

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-3040
ANSWERED ON- 20/12/2024

PROMOTION OF HANDLOOM AND HANDICRAFT PRODUCTS OF NAGALAND

3040. SMT. S. PHANGNON KONYAK:

Will the Minister of TEXTILES be pleased to state:

- (a) the steps taken by Government to promote traditional handloom and handicraft products from Nagaland in both domestic and international markets;
- (b) the financial support or subsidies available for artisans and weavers in Nagaland under the Ministry's various schemes; and
- (c) whether Government has considered launching special initiatives to support the development of Naga weaving traditions, such as those associated with the traditional shawls, garments, and crafts unique to Nagaland?

ANSWER

THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a) to (c): Ministry of Textiles through Office of Development Commissioner (Handlooms) & Office of Development Commissioner (Handicrafts) promotes Handloom & Handicrafts products across the country including Nagaland under National Handloom Development Programme & National Handicrafts Development Programme by way of:

1. Office of the Development Commissioner for Handlooms is implementing the following schemes to promote handloom industry across the country:
 - (i) National Handloom Development Programme;
 - (ii) Raw Material Supply Scheme;
- Under the above schemes, financial assistance is provided to eligible handloom agencies/weavers for raw materials, procurement of upgraded looms & accessories, solar lighting units, construction of workshed, skilling, product & design development, technical and common infrastructure, marketing of handloom products in domestic & international markets, concessional loans under weavers' MUDRA scheme and social security etc.
- Assistance in establishing international marketing linkages to suitable Apex/Primary handloom cooperative societies, corporations, producers' companies, handloom awardees, exporters, other talented weavers etc. who are producing exclusive exportable handloom products.
- Market penetration through organisation/participation in international fairs/exhibitions, big ticket events, Buyer Sellers Meet, Reverse Buyer Sellers Meet etc., for export promotion of handloom products. Publicity and brand development through India Handloom Brand (IHB), Handloom Mark (HLM) and other measures.

- Under Mega Cluster Development Programme and Need based Special Infrastructure Projects, both components of NHDP, need based financial assistance upto Rs. 30.00 Crore (GoI) and Rs.12.00 Crore (GoI) respectively is provided for various interventions like upgraded loom & accessories, solar lighting units, worksheds, design & product development, development of pre-loom, on-loom and post-loom facilities, promotion of natural/vegetable dyes, setting up of Dye house etc. on receipt of complete proposals from State Governments. Under both components of NHDP, the funding pattern for GoI: State Govt./IA in NER States (including Nagaland) is 90:10. Project has been recently sanctioned to setup a Marketing Complex - “Handloom Pavilion” at Kisama, Naga Heritage Village, Kohima District, Nagaland under ‘Need based Special Infrastructure projects’ component of NHDP with total project cost of Rs.1,493.51 lakh.

2. Office of the Development Commissioner for Handicrafts is implementing National Handicrafts Development Programme (NHDP) scheme to promote handicrafts industry across the country. Under the Marketing Support & Services component of this scheme, access to International & Domestic markets across the country including Nagaland along with Publicity & Branding support is provided to the Handicrafts sector. Under this sub-component, financial assistance is provided to eligible agencies for organizing /participating in marketing events both in domestic as well as international markets to provide direct marketing platform to artisans from pan India including artisans from Nagaland. Exploring these avenues through various exhibitions and fairs, thematic exhibitions, live demonstrations, buyer seller meets, brand promotion events, seminars, gift fairs, niche market creating is the prime objective of Marketing Support and Services sub-component of National Handicraft Development Programme. This enables artisans for direct sale of their products as well as awareness for marketing micro finance, packaging, entrepreneurship among the artisans/new comers through Craft Awareness Program, Craft Demonstration Program, Cultural Exchange Programme etc.

Financial assistance in indigent circumstances is being provided to the artisans of Nagaland @Rs.8,000/- per month to each artisan under the national Handicrafts Development Program scheme, DBA component.

- Till date total 530 artisans are availing the benefits across the Country where 14 no. of artisans are from the state of Nagaland. Criteria for availing the benefits of financial assistance:
 1. Master crafts persons who are the recipient of Shilp Guru Awards, National Awards or Merit Certificates or State Awards or any other bigger award than above will be eligible for being considered for financial assistance.
 2. The annual income of the artisan should not exceed Rs. 1,00,000/- (Rs. One lakh only) in the preceding financial year.
 3. The applicant should not be a recipient of similar financial assistance from any other source.
 4. The artisan should not be less than 60 years of age on the date of application. Age may be relaxed in case of artisans with disabilities.
