

GOVERNMENT OF INDIA  
MINISTRY OF TEXTILES  
**RAJYA SABHA**  
**UNSTARRED QUESTION NO-954**  
ANSWERED ON- 06/02/2026

**PROMOTION OF TEXTILE EXPORT FROM MAHARASHTRA**

954. DR. FAUZIA KHAN:

Will the Minister of TEXTILES be pleased to state:

- (a) whether Government has taken any initiatives to promote handloom textiles products from the Vidarbha and North Maharashtra regions of Maharashtra, focusing on export promotion;
- (b) if so, the details thereof and if not, the reasons therefor;
- (c) the steps undertaken to establish dedicated market access channels, quality standard certifications and international branding support specifically targeted at tribal producer groups in these districts;
- (d) whether any measures exist to provide region-specific capacity building programmes, financial inclusion and technology adoption support to tribal artisans; and
- (e) if so, the details thereof and if not, the reasons therefor?

**ANSWER**

THE MINISTER OF STATE FOR TEXTILES  
(SHRI PABITRA MARGHERITA)

**(a) & (b):** Ministry of Textiles through Office of Development Commissioner (Handlooms) promotes handloom products of the country including Vidarbha and North Maharashtra regions of Maharashtra through promotional activities 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 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.

For export promotion of handlooms, participation of handloom exporters/weavers in various International marketing events/fairs, India International Trade Fair, Buyer Seller Meet, Reverse Buyer Seller Meet, Big Ticket events, Bharat Tex, are organised through Handloom Export Promotion Council.

**(c):** In addition to the export promotion of handlooms, expos are organized including participation in various crafts melas & Dilli Haat programme etc., to provide the marketing platforms to the handloom agencies/weavers of the country including tribal producer groups of Maharashtra, to sell their products directly to the customers. Also, an e-commerce portal (<https://www.indiahandmade.com/>) has been launched to support the handloom sector for online marketing of handloom products.

‘India Handloom’ brand has been launched in 2015 with the objective to promote production of niche handloom products with high quality, authentic traditional designs with zero defect and zero effect on environment, for domestic & international market. ‘Handloom Mark’ has already been introduced to serve as a guarantee to the buyer that the handloom product being purchased is a genuine hand-woven.

**(d) & (e):** Under the Small Cluster Development Programme (SCDP), a component of NHDP, financial assistance of Rs. 614.86 lakh has been provided for 13 SCDPs covering 5,352 beneficiaries including tribal weavers of Maharashtra State since 2015-16, for various interventions like upgraded loom & accessories, solar lighting units, worksheds, design & product development etc.

Also, need based skill up gradation programmes are conducted for handloom workers in technical areas viz. weaving, dyeing/printing, designing, etc., under SAMARTH (Scheme for Capacity Building in Textile Sector) across the country. During the FY 2020-21 to 2025-26 (upto 31.12.2025), 2,257 weaver have been trained in Maharashtra including Tribal weaver under the above scheme.

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