



A Report on Fashion glittering Golden Fibre: Jute

By:

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Jute in India is diversified in view to meet the challenges posed by cheaper substitutes. This diversification has moved it up in haute couture and has developed an area of interest for the designers at International level too.

Introduction

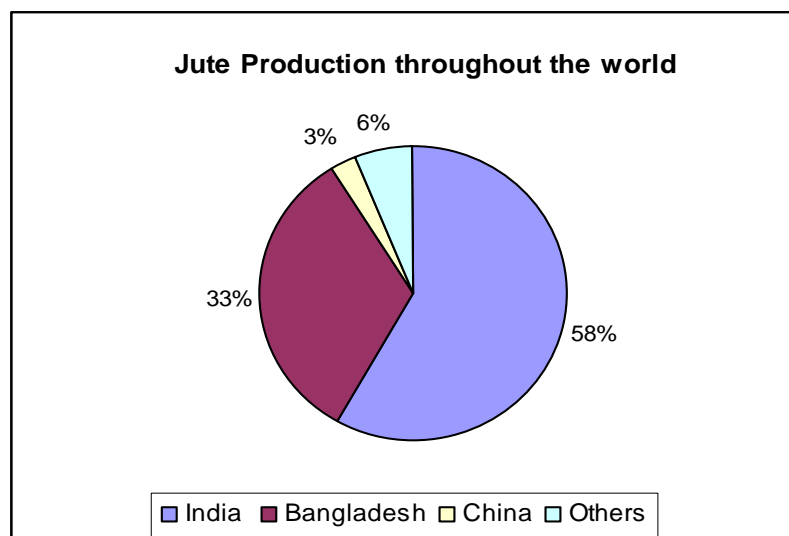
Jute is a reliable material used as a substitute to plastic and wood. The development in technologies and incessant research has changed the silhouette of jute. Jute is a natural vegetable fibre that is extracted out of the stem of the plant. It is of great utility since the product is bio-degradable and environment friendly. India is known as the largest producer of jute products in the world. The jute sector in India is organized as well as consists of many cottage industries. Both contemporary jute mills and conventional handlooms spin good quality yarns and weave superior quality fabrics in striking colours and patterns. It follows the normal procedure of bleaching, dyeing and finishing of the products that guarantees customer contentment in terms of sheen and artistic features.



To curb the threats of synthetic, low quality and low priced products Jute products are being diversified into Jute handlooms and handicrafts, non-woven and engineering relevance, packaging, resistant plastic, combination jute, ornamental, Geo-jute and other products. Jute fabrics are used chiefly in home textiles like upholstery, furnishing, and blankets. Products like food grain bags based on RBO Technology are also made.

Obtaining Jute

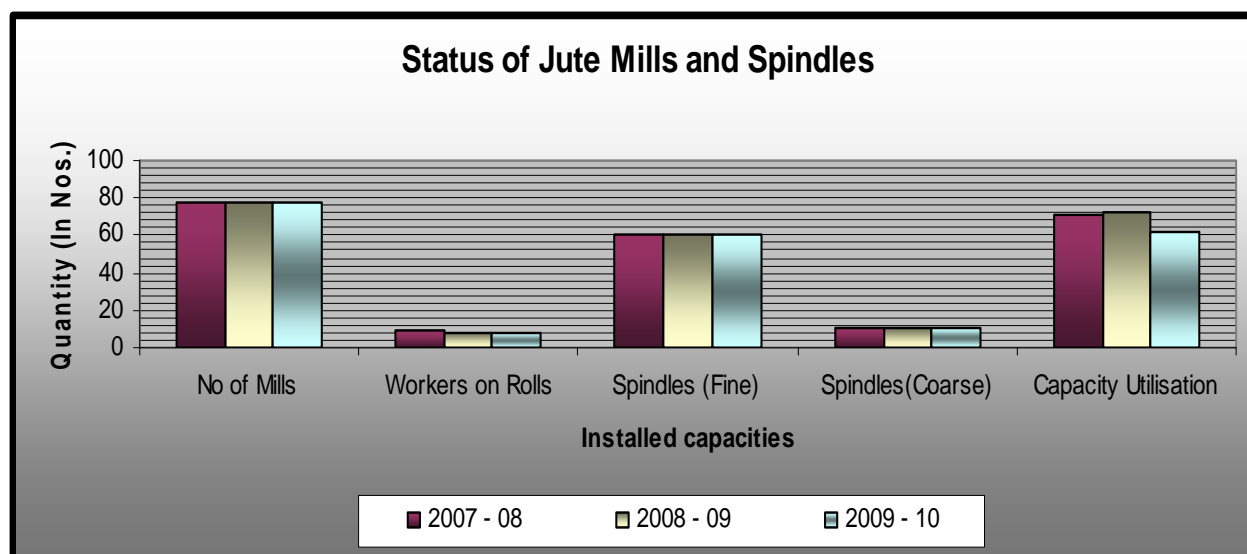
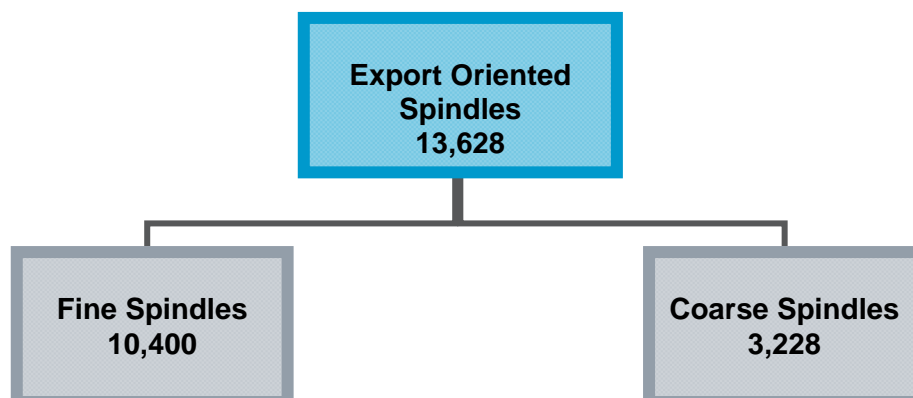
The jute fibre comes from the stem of the jute plant. The fibres are first extracted from it. The process involves assembling of jute stems together and submerging them in low, running water. Later on, stripping begins. Women and children are usually involved in this job. In the stripping process, non-fibrous substance is frayed off, then the workers dig in and seize the fibres from the jute stem.



United Nation Development Programme (UNDP) in collaboration with Government of India National jute program has assisted in assortment of jute sector by accomplishing new technology. The UNDP program is looking after the employment in the sector encouraging new businesses. NCJD helps in creating awareness about jute, making available the raw material, designs, skill development training and other services. NCJD provides assistance to entrepreneurs, artisans, buyers and NGOs to promote jute products. Jute industry is a shelter to around 4 million families. It directly provides employment to about 2 lakh workers and is a source of revenue to other 1 lakh persons in the sector. The making procedure of jute is farming, processing, spinning, weaving, bleaching, dyeing, and selling it. Power consumption of the industry is around 75 per cent.

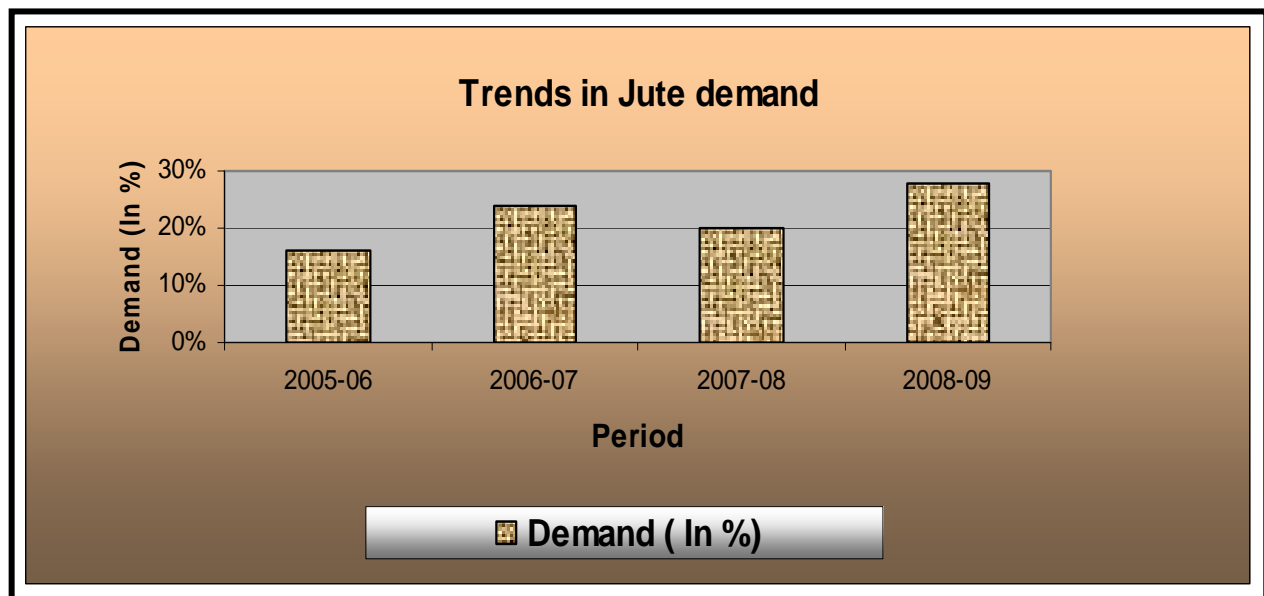


The jute industry has an average export of 233 thousand tons or ₹ 11128 million per annum. It has an average domestic demand of 1434 thousand tons per annum. There are 79 composite jute mills in India, of which 62 jute mills are located in West Bengal, 3 each in Bihar and U.P., 7 in Andhra Pradesh and 1 each in Assam, Orissa, Tripura and Chhattisgarh. The average production of raw jute & Mesta in last four years is about 11166 thousand bales. The production in last four years has an average value of 1587 thousand tons per annum. The spindles and jute mills installed by government is in the last three fiscals are represented below:



Strengths of Indian Jute Sector

- India is the major producer of raw jute and Jute goods in the world
- Have renowned local markets with cheering modernization, study and advancements with quality standards
- An extremely varied and wide range of products
- Eminence cognized with TQC
- Fully developed infrastructure like ports, shipping facilities etc.
- Broad research is done in the direction of product development and machinery design.
- Diversification of Jute products
- Introduction of Geo-jute goods



Data Source: www.texmin.nic.in

Jute Geotextiles- the future fabrics

Jute was conventionally used for packaging. In modern days, jute has been developed as a versatile product with its unique physical features that have heralded new boulevards for diversification keeping in mind the environmental issues. Jute Geo textiles are exceedingly successful in tackling soil-related issues. Jute geotextiles are similar to various geotextiles which are made from various petro-chemical derivatives. Like synthetic Geotextiles, Jute is used in separation, filtration, drainage and initial strengthening.

The recyclable property of JGT helps in the rapid re-growth of dislocated vegetation by combining with the soil, preserving the suitable dampness and forming a micro-climate that is good to vegetative growth. Round the globe, JGT has been the most commended natural fabric that provides biotechnical solutions to susceptible soil. Geotextiles act as vehicle for advancing the engineering characteristics of soil. Jute Geotextiles, hence, is not a hopeless stream of innovation.

Recent developments with Jute

- Jute used as a Fashion Garment
- An option for plywood
- Used for paper production
- Used for floor covering blankets
- Used for footwear as thermoplastic composites
- UV modified jute-glass reinforced hybrid composites
- Medicinal uses and cures for ache and dysenteries



The industry scenario in India

Raw Jute: Initially, raw jute was not readily available to the mills to convene their production necessities and the prices too increased continually. Indian raw jute prices have increased by 60 % since June, 2008 because of meagre availability of raw jute in the season. The press release of the situational report used to ignite the trend to be in the same way prices even reached a record level of ₹2600/quintal. The size of next crop is always a major factor of concern and a big question. This is because of temperature disparities. The constantly burning waves and deficient rains also delay sowings. Therefore, size of jute crop continues to remain capricious but there comes a faint idea that new crop may arrive a month late. Keeping the same situation in mind it was predicted that the crop of 2009-2010 will be some 15 % lesser than the crop 2008-2009.

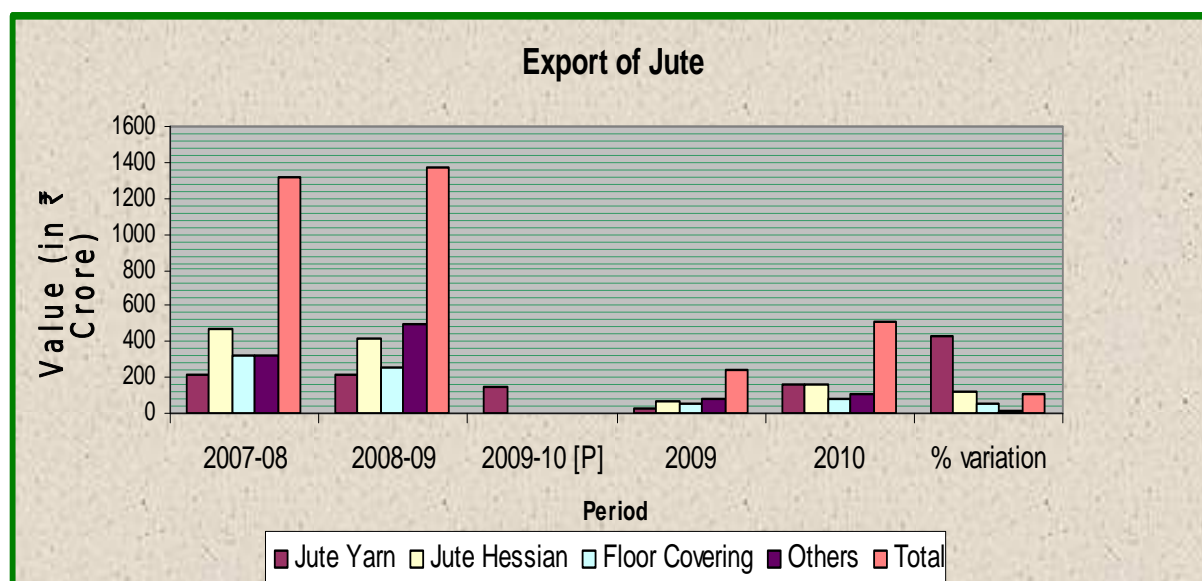
Jute Yarns: Since jute yarns/twines export demand was a bit satisfactory from the markets of Egypt, Turkey and Near East and Middle East Countries, the upward price change were fairly unpretentious in comparison to the sharp increase in raw jute price.

Jute Goods: Initially the market for jute goods showed a somewhat soft propensity and prices for Hessians and Sackings alleviated a bit. Frequent power cuts in and around affected adversely to the jute industry. The power crisis might result on forced closure of mills. Trading in the local market afterwards was witnessed by and large a steadier movement. However, sharp rises of raw jute prices produced a bullish impact on market sentiment. Export business did not have much development since major foreign buyers like the US, UK and Western Europe was almost vanishing from the sight with the effect of worldwide growing recession.



Export Performance in 2009

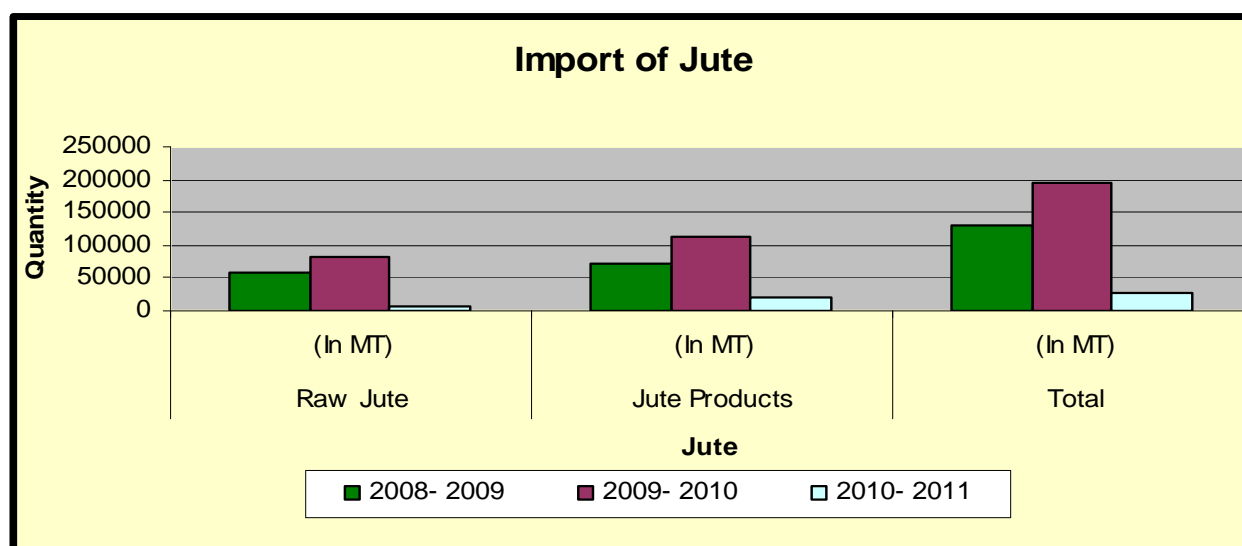
There was a decline in collective exports in value terms is mainly due to decline in exports of Hessian by 58%. However, in value terms sacking increased by 54%, yarn by 2% JDP by 30% and others by 17% during 2008-09. The market feedback report reveals that during March 2009, most shipments were restricted to previous dealings only. Overseas business remained dull, during the year 2009. There has been absence of new inquiries. This is element to global financial crisis.



Data Source: www.texmin.nic.in

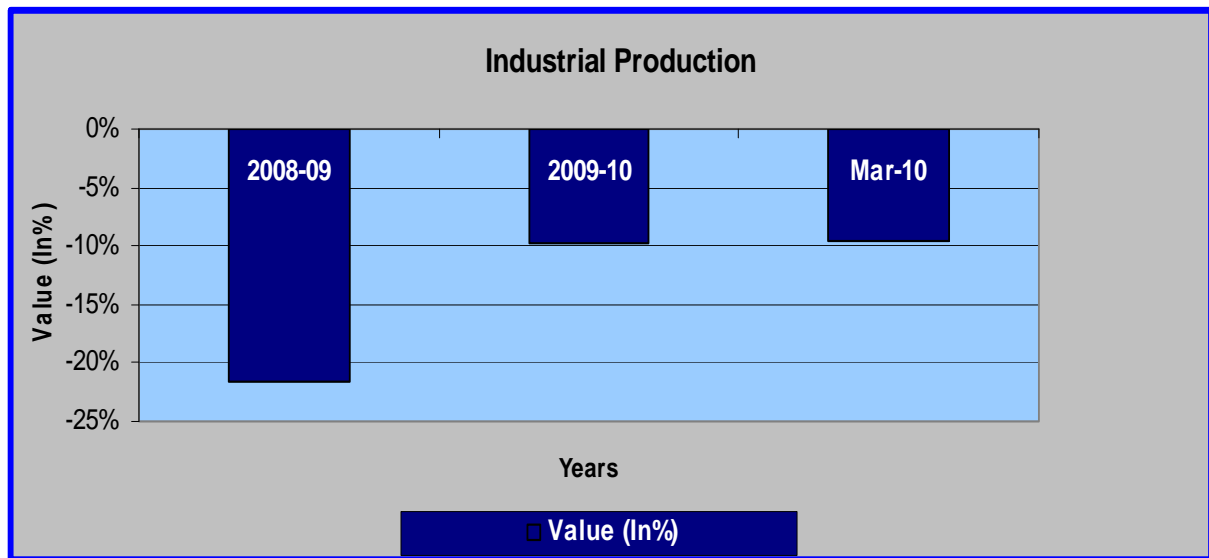
Import values in 2009

During 2008-09, the volume of import of jute goods stood at 71 thousand M.T valued at ₹203 crores against ₹58 thousand MT valued at ₹138 crores in 2007-08. This implies a rise of 23% in terms of quantity and 47% in value terms over 2007-08. The volume of import of jute products during 2009-10 stood at ₹130 thousand MT as against ₹ 80 thousand MT in 2008-09. In total, the imports for the year 2009-10 are ₹ 200 thousand MT as compared to the volume in the last fiscal of 2008-09 which showed the value of ₹ 130 thousand MT.



Data Source: www.texmin.nic.in

Conclusion



Data Source: www.texmin.nic.in

Despite of being a highly qualified and demanded product and pursuing great industrial applications due to its properties like versatility, eco-friendliness, recyclable and economical properties and properties of being blended with other textiles; it has a lower demand and comparatively lower production. Various researches are going on for evolution with the potency and resilience of jute taking care not to forfeit its intrinsic characteristics. Development of jute diversified products for novel end-uses is continuing in several research and academic institution.



Jute is now being highlighted as a fashion specialist textile for exporters and traders. With much more recent developments coming forth with jute, it can be re-launched as an enigmatic product in this high profile fashion world.

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