

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-795
ANSWERED ON- 25/07/2025

'VOCAL FOR LOCAL' CAMPAIGN IN UTTARAKHAND

795. DR. KALPANA SAINI:

Will the Minister of TEXTILES be pleased to state:

- (a) the schemes being run to promote handloom and handicraft industry in a hilly state like Uttarakhand, the details thereof; and
- (b) the manner in which the assistance is being provided to the rural textile manufacturers of Uttarakhand under the Prime Minister's 'Vocal for Local' campaign, the details thereof?

ANSWER

THE MINISTER OF TEXTILES
(SHRI GIRIRAJ SINGH)

(a) & (b): The Government of India, Ministry of Textiles is implementing following schemes for the promotion and development of handloom and handicraft sectors in the country, including the State of Uttarakhand:

1. National Handloom Development Programme;
2. Raw Material Supply Scheme;
3. National Handicraft Development Programme;
4. Comprehensive Handicrafts Cluster Development Scheme;

Under the above schemes, financial and technical assistance is provided for raw materials, upgraded looms, accessories and toolkits, design innovation, product diversification, infrastructure development, marketing of handloom and handicraft products in domestic and overseas markets, loans at concessional rates, social security etc., which benefit handloom weavers and handicraft artisans.

These schemes specifically promotes cluster development to improve the quality, design, infrastructure, and market reach of locally handmade products. These initiatives enable weavers and artisans across India, including those in Uttarakhand, to sell their products directly to consumers.

Furthermore, the Ministry enhances public awareness and promotes pride in the handloom & handcraft sectors through targeted social media campaigns and awareness programs focused on the importance and uniqueness of the sector.
