

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-797
ANSWERED ON- 25/07/2025

PROMOTION AND DEVELOPMENT OF UPPADA JAMDANI SAREES

797. SHRI SANA SATHISH BABU:

Will the Minister of TEXTILES be pleased to state:

- (a) the details of the measures taken to promote the GI-tagged Uppada Jamdani Sarees of Andhra Pradesh and the progress made so far;
- (b) the impact of these initiatives on the product's market visibility and sales;
- (c) the details of the funds allocated and utilised for its promotion in the last five years;
- (d) the number of weavers and producers who have benefited from the G.I. Help Desk; and
- (e) the infrastructure created in Block Level Cluster in Uppada, the details thereof along with the funds allocated?

ANSWER

THE MINISTER OF TEXTILES
(SHRI GIRIRAJ SINGH)

(a) & (b): Ministry of Textiles through Office of Development Commissioner (Handlooms) promotes handloom products of the country through promotional activities which include Geographical Indication (GI) - tagged Uppada Jamdani Sarees of Andhra Pradesh by implementing following schemes:

- (i) National Handloom Development Programme (NHDP);
- (ii) Raw Material Supply Scheme (RMSS);

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 workshop, 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. Further, an e-commerce portal (indiahandmade.com) has been launched facilitating weavers & artisans for online marketing of handloom & handicrafts products.

To promote the GI handloom products including Uppada Jamdani Sarees in the domestic and international arena, a summit, "GI & Beyond - Virasat se Vikas Tak", was organized on 25.11.2024 to publicize the GI tagged products among the buyers.

(c): The details of the funds allocated and utilized for promotion of handlooms including GI-tagged Uppada Jamdani Sarees in the last five years is given below:

(Rs. In Cr.)

Sl. No.	Scheme	2020-21		2021-22		2022-23	
		Revised Estimate	Expenditure	Revised Estimate	Expenditure	Revised Estimate	Expenditure
1	NHDP	161.49	159.53	165.50	165.37	156.00	152.51
2	RMSS	70.00	60.32	105.00	89.53	140.00	139.70
Total		231.49	219.85	270.50	254.90	296.00	292.21

(Rs. In Cr.)

Sl. No.	Scheme	2023-24		2024-25		2025-26 (As on 18.07.2025)	
		Revised Estimate	Expenditure	Revised Estimate	Expenditure	Budget Estimate	Expenditure
1	NHDP	190.00	186.36	195.84	195.50	200.00	112.28
2	RMSS	160.00	159.72	172.17	172.16	190.99	72.49
Total		350.00	346.08	368.01	367.66	390.99	184.77

(d): To promote the GI handloom products, GI Help Desk has been set up in every Weaver Service Centre (WSC) across the country to address the issues related to GI.

(e): In F.Y. 2016-17, financial assistance of Rs.52.78 lakh has been provided for implementation of Uppada Cluster covering 691 beneficiaries in East Godavari District of Andhra Pradesh State.
