

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-1596
ANSWERED ON- 31/07/2026

SUPPORT FOR TRADITIONAL WEAVERS IN PURI

1596. SHRI SUBHASISH KHUNTIA:

Will the Minister of TEXTILES be pleased to state:

- (a) the details of Central assistance provided to traditional weaving clusters in Puri during the last five years;
- (b) the details of measures taken to ensure affordable raw yarn supply, market access and digital marketing support for weavers in the district;
- (c) the details of Common Facility Centres, design, skill development and E-commerce initiatives implemented for traditional weavers in Puri; and
- (d) whether further measures are proposed to strengthen the livelihood and competitiveness of traditional weavers, if so, the details thereof and if not, the reasons therefor?

ANSWER

THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a) to (c): Ministry of Textiles, Government of India is implementing the following schemes for development of traditional weavers across the country including State of Odisha:

1. National Handloom Development Programme
2. 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/overseas markets, concessional loans under weavers' MUDRA scheme, scholarships and social security etc.

The details of central assistance provided for traditional weavers to the State of Odisha during the last 5 years are as follows:-

- i. Under Cluster Development Programme, financial assistance of Rs.5.28 crore provided for 05 handloom clusters & various interventions for other than Assisted clusters benefiting 1796 weavers by providing improved looms/accessories, worksheds and lighting units. Also, 1251 handloom workers imparted Skill up-gradation training.
- ii. Under Raw Material Supply Scheme (RMSS), 21.48 lakh kg of yarn supplied under Transport subsidy & Price subsidy benefiting 30,386 handloom weavers.
- iii. Under Handloom Marketing Assistance, 22 marketing events organised to facilitate and promote sales of Handloom Products.

(d): In order to strengthen the livelihood and competitiveness of traditional handloom weavers, 10 Handloom Producer companies have been formed in the State of Odisha to enhance productivity, marketing capabilities and facilitate better incomes. Also, an e-commerce portal (<https://www.indiahandmade.com/>) has been launched to support the handloom sector for online marketing of handloom products. So far, 68 sellers have been onboarded on the portal with 1083 products from Odisha State.
