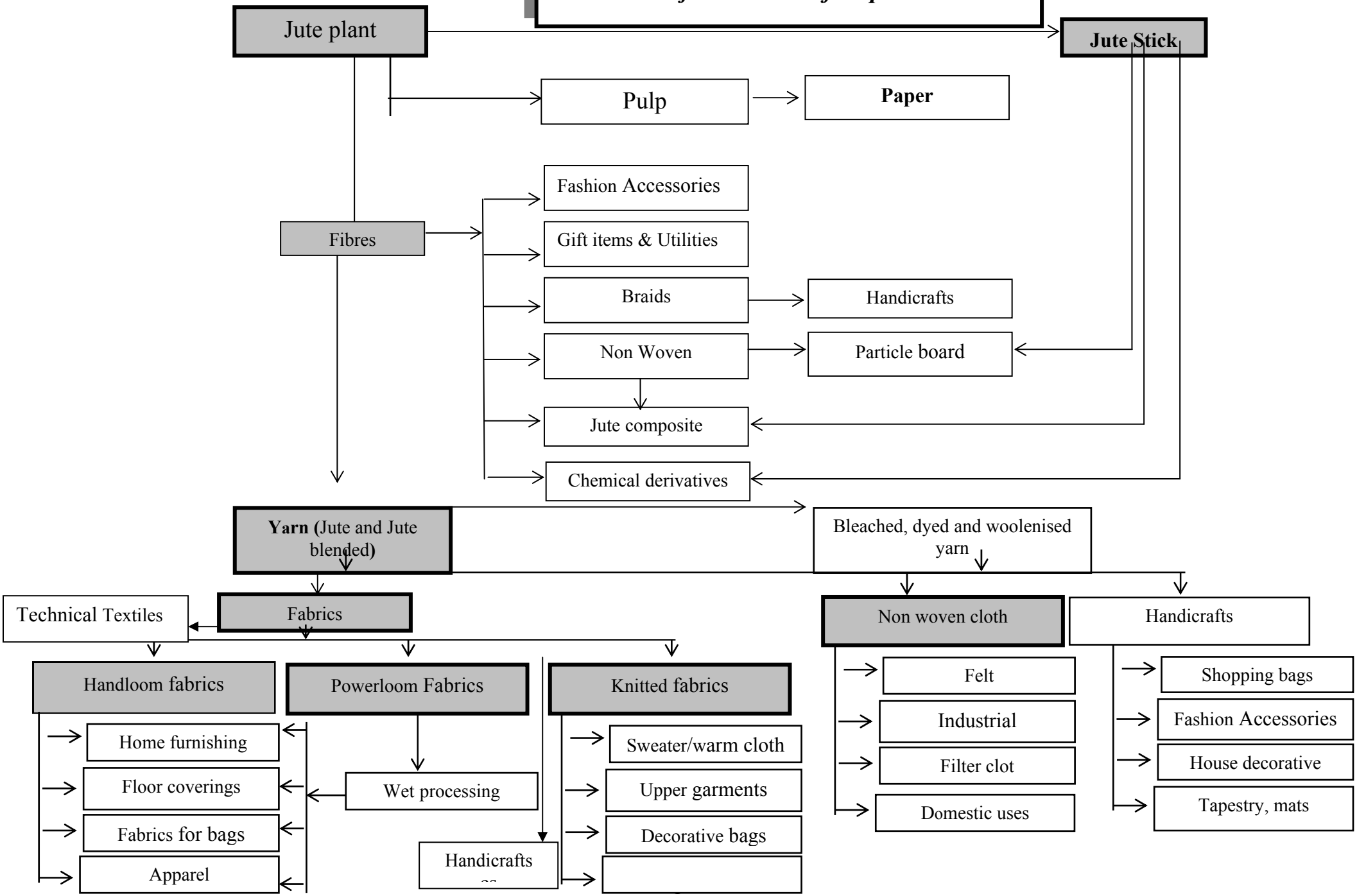From jute to diversified products