

JETPUR AND ITS' TEXTILE PRINTS

Jetpur is a well known decentralised printing centre for 100% cotton goods. It is famous for its 'Khanga and Kitanga' used in African continent. The other major item of production is sarees for Kolkatta and Tamilnadu market. Whole economy of Jetpur is based on it's printing activities. The town is busted with movement of grey and coloured goods on its streets and heap of such fabrics in it's works. Jetpur, with severe water shortage, is an unique case in itself to show as to how a water intensive processing activity can be carried out and survived with meagre water availability. It is also an unique example where the industry shares the responsibility of public administration i.e. Municipality for treating domestic sewage free of cost, in its' common effluent treatment plant. And why not? The whole population of Jetpur belongs to printing community or trade in some way or other.

1) Location and Topography :

Ruled by "Kathi Darbar" before independence, the Jetpur town is now Taluka head quarters of Jetpur Taluka, under Rajkot district of Gujarat State. It is situated on the banks of Bhadar river, about 70 kms away from Rajkot city on Rajkot - Porbander National Highway No.8'B'. It is connected by road from Ahmedabad, Rajkot, Porbander, Veraval etc and by air from Rajkot (70 kms), Keshod (65 kms) and Porbander (120 kms). Nearest ports are Veravel and Porbander. Jetpur town has got facilities of GEB (Gujarat Electricity Board) substation, Post Office,

telegraph office, Govt. and private schools, high schools, technical education institute, banks and industrial estate etc. Population of Jetpur as per 2001 census (provisional) was 1,04,311. The annual rainfall is measured around 375 to 400 mm, during July to September from Southwest monsoon. Climatic temperature ranges from 10 degree centigrade in winter to 42 degree centigrade in summer. It is holy place for the followers of Swamynarayan sect, where its founder, Sahajanand Swamy was enthroned as the head. It is also known for "Bhid Bhanjan Mahadev" temple.

RAJKOT DISTRICT MAP



2. Printing activity - Historical background :

Printing activity in Jetpur was perfected by brahmakshatriya community, who first started dyeing of

cotton cloth in the year 1950. Gradually hand block printing of cloth was started in the year 1955 - 56. Screen printing was introduced in Jetpur during the period 1968 - 1972. In the year 1995 - 96, Semi-automatic flat bed printing machines were introduced.

3. Industry profile :

- i) No. of processing units - 872,
- ii) Investment Rs.2000 Million
(Bleaching, Dyeing, printing)
- iii) Units having power operated automatic and semiautomatic flat bed printing machines with or without stenters - 50
(Out of the above 872 units)
- iv) Units having only stenters - 10
(Out of the above)
- v) Cold printing tables - 36000
- vi) Hot printing tables - 6000
- vii) Export (Indirect & Direct 60:40) - Rs.10000 million
- viii) Goods meant for domestic market - Rs.4000 million

4. Washing ghat concept :

It is needless to mention that all Indian dyeing and printing centres had sprung up in the past, near the bank of rivers, for availability of plenty of water required in such activities and so was Jetpur for its vicinity with Bhadar river. This river has of late dried up and survival of printing activity under heavy water crisis is a case in itself, justifying the dynamic entrepreneurship of the people of Jetpur. Shortage of water however, is affecting the economy of printing industry of Jetpur.

Due to shortage of water, 90% of desizing, scouring and bleaching operations are carried out at Dombivli in Thane district of Maharashtra and from there the fabric is brought to Jetpur for printing on cold and hot screen printing tables, automatic and semiautomatic flat bed printing machines, silicate padding, washing, stentering, curing and packing.

To and fro transportation of goods involves huge transportation cost and environmental pollution by way of movement of trucks and trolleys.

For dyeing, printing and other processes in Jetpur, water is brought from surrounding tubewells and this not only adds up the cost of processing but also depletes the ground water table of respective villages.. For washing after printing and silicate padding, the goods are sent to Washing ghats situated far away from Jetpur. This also involves huge to and fro transportation cost and environmental pollution due to movement of trucks, trolleys etc. There are around 80 -100 Washing ghats connected to Effluent Treatment Plants (ETPs) in one way or other.

WASHING GHAT AT JETPUR



5. **Product profile :**

i) **Printed cotton Sarees**

90s x 100s, 100s x 110s, 70s x 90s

Width 42" to 44"

ii) **Khangas (Export Quality)**

30s x 30s, 32s x 32s, 60s x 60s

(African printed chunnies) Width 44" to 52"

KHANGAS PRINT



KHANGAS AFRICAN PRINT



iii) **Kitangas (Export Quality)**

30s x 30s, 32s x 32s, 60s x 60s

(African printed dress material) Width 44" to 52"

KITANGAS PRINT



About 70% products are meant for export. Rest, mainly sarees are meant for Kolkatta and Tamilnadu. Total production capacity is around 13 lakh linear metres per day. Grey cloth (100% cotton) is sourced from Ichalkaranji and Malegaon in Maharashtra and Erode and Salem in Tamilnadu at the cost ranging from Rs.12 to 20 per metre. Printed sarees are sold at the rate of Rs.22 to 30 per metre and Khanga and Kitanga at the rate of Rs.21 to 25 per metre. Job charges vary from Rs.5 to 7 per metre.

6. Jetpur Dyeing and Printing Association and environmental responsiveness :

Jetpur Dyeing and Printing Association (JDPA) with its office at Kankaria Plot at Jetpur is pushing up the interests of Jetpur processing units.

JDPA is operating since 1990, a common Effluent Treatment Plant (CETP) of 20000 cubic metre capacity per day. Before the construction of the CETP, the effluents of Jetpur printing units were being discharged directly to Bhadar, the perennial river, resulting in its' accumulation during dry season and pollution of ground water and that of surface water during rainy season. A drainage collection and conveyance system has been developed in tandem with Gujarat water supply and sewerage Board. Total effluents of industry and sewage of Jetpur are conveyed to the CETP for treatment. The treated water is stored in Fatal Talab (a natural pond) and is used for irrigation of about 800 acres of land. Solid waste generated by CETP is packed in HDPE bags and is sent to

the landfill site of Naroda Enviro Projects Ltd. Odhav, Ahmedabad. The CETP receives 40 lakh litres of domestic effluents and 20 lakh litres of effluents from Silicate padding, printing process, screen washing etc. After silicate padding, goods are sent to washing ghats for washing, which have their own ETP system. JDPA charges a one time membership fee of Rs.40000/- per unit and an effluent treatment charge per month, on the saree table basis. The association treats domestic effluents of Jetpur free of charge.

7. Problems and their mitigation :

- i) Uppermost is water problem. State Govt. and JDPA are working on a water project. This needs to be expedited.
- ii) Need for improvement in quality through introduction of scientific methods of production, good quality dyes and chemicals, introduction of quality culture through training, seminars and workshops.
- iii) Technological upgradation of the units, with introduction of upgraded machines and equipments for improvement in production and cost reduction.
- iv) Installation of powerlooms through Textile Parks etc. for ease and economy in sourcing of grey fabric for printing.

Prepared by Ram Asrey Lal, Dy Director (Chemical Processing), under the guidance of the Textile Commissioner, Mumbai and material based on :

- i) Information from Jetpur Dyeing and Printing Association, Jetpur and discussion with it's office bearers and representatives of processing industry of Jetpur.**
- ii) Input from R.O. Ahmedabad.**

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