

DECLARATION

*I, **Sumit Banik**, bearing Registration number **Ph.D./1872/2012**, dated **20/04/2012**, hereby declare that the subject matter of the thesis entitled '**Marketing Practices of Indian Jute Industry: 2000-01 to 2012-13**' is the record of work done by me and the core aspects of this thesis did not form the basis for award of any degree to me or to anybody else to the best of my knowledge. The thesis has not been submitted in any other University / Institute.*

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PREFACE

Jute industry is one of the oldest industries which have origin of the rise of modern industries in India. In its early stage the industry enjoys monopoly in production of raw jute, jute products and in exports as well. India is the largest producer as well as consumer of jute products in the world. The industry is one of the major foreign exchange earners in its early days. The industry is mainly concentrated in West Bengal and partly in Assam, Bihar, Uttar Pradesh, Orissa, Tripura, and Andhra Pradesh. After partition Indian jute has suffered a lot as Bangladesh become the major competitor to Indian jute. Since 1970's jute industry started to face competitive pressure from synthetic substitutes, with better technological developments leading to progressive replacement of jute packaging materials.

The present study, within its specified limits, has sought to academically address some of the issues relating to the marketing practices of the Indian jute industry that so far have received scant attention.

In this study, an attempt has been made to highlight the marketing practices of Indian jute industry in domestic as well as in export market in front of marketing mix of the industry. The study covers the period during 2000-01 to 2012-13, i.e., first 13 years of the 21st century. In this study the researcher wants to find out the growth and pattern of Indian jute industry during the study period. The study covers a broad spectrum of the subject laying a special emphasis on the 4Ps of marketing, i.e., product, price, place and promotion of Indian jute industry in both export and domestic market.

The study is based on various methods of data collection and analysis. The researcher is relied on the secondary sources of information for completing this study. For collecting secondary data and information, the researcher largely relied on various publications such as, annual reports, monthly reports published regularly by National Jute Board, Kolkata; Indian Jute Mill Association, Kolkata; Ministry of Textiles, GOI, International Jute Study Group, Dhaka, Bangladesh etc. Discussion with the officials of jute board, industry officials, firm officials and traders of jute product have been

another source abundantly utilised for the collection of information regarding marketing practices. The presentation, analysis and interpretations of information have been incorporated in the thesis under eight different chapters.

The First chapter provides general information about jute industry, jute cultivation, types of raw jute produced, features of jute, historical background of jute industry, present scenario of raw jute and jute goods production in India, statement of the problem, hypotheses, objectives of the study, scope and limitation of the study, and chapter scheme.

The Second chapter provides extensive review of literature on national and international studies related to jute industry to know more and strive for excellence and research gap.

The third chapter deals with conceptual framework of the study and data source and methodology.

The fourth chapter deals with the trend and pattern of jute market in India and highlighting the performance of Indian jute industry.

The fifth chapter of the study analyse and interprets the pace and patterns of traditional jute goods in the marketing mix of the industry in domestic as well as in export market indicating 4Ps, viz., product, price, place and promotion.

The sixth chapter of the study highlights the performance of diversified jute products in the marketing mix of the industry in domestic as well as in export market indicating 4Ps, viz., product, price, place and promotion.

The seventh chapter of the study identifies some vital marketing problems faced by the jute product manufacturers in India.

The eighth chapter of the study provides summary of findings of the study, some valuable suggestion to overcome these problems and conclusion.

Although maximum care was taken towards maintaining the precision and genuineness of the work, it goes without saying that I entirely take on the responsibilities of any unintentional error that might have crept in.

Sumit Banik

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For survey of literature, I had to work extensively in the Library of Assam University, Silchar; Kolkata University, Kolkata. I sincerely thank the staff of all the libraries for extending me the necessary co-operation. I am also thankful to all the non-teaching staff of the Department of Commerce, AUS and to all other innumerable persons from whom I got various inputs for the completion of my study.

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LIST OF ABBREVIATIONS

BJMC	Bangladesh Jute Mills Corporation
AMA	American Marketing Association
UKIM	United Kingdom Institute of Marketing
CBC	Carpet Backing Cloth
C&T	Canvas and Tarpaulin
CJFSA	Calcutta Jute Fabric Shippers Association
ESA	Export Subsidy Assistance
IT	Information Technology
SWOT	Strength Weakness Opportunities and Threats
Spl. Hess.	Special Hessian
M. Tonnes	Metric Tonnes
Th. M. Tonnes	Thousand Metric Tonnes
SD	Standard Deviation
R&D	Research and Development
JMDC	Jute Manufacturing Development Council
JPM Act	Jute Packaging Mandatory Act
IJSG	International Jute Study Group
NJB	National Jute Board
FAO	Food and Agriculture Organisation
CAGR	Compound Annual Growth Rate
AGR	Annual Growth Rate
TUF	Technology Up-gradation Fund
IJMA	Indian Jute Mill Association
SHGs	Self Help Groups

STC	State Trading Corporations
FCI	Food Corporation of India
JMFS	Jute Modernisation Fund Scheme
SJDF	Special Jute Development Fund
MEP	Minimum Export Price
NAFED	National Agricultural Cooperative Marketing Federation of India Limited
DGS&D	Directorate General of Supply and Disposal
UNCTAD	United Nations Conference on Trade and Development
JCI	Jute Corporation of India
NJMC	National Jute Manufacturers Corporation Ltd.
NCJD	National Centre for Jute Diversification
NGOs	Non Government Organisations
IJO	International Jute Organisation
JEACSS	Jute Entrepreneurs Assistance Capital Subsidy Scheme
GDP	Gross Domestic Product
GOI	Government of India
MSP	Minimum Support Price
JDPs	Jute Diversified Products
GTA	Gunny Traders Associations
MCC	Micro Crystalline Cellulose
CMC	Carboxyl Methyl Cellulose
Deco. Fab.	Decorative Fabrics
EMA	External Market Assistance
CIS	Commonwealth of Independent States