 jute manufacturers from all over India displayed their products- from fibre and fabric to a host of life style and decorative products for the benefit of large retailers, distributors, local retail chains, export related government and hospitality organisations.

With awareness on eco-friendly products growing, jute is gaining acceptance as a convenient alternative to plastic carry bags while jute handicrafts, diversified products like floor-coverings, wall hangings, wide array of hand bags, suitcases and accessories have huge demand here and abroad, says Atri Bhattacharya, Secretary, JMDC and Executive Director, National Centre for Jute Diversification.

The jute industry had a turnover of Rs.5, 000 crore last year while the exports of jute and jute diversified products accounted for Rs.1, 200 crore.

The jute diversified products (JDP) with a tag line ‘surprisingly jute’ accounted for 36 per cent of total exports against that of 18 per cent five years ago. But the potential was still huge, Mr.Bhattacharya said.

To keep up with the demand for JDPs, the JMDC drew up plans to train 50,000 jute artisans, set up jute market yards exclusively to enable farmers sell their produce, develop R&D, technology upgradation and machinery modernisation under Jute Technology Mission, he said. (THE HINDU, JULY 24, 2009)

Jute fibre is conventionally used in making of Floor Coverings, Hand & Shopping Bags, Wall Hangings, Gift Articles and Decorative Fabrics which contribute significantly to the national exchequer through import earnings.

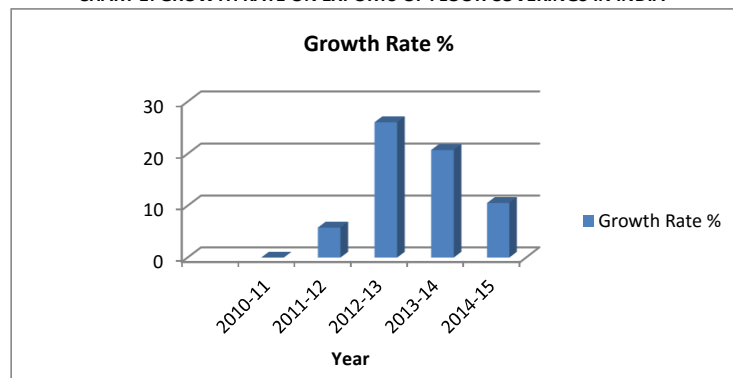
TABLE 1: GROWTH RATE ON EXPORTS OF FLOOR COVERINGS IN INDIA

Year	Amount (Rs./Million)	Increase/Decrease	Growth Rate %
2010-11	1342.36	-	-
2011-12	1420.05	77.69	5.79
2012-13	1789.91	369.86	26.05
2013-14	2160.99	371.08	20.73
2014-15	2388.99	228	10.55
Compound Annual Growth Rate		15.78	

Source: DGCI&S, Kolkata

Table1 shows the growth rate of JDP in India. The total number of floor coverings of JDP in India which has been increased from 1342.36 in 2010-11 to 2388.99 in 2014-15. The growth rate of floor coverings of JDP in India varied between 10.55 percent and 5.79 percent during this study period. The Compound Annual Growth Rate is 15.78 percent. The highest growth rate is 26.05 in 2012-3 during the study period.

CHART 1: GROWTH RATE ON EXPORTS OF FLOOR COVERINGS IN INDIA



Source: DGCI&S, Kolkata

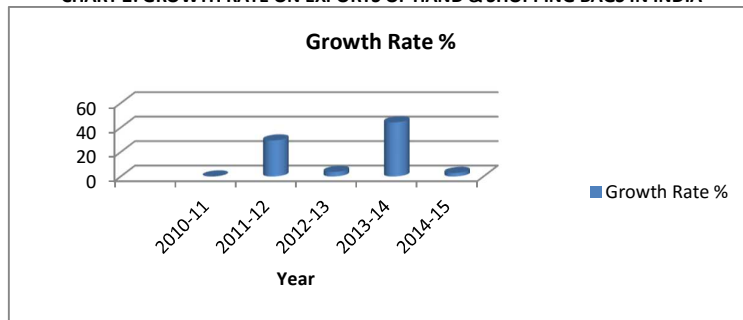
TABLE 2: GROWTH RATE ON EXPORTS OF HAND & SHOPPING BAGS IN INDIA

Year	Amount (Rs./Million)	Increase/Decrease	Growth Rate %
2010-11	1264.22	-	-
2011-12	1636.61	372.30	29.46
2012-13	1696.95	60.34	3.69
2013-14	2448.02	751.07	44.26
2014-15	2518.42	70.4	2.88
Compound Annual Growth Rate		20.07	

Source: DGCI&S, Kolkata

Table 2 shows the Growth Rate of numbers of Hand & Shopping bags of JDP in India. The number of Hand & Shopping Bags of JDP in India which has been increased from 1264.22 in 2010-11 to 2518.42 in 2014-15. The growth Rate of Hand & Shopping Bags of JDP in India varied between 2.88 percent during this study period. The Compound Annual Growth Rate is 20.07 percent.

CHART 2: GROWTH RATE ON EXPORTS OF HAND & SHOPPING BAGS IN INDIA



Source: DGCI&S, Kolkata

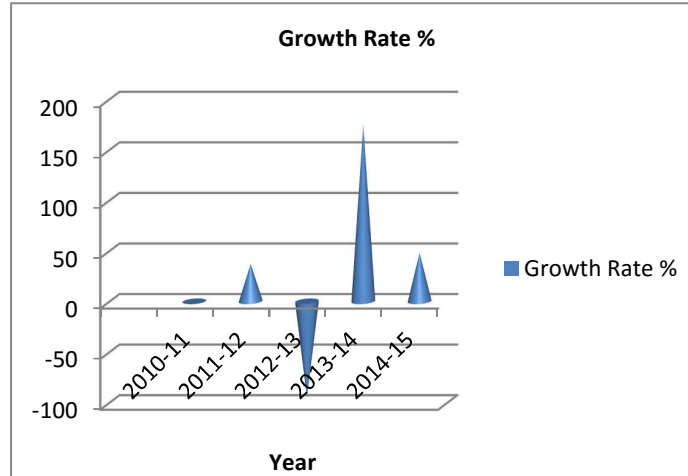
TABLE 3: GROWTH RATE ON EXPORTS OF WALL HANGINGS IN INDIA

Year	Amount (Rs./Million)	Increase/Decrease	Growth Rate %
2010-11	29.90	-	-
2011-12	40.97	11.07	37.02
2012-13	2.09	-38.88	-94.90
2013-14	5.73	3.64	174.16
2014-15	8.48	2.75	47.99
Compound Annual Growth Rate			41.07

Source: DGCI&S, Kolkata

Table 3 elucidates the Growth Rate of number of Wall Hangings of JDP in India. The number of wall hangings of JDP in India which has been increased from 29.90 in 2010-11 to 40.97 in 2011-12. The Growth rate of wall hangings of JDP in India varied between 37.02 per cent during this study period. The compound growth rate is 41.07 per cent.

CHART 3: GROWTH RATE ON EXPORTS OF WALL HANGINGS IN INDIA



Source: DGCI&S, Kolkata

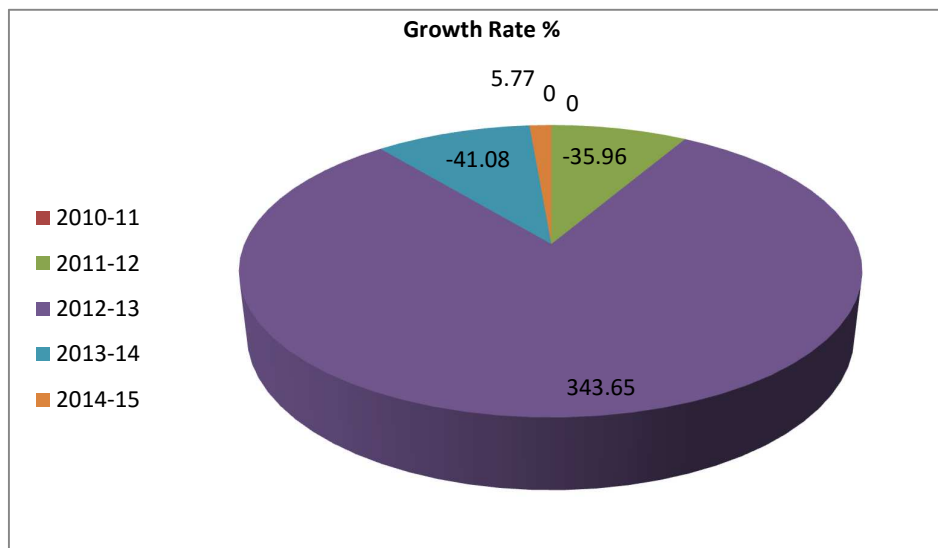
TABLE 4: GROWTH RATE ON EXPORT OF GIFT ARTICLES IN INDIA

Year	Amount (Rs./Million)	Increase/Decrease	Growth Rate %
2010-11	22.86	-	-
2011-12	14.64	-8.22	-35.96
2012-13	64.95	50.31	343.65
2013-14	38.27	-26.68	-41.08
2014-15	40.48	2.21	5.77
Compound Annual Growth Rate			68.10

Source: DGCI&S, Kolkata

Table 4 Narrates the Growth rate of number of Gift Articles of JDP in India which has been increased from 22.86 in 2010-11 to 64.95 in 2012-13. The growth rate of gift articles of JDP in India varied between -35.96 per cent and 343.65 per cent during this study period. The compound annual growth rate is 68.10.

CHART 4: GROWTH RATE ON EXPORT OF GIFT ARTICLES IN INDIA



Source: DGCI&S, Kolkata

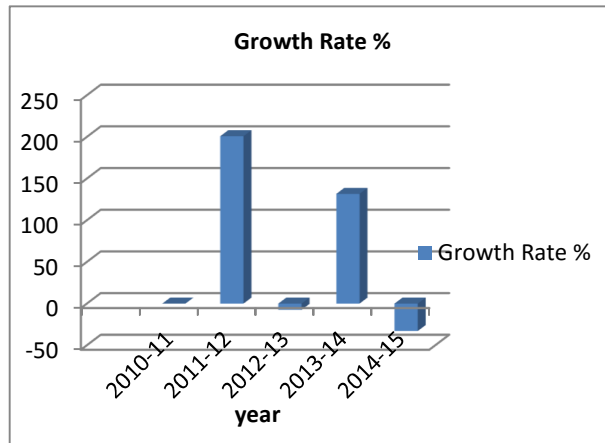
TABLE 5: GROWTH RATE ON EXPORT OF DECORATIVE FABRICS IN INDIA

Year	Amount (Rs. / Million)	Increase / Decrease	Growth Rate %
2010-11	28.61	-	-
2011-12	86.08	57.47	200.87
2012-13	79.59	-6.49	-7.54
2013-14	184.38	104.79	131.66
2014-15	123.71	-60.67	-32.90
Compound Annual Growth Rate 43.02			

Source: DGCI&S, Kolkata

Table 5 narrates the growth rate of number of decorative fabrics of JDP in India. The number of decorative fabrics of JDP in India has increased from 28.61 in 2010-11 to 123.71 in 2014-15. The growth rate of decorative fabrics of JDPs in India fluctuated trend. The compound annual growth rate is 43.02 per cent.

CHART 5: GROWTH RATE ON EXPORT OF DECORATIVE FABRICS IN INDIA



Source: DGCI&S, Kolkata

TABLE 6: GROWTH RATE ON EXPORTS OF JDP FROM INDIA-CAGR ANALYSIS

Export of JDP from India	Growth Rate			
	2012	2013	2014	2015
Floor Coverings	5.79	26.05	20.73	10.55
Hand & Shopping Bags	29.46	3.69	44.26	2.88
Wall Hangings	37.02	-94.90	174.16	47.99
Gift Articles	-35.96	343.65	-41.08	5.77
Decorative Fabrics	200.87	-7.54	131.66	-32.90

Source: DGCI&S, Kolkata

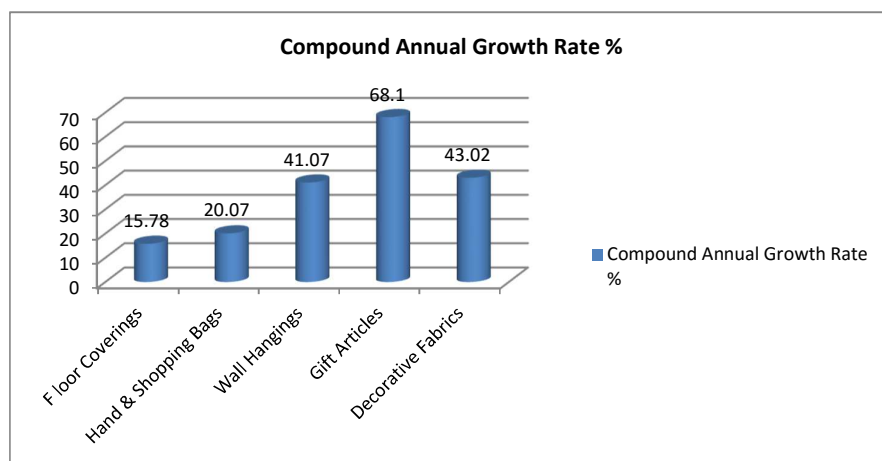
The above table illustrates the growth rate of export of Jute Diversified Products in India during the study period. The growth rate of exports of JDP was fluctuating trend from 2010-11 to 2014-15.

TABLE 7: EXPORT OF JDP FROM INDIA – CAGR ANALYSIS

Exports of JDP	Compound Annual Growth Rate %
Floor Coverings	15.78
Hand & Shopping Bags	20.07
Wall Hangings	41.07
Gift Articles	68.10
Decorative Fabrics	43.02

Sources: Combined Data

CHART 6: EXPORT OF JDP FROM INDIA – CAGR ANALYSIS



Source: DGCI&S, Kolkata

FINDINGS

- JDP in floor coverings shows that the total export was high in the year 2014-15 when compared to other years.
- JDP in hand & shopping bags shows that the total export was high in the year 2014-15 when compared to other years.
- JDP in wall hangings shows that the total export was high in the year 2011-12 when compared to other years.
- JDP in gift articles shows that the total export was high in the year 2012-2013 when compared to other years.
- JDP in decorative fabrics shows that the total export was high in the year 2013-14 when compared to other years.
- It was found that the growth rate of JDP showed a fluctuating trend from 2011-15

CONCLUSION

From the study it is observed that jute diversified products have a highly demanded export market. But because of low production and competition from other substitutes products like plastic, synthetic etc., has dilute the demand of jute diversified product in the global market. To retain its position in the market, a detailed research programme should be undertaken by government organizations like NJB, IJMA, IJIRA etc., in the areas of marketing and promotion of diversified jute products.

The Indian jute industry is having lots of opportunity by its side. It is not only one of the oldest industries of India but also one of the major employment generating sectors of the nation. Jute, the golden fibre, has a potential of reaching the height where it used to be in the past, but it is only possible through constant efforts by government and a proper follow up by the industry.

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