

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-799
ANSWERED ON- 08/12/2023

PROMOTING USE OF SUSTAINABLE TEXTILES

799. SHRI IRANNA KADADI:

Will the Minister of TEXTILES be pleased to state:

- (a) the efforts made by the Ministry to promote the use of sustainable textiles in the industry;
- (b) in what manner the Ministry is working to ensure the protection of the rights and interests of textile manufacturers and artisans with the rise of e-commerce and online retail;
- (c) whether any new regulations or policies are being developed to address this issue; and
- (d) the steps taken to address the growing demand for organic and ethically-produced textiles, and the increasing popularity of handloom and handicraft products and adapting its policies and strategies to stay competitive in the global market?

ANSWER

THE MINISTER OF STATE FOR TEXTILES
(SMT. DARSHANA JARDOSH)

(a): Ministry of Textiles is taking various initiatives to promote sustainability and circularity in the textile sector. Details of some recent steps taken in this regard are as follows:

- i. Textile Advisory Group (TAG) for cotton, an informal group representing all stakeholders has been set up to deliberate and recommend on issues pertaining to the entire cotton value chain.
- ii. Kasturi Cotton Bharat program has been launched focusing on branding, traceability and certification of Indian cotton. This initiative taken jointly by the industry and Government, will help in enhancing international prospective of Indian cotton and provide better value to farmers.
- iii. Ministry of Textiles in association with the Ministry of Agriculture has undertaken a special project through ICAR-CICR, Nagpur, focusing on demonstration of best agricultural practices and technology to enhance cotton productivity.
- iv. An ESG Task Force constituted by the Ministry of Textiles provides a platform to stakeholders of the textile and apparel industry in ascertaining the current status and issues in transitioning the textile industry to a sustainable and resource-efficient production system.

(b) to (d): Ministry of Textiles is implementing National Handicrafts Development Programme, Comprehensive Handicrafts Cluster Development Scheme, National Handloom Development Programme and Raw Material Supply Scheme for the development, promotion & preservation of handicrafts and handlooms in a holistic manner and to provide sustainable livelihood opportunities

to the weavers/artisans. E-commerce portal has been developed to facilitate online sale of handloom and handicraft products directly by weavers and artisans to the buyers/consumers. In addition, 23 e-commerce agencies have been associated with online marketing of handloom products. Artisans and weavers are also being on-boarded on GeM portal where they can sell their products. In addition, exposure to domestic and international marketing events/fairs for artisans/weavers has been facilitated under respective schemes by Office of Development Commissioner (Handlooms) and Office of Development Commissioner (Handicrafts). Further, IPR protection of unique Handloom & Handicraft products is also being facilitated through GI registration under Geographical Indications (GI) Act, 1999.

In addition, with a view to enhance productivity, marketing capabilities and ensure better incomes, producer companies have been formed in handloom and handicraft sectors. Craft Villages are also set up en-route popular tourist destination to integrate craft promotion with tourism. Also, weavers are being registered under the India Handloom Brand (IHB) Scheme, aimed to promote the brand for handlooms and develop a niche market for handloom products with distinct identity providing high-quality defect free, socially and environmentally compliant products.
