GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-3472
ANSWERED ON- 25/03/2021

E-COMMERCE PLATFORMS FOR ONLINE MARKETING OF HANDLOOM PRODUCTS IN ODISHA

3472. SHRI ASHWINI VAISHNAW:

Will the Minister of TEXTILES be pleased to state:

(a) the details of e-commerce platforms of Government presently available for online marketing of handloom products in Odisha;

(b) the steps taken to increase awareness about these online marketing platforms; and

(c) the steps to be taken to improve the access of handloom products to international markets?

ANSWER

THE MINISTER OF TEXTILES
(SMT. SMRITI ZUBIN IRANI)

(a) & (b): Government-e-Marketplace (GeM) is the e-commerce platform of Government presently available for online marketing of handloom products in the country, including the state of Odisha. Steps have been taken to on-board weavers on GeM to enable them to sell their products directly to various Government Departments and organizations. So far, about 6000 handloom weavers from the State of Odisha have been on-boarded on the GeM portal, out of total nearly 1.50 Lakh handloom weavers on-boarded so far.

Besides, 23 e-commerce entities have also been associated for on-line marketing of handloom products across the country.

Awareness camps, chaupals etc. are organised from time to time across the country, to educate and encourage handloom weavers/producers for participation in online marketing of handloom products.

(c): To popularize Handloom products in the international markets, Handloom Export Promotion Council (HEPC) organizes international Expos, events and RBSMs. During 2020-21, HEPC has organized 08 International Fairs in virtual mode.

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