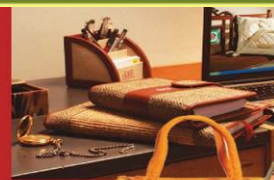


ENRICHES LIFE EVERYWHERE

Use Jute in every sphere of life. It's reusable, versatile and stronger ... and very very convenient.



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NATIONAL JUTE BOARD

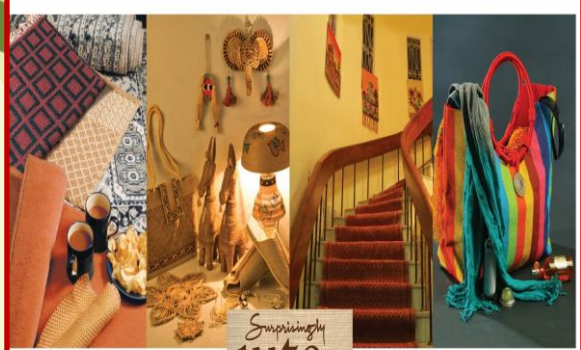
E-Newsletter – An Informative Initiative August 2024 Edition



Key Events :

- Jute Farmers' Meet
- Ek Ped Ma Ke Naam
- Tiranga Distribution
- Tiranga Walk
- Free Eye Check up Camp
- Flag Hoisting Ceremony

Discover Jute



Surprisingly
jute
the indian fibre

[Jute. It's versatile. It's convenient.]

Interaction with Jute Farmers of the districts of Magadh and Katihar in the State of Bihar with Secretary, National Jute Board (NJB) on 02.08.2024.

Shri Shashi Bhushan Singh, Secretary, NJB interacted with the jute farmers from Madagh and Katihar districts, Bihar at ICAR-Central Research Institute of Jute & Allied Fibre (CRIJAF), Barrackpore in presence of Dr. Gauranga Kar, Shri Anindya Acharya, Joint Director (A&E), NJB and several other Agricultural Scientists on 2nd August, 2024 during Training Programme for Jute Farmers. The following points were deliberated and discussed :-



- i) The activities involved in the **cycle of jute cultivation were discussed** wherein farmers informed that certified seeds of jute are being regularly received through JCI Procurement Centres. They suggested that **seed distribution should take place on a Pan-India basis through some All India Networks of Government agencies and projects** (such as ATMA Jute Research Centre in Bihar).
- ii) The matters relating to **crisis of retting**



water in the district of Katihar was pointed out by the farmers wherein it was suggested to them that in such cases **the intervention through KVK** is being planned. It was also advised to **use the retting powders and avail technological help and training from the ICAR-CRIJAF or through Jute-ICARE Scheme**. Further, it was pointed out by the farmers that due to increase in makhana cultivation and pisciculture, the retting facilities

is affected. The Secretary, NJB advised to **adopt suitable mechanism to handle such issues keeping in view of the local preferences**.

- iii) The Director, ICAR-CRIJAF raised issues relating to **climatic change, varietal action plan, labour cost, retting accelerator and diversified products development**. Further, he suggested to prepare the proposal for Jute Technology Mission (JTM)-II emphasizing **improvisation of quality and productivity of jute** by using genomic **information and through genetics management approach**.

- iv) The farmers also expressed **grievances about the fake National Seed Corporation Ltd. (NSC) seeds** available in the market. The Secretary, NJB assured the farmers to apprise the matter to NSC.
- v) A brief presentation on the proposed project for **producing ethanol from jute biomass was given by Dr. A. K. Singh of ICAR-CRIJAF. The Secretary/NJB and others expressed satisfaction** with the proposal and assured consideration of the project under Jute-ICARE Scheme arranging necessary fund.
- vi) Additionally, the farmers raised the **issue of raising Minimum Support Price** of jute as the expenditure incurred for jute cultivation vis-a-vis the return from it are nominal, consequently, the farmers are demotivated for jute cultivation.



The meeting ended with felicitation of guests and distribution of certificate to the participating farmers.

Ek Ped Ma Ke Naam

As a part of Har Ghar Tiranga Campaign , "Ek Per Maa ke Nam" endeavour by NJB officers and staff under the leadership of Shri SB Singh, Secretary, NJB on 13th August, 2024.



Tree Plantation Programme on the Theme 'Ek Ped Ma Ke Naam' : Organized Tree Plantation Programme on 13th August, 2024 wherein 300 plant saplings of different varieties were planted by Officers/Staff of the National Jute Board in and around Patsan Bhawan, Kolkata.



Tiranga Distribution

National Jute Board organised flag distribution. 250 Nos. of National Flags were distributed among different stakeholders (JRCPC, JRO, JRMB units, Jute Mills through IJMA, JPDEPC units) of NJB including Officials and staffs of NJB on 13th August, 2024



Free Eye Checkup Camp

Free eye checkup camp: A free Eye Checkup camp was organized on 14th August, 2024 at Patsan Bhawan, Kolkata wherein 110 people were provided treatment.



Tiranga Walk

National Jute Board organised Tiranga Walk in Action Area-I in New Town Area on 15th August, 2024 wherein 450 people from different strata of society took part with enthusiasm including Officials/Staff of NJB, Office of the Jute Commissioner and Jute Corporation of India Limited, representatives of JRCPC, JRO, JRMB units IJMA, JPDEPC JDRC.



Flag Hoisting Ceremony

The Office of Jute Commissioner, National Jute Board & The Jute Corporation of India Ltd. celebrated the 78th Independence Day at Patsan Bhawan on 15th August, 2024 by organizing several other events, inter alia, Flag Hoisting Ceremony wherein the Officers/Staff of National Jute Board, Officers/staff of the Jute Commissioner and Jute Corporation of India Limited, representative of JRCPC , JRO, JRMB Units, IJMA, JPDEPC, JDRC and family members of Officials/staffs participated with joy and enthusiasm.