

Government of India
Ministry of Development of North Eastern Region

RAJYA SABHA
Unstarred Question No.820

To be answered on
Thursday, July 27, 2023/ Sravana 5, 1945 (Saka)

Question
Promotion of indigenous crafts of North-Eastern Region

820 Shri Biplab Kumar Deb:

Will the Minister of Development of North Eastern Region be pleased to state:

- (a) whether Government is making efforts to promote the indigenous crafts of the North-Eastern Region;
- (b) the details of activities undertaken by the North Eastern Handicrafts and Handlooms Development Corporation (NEHHDC) including the total turnover of the products sold through physical/online mode during last three years, year-wise, State-wise; and
- (c) the number of weavers and artisans benefitted by activities of NEHHDC during last three years, year-wise, State-wise?

ANSWER

The Minister of the Ministry of Development of North Eastern Region
[Shri G. Kishan Reddy]

- (a) Yes Sir. North Eastern Handicrafts and Handloom Development Corporation (NEHHDC), has as its objectives the development and promotion of the indigenous crafts of the North Eastern Region (NER) by connecting craftsmen to prospective markets and generating economic, cultural and social opportunities for them.
- (b) NEHHDC launched its e-commerce portal, and operates mobile outlets "Purbashree on Wheels". NEHHDC has also gone live on online marketing platforms viz. Amazon, India Mart, Trade India, Flipkart, GoCoop, GeM and most recently ETSY to connect the artisans with markets in India and abroad. For design interventions, technology upgradation, marketing collaboration etc. NEHHDC has signed over 30 MoUs with various entities, inter alia, Indian Institute of Management, Shillong; National Institute of Fashion Technology, Shillong; National Institute of Design, Jorhat etc. The Ministry of Micro, Small & Medium Enterprises (MSME), Government of India has nominated NEHHDC as 'Nodal Agency' for implementation of projects under the "Scheme of Fund for Regeneration of Traditional Industries (SFURTI)".

NEHHDC is also registered as a Training Partner (TP) with the National Skill Development Council (NSDC) under the flagship program of Skill India of Ministry of Skill Development and Entrepreneurship. NEHHDC is also the implementing agency for the Development Commissioner, Handlooms and Handicrafts for its interventions such as its technical training programmes, design development workshops and research and development activities. The Tribal Cooperative Marketing Development Federation of India (TRIFED), has partnered with NEHHDC for the implementation of the Ministry of Tribal Affairs' scheme 'Marketing and Logistics Development for promoting Tribal Products from North Eastern Region'. NEHHDC has also launched an in-house design cum handloom and handicrafts production centre under the brand name 'Nature's Weave'. It has also established a textile testing laboratory, at Garchuk, Guwahati for testing fibre, yarns and fabric. One Calendaring unit for finishing of hand-woven textile has also been established. Under the schemes of North Eastern Council, NEHHDC has implemented certain projects for bridging the gaps in the handicrafts & handlooms sectors in NER. These include - establishing Ashtlaxmi Haat & experience centre at Guwahati at a cost of ₹7.6 crore; setting up an Eri silk spinning plant at Integrated Textile Park, Mushalpur, Baksa (Assam) at a cost ₹14.92 crore; and providing market development by way of digitalisation, authentication and traceability for weavers across 7 states (less Sikkim) in NER with a project cost ₹14.92 crore.

The turnover of NEHHDC during the last three years was ₹ 105.87 lakh (2020-21); ₹ 369.22 lakh (2021-22) and approximately ₹ 565.22 lakh (2022-23).

(c) The State-wise number of weavers and artisans who have benefitted from various training programmes; exhibitions and fairs; capacity building workshops; etc. conducted by NEHHDC for last three years are given below.

S. No.	State	Weavers and artisans benefitted
i.	Arunachal Pradesh	472
ii.	Assam	5653
iii.	Manipur	301
iv.	Meghalaya	636
v.	Mizoram	35
vi.	Nagaland	595
vii.	Sikkim	74
viii.	Tripura	615
	Total	8381

Further, through various skill development programs, including Digi Bunai Workshop; Pradhan Matri Kaushal Vikas Yojana (PMKVY) 3.0; SC-ST Hub Scheme; SAMARTH (scheme for capacity building in Textile sector); and PMKVY 4.0, NEHHDC has trained 2890 weavers and artisans in the NER.

Moreover, NEHHDC identified & mobilised artisans from all NER States to participate in the international level events, thereby providing them with markets linkages and visibility of their crafts-36th Suraj Kund International Crafts Mela, Faridabad, Haryana (February, 2023) where 120 artisans participated; Ek Bharat Srestha Bharat, Ghed Festival, Madhavpur (March - April, 2023) where 71 artisans participated; Women Conclave in Arunachal Pradesh, Manipur & Meghalaya (March, 2023) where 410 women artisans participated; and Bharat Parv, New Delhi (January 2023) where 16 artisans participated.

The scheme 'Marketing and Logistics Development for promoting Tribal Products from North Eastern Region' envisions directly enhancing the livelihood of more than 6000 tribal artisans and suppliers across the NER. Further, market development by way of digitalization authentication and traceability is targeted to cover 10,000 weavers.
