

# Carmakers could soon add new 'straw' to their 'Make in India' push

*The product range of Mercedes, Ford, Toyota, Tesla, Chrysler, General Motors might have one 'Make In India' thing in common in near future.*

17 January 2016, 10:20 AM IST [ET Auto.com](#) :: An initiative of The Economic Times KOLKATA: The product range of Mercedes, Ford, Toyota, Tesla, Chrysler, General Motors might have one 'Make In India' thing in common in near future. If all goes well, global auto giants would start sourcing jute and jute components from Bengal as they are increasingly looking for ecofriendly products.

Companies are planning natural fibers with plastics as a part of a in the car's interior design. Some of



them have already started using natural fibres in door trim, door mat and other components. The upcoming jute park in Shaktigarh of Burdwan district is having an unit for composites, which will manufacture raw materials to be used in auto components, packaging for mobile handsets, tablets and smartphones.

Kajaria family-promoted Shaktigarh Jute Park, to be unveiled by CM Mamata Banerjee on January 19, also has state as a partner with a minority stake. Srivatsa Kajaria, one of the promoters of the jute park, said that he will be going to the US next month to

expedite discussions with global auto majors. "Our associate in the US is in touch with global auto majors and they are keen," he added.

"Natural fibers are emerging as low-cost, lightweight and environmentally superior alternatives to glass fibers in composites. Due to these facts, they are used in transportation (automobiles, railway coaches, aerospace), military applications, building and construction industries (ceiling paneling, partition boards), packaging and consumer products," he added.

Kajaria has also initiated talks with Apple for supplying jute composites for its packaging solutions globally. "An unit called Bio Jutex will do this job of cutting, stapling and batching of jute yarn. Then there will be a forward integration for a non woven plant. Apple is also keen to introduce eco-friendly packaging," he added.

Jute Commissioner Subrata Gupta told TOI that the Shaktigarh park proves that Centre is trying to boost export of jute diversified products from India. and the park in Shaktigarh is one of such initiatives in this regard. "Our exports of jute products are worth only Rs 2,000 crore while Banglaesh does a export business of Rs 5,000 croreSo we have to catch up by exporting more diversified products," Gupta added.

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