*Jute*

1. **Introduction:**

Jute is a natural fibre with golden and silky shine and hence called The Golden Fibre. It is the cheapest vegetable fibre procured from the bast or skin of the plant's stem and the second most important vegetable fibre after cotton, in terms of usage, global consumption, production, and availability. It has high tensile strength, low extensibility, and ensures better breath ability of fabrics. Jute fiber is 100% biodegradable and recyclable and thus environmentally friendly.

1. **History of jute:**

Jute has been used since ancient times in Africa and Asia to provide a cordage and weaving fiber from the stem and food from the leaves. In several historical documents (Ain-e-Akbari by Abul Fazal in 1590) during the era of the great Mughal Emperor Akbar (1542 –1605) states that the poor villagers of India used to wear clothes made of jute.

Jute has been used in India on family farms for centuries. It was twisted it into cordage and made into twine and ropes to be used on the farm. The jute hurd, left after the fibre was extracted, was used as firewood. Now jute is almost entirely grown by commercial growers.

Jute started to be exported in the 1880s when a system for spinning and weaving was developed in Dundee (Scotland), where there is now a jute museum. Jute products were then sold widely and soon replaced their equivalents in hemp and flax. By the 1970 many jute products were replaced by synthetic fibers and by the late 1990s, bulk packaging in global transport and storage reduced the need for jute sacks. Jute production declined from between 3 and 3.7 million tons a year to between 2.6 and 2.8 million tons. Despite this decline, jute is still a very important plant fibre, second only to cotton’s production of 22 million tons a year.

1. **Why Jute is an Environmentally Friendly Fibre:**

Jute has a low carbon footprint, it is biodegradable, feeds the soil and all parts of the plant can be used.

a) Good for the air

b) Good for the soil

c) Source of wood pulp

**a) Good for the air**

Jute plants help to clean the air; during growth they assimilate three times more CO2 than the average tree, converting the CO2 into oxygen. Polypropylene (the material used in plastic bags) does the opposite, producing huge amounts of CO2 during its manufacture.

**b) Good for the soil**

As well as having little need for fertilizers and pesticides, jute plants enrich the soil. As these plants grow fast, they are often used in crop rotation. The leaves and roots left after harvestenrich the soil with micronutrients, maintaining soil fertility. The flooded fields also support fish populations. When used as a geotextile, it puts nutrients back in the soil when it decomposes.

**c) Source of wood pulp**

The jute stalks left after the fibre has been extracted may help to meet the worlds need for wood pulp, as well as being a renewable source of cooking fuel.

1. **Top jutecultivating& growing countries of the world:**

Jute is not cultivated in all over the world. Special soil characteristics are required for the jute cultivation. Jute is specially cultivated sub-continent and surrounding countries

Bangladesh and west Bengal of India is the highest jute cultivating are. About 85% jute is cultivated in this area. Here, we have listed most growing countries name list they are-

* India
* Bangladesh
* China
* Myanmar
* Uzbekistan
* Nepal
* Thailand
* Vietnam
* Sudan
* Egypt
* Brazil
* Cambodia
* Zimbabwe
* Bhutan
* Pakistan
* Peru
* Cameroon

1. **Top jute importing &exporting countries of the world:**

China is the biggest trade market in the world. China dominated in the world trade market. Here, we have listed top jute importing countries name list. They are-

* China
* Pakistan
* India
* Nepal
* Cote dlvoire

In the world trade, jute sector takes a great place. It is great news for the farmer who is growing jute because peoples are feeling the demand of natural fiber. Jute fibers are cheaper than cotton fiber. Here, we have listed most raw jute exporting countries name. They are-

* Bangladesh
* India
* Kenya
* Pakistan
* Tanzania

1. **Top jute producing countries& their share:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Country | Jute Production | %of World Total |
| 01 | India | 19,910,000 m/t | 55.1% |
| 02 | Bangladesh | 1,452,044 m/t | 41.9% |
| 03 | China | 45,500 m/t | 1.3% |
| 04 | Uzbekistan | 20,000 m/t | 0.57% |
| 05 | Nepal | 14,424 m/t | 0.41% |

1. **SWOT analysis of Jute:**

SWOT Analysis is a useful technique for understanding Strengths and Weaknesses, and for identifying both the Opportunities Threats.

**Strengths:**

* Jute is a labour intensive industry, which engages 4.35 million people.
* Jute industry has lot of potential of providing employment especially in East Indian region. Jute is an eco-friendly and biodegradable product. With the pressure from green movement, it is going to sustain through consumer's preference.
* The industry has potential in domestic as well as international markets.
* It provides wide variety in each product and exhibit diversified culture of India.
* Industry caters to the different market sectors covering handicrafts, textiles and jewelries.
* It requires low capital investment
* It is a great source of foreign revenue as it is a huge export industry

**Weakness:**

* Frequent revision of PJMA guidelines (to add or dilute items for jute packing) leaves the industry in confusion whether to invest further on the Jute technology development/product development / market expansion or wait for new policies etc.
* Though jute industry is a labor intensive, wages represent 35 per cent of total conversion cost of jute Industry, which evades the profit margins.
* Multi unionism is one of the major problems faced by jute industry and engages major concentration of routine management in resolving labor dispute.
* The machinery used in jute industry is old and obsolete with age of machinery ranging between 40 - 150 years. They have lost their capacity to produce quality products and in spite of routine maintenance, fail to yield standard machine production.
* Another weakness of jute industry is poor Research & Development (R&D) initiation, invention/reverse engineering effort has been grossly neglected in this sector. The reasons for this are lack of farsightedness & forward planning on the part of government and industry.
* Marketing has been another weak point of jute industry. It has been...

**Opportunities:**

* Jute can help the synthetic industry reduce their marginal costs.
* The American carpet industry could use jute as carpet backing.
* Poorer countries can’t afford to switch to more expensive fibers.
* New uses can absorb high quantities of jute.
* There is a potential market for household furnishing and decorations.

**Threat:**

* Export is decreasing due to more favored competing fibers.
* Leading jute importers in the USA have stopped operations.
* Jute consumption is reducing in many markets
* Failing world market and low margins are forcing jute processors to diversify or quite.

1. **Use of jute:**

**Bags:**

Hopping bags are made from hessian or sacking cloths with handles, straps, chains in different shapes and dimensions. They are used specially for marketing. They are bleached and decorated with different artistic designs. Promotional bags are generally sample bags to promote items for sale. Polylined / Polylamined bags are hessian or sacking bags with a coated polythene film.

**Hydrocarbon free jute cloth:**

Hydrocarbon free jute cloth is a hessian fabric free from the presence of hydrocarbon. it is made by treating jute with vegetable oil. These type of bags are extensively used for packing of coffee, cocoa, peanut beans or other food material. The bags are free from any kerosene smell.

**Geotextile:**

Geotextiles are jute cloths helps to prevent soil erosion and landslides. The Geotextiles are laid along the river embankments, sides, hill slopes etc. to prevent soil erosion sacking cloth also known as heavy goods, made from lower grades of jute fibres. Sacking is heavy, loosely woven cloth in plain or twill weave, weighting from 15-20 ozs per yard of different widths. Sacking cloth is used for jute bags to pack food grains, sugar and Cement etc. in a weight range from 50 to 100 kg. The different qualities of this category are A. Twill, B. Twill, hy Cees, D.W Flocer, Cement Bags etc.

**Serim cloth** is an extremely light weight Hessian cloth. It is used in the felt industry to reinforce the non-woven fabric. It is also used for strengthening paper with lamination.

**Tobacco sheets** are made with Hessian cloths used for wrapping tobacco leaves for safe transit.

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

1. **References:**

* <https://top5ofanything.com/list/cf94800b/Jute-Producing-Countries>
* <http://textilefashionstudy.com/top-jute-growing-countries-of-the-world-jute-cultivating-countries/>
* <http://www.termpaperwarehouse.com/essay-on/Swot-Analysis-Of-The-Indian-Cotton/282266>
* <https://www.coursehero.com/file/peml3r/SWOT-Analysis-of-Jute-Opportunities-Jute-can-help-the-synthetic-industry-reduce/>
* <http://www.indiantextilejournal.com/articles/fadetails.asp?id=1929>
* <https://seutex.wordpress.com/2012/11/30/28/>