

# NATIONAL JUTE BOARD AIMS TO REDUCE PLASTIC USE

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Nagpur: An exhibition cum sale has been organized by the National Jute Board to promote use of eco-friendly products and to reduce use of plastic items at the Institution of Engineers (India), North Ambazari Road, that started on Wednesday.

The exhibition will continue till October 24. “We are trying to introduce use of jute bags in temples to maintain a clean environment”, said B Narsimulu, market promotion officer at the board, while giving an example of their efforts.

The expo was inaugurated by the commissioner of Nagpur Municipal Corporation Shraavan Hardikar. Narsimulu states that the Board’s vision is focused on reducing the use of plastic substantially and encouraging people to use jute bags instead.

Although he concedes that to ensure a long term use of the fibre will be difficult owing to the fact that jute bags are relatively expensive to manufacture, Narsimulu said the board is facilitating the industry by keeping prices low so as to avoid middlemen. The move also provides an upward thrust for the small scale manufacturers at very less cost for them. The board has so far received positive demand for jute products, especially in tier 1 and 2 cities.

*[Full report <http://timesofindia.indiatimes.com/city/nagpur/Natl-Jute-Board-aims-to-reduce-plastic-use/articleshow/54945147.cms>]*