

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-2555
ANSWERED ON- 21/03/2025

ROLE OF INDIE HAAT IN PROMOTING INDIAN HANDICRAFTS AND HANDLOOM PRODUCTS

2555. SHRI DEEPAK PRAKASH:
SHRI ADITYA PRASAD:
SMT. S. PHANGNON KONYAK:
SHRI BRIJ LAL:

Will the Minister of TEXTILES be pleased to state:

- (a) the manner in which the Indie haat initiative aligns with the objectives of Aatmanirbhar Bharat and Vocal for Local campaigns;
- (b) the role of Indie haat in promoting the export of Indian handicrafts and handloom products, particularly, the traditional crafts of Jharkhand;
- (c) the strategies Government is adopting to expand Indie Haat to reach a greater number of audiences domestically and internationally; and
- (d) the steps being taken by Government to provide support to artisans and handloom enterprises of Jharkhand in terms of digitisation, branding and making exportable products?

ANSWER

THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a): Indie Haat initiative aligns with the objective of Atmanirbhar Bharat and Vocal for Local Campaigns. Indie Haat event curated exclusively for Bharat Tex to showcase and promote handloom and handicraft products of Indian weavers and artisans for global audience who visited the event as buyer or visitors.

(b) & (c): Indie Haat event was organized for Bharat Tex, India's largest textile trade fair to showcase the best of Indian Handicraft and Handloom to the visitors and exhibitors of over hundred countries who participated in the event. This has amplified the visibility of India's rich handloom and handicraft heritage among international buyers, policymakers, and industry stakeholders. Further, the participating exporters and foreign buyers in Bharat Tex were invited to visit and interact with artisans and weavers. Indie Haat featured a vibrant display of 80 different types of handcrafted and handwoven products, crafted by 85 artisans and weavers from across the country including three from Jharkhand.

(d): The Office of the Development Commissioner (Handicrafts) under the aegis of Ministry of Textiles implements two schemes namely National Handicrafts Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for overall development and promotion of handicrafts sector across the country including Jharkhand. Under these schemes, need based financial assistance is provided for end-to-end support to the artisans through marketing events, skill development, cluster development, formation of Producer Companies, direct benefit to artisans, infrastructural and technology support, research and development support, digitization, branding etc. which benefit the traditional crafts and artisans throughout the country.

Also, Office of Development Commissioner (Handloom) promotes Handloom products across the country and abroad including Jharkhand under National Handloom Development Programme by way of:

- (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.
