

**GOVERNMENT OF INDIA
MINISTRY OF COMMERCE & INDUSTRY
DEPARTMENT FOR PROMOTION OF INDUSTRY AND INTERNAL TRADE**

RAJYA SABHA

**UNSTARRED QUESTION NO. 2275.
TO BE ANSWERED ON FRIDAY, THE 07TH AUGUST, 2026.**

PROMOTION OF RURAL COMMERCE IN AND AROUND PURI

2275. SHRI SUBHASISH KHUNTIA:

Will the Minister of **Commerce and Industry** be pleased to state:

- (a) whether there is any Central initiative to promote the marketing of locally manufactured handicrafts, handlooms and village products in and around Puri, if so, the details thereof, if not, the reasons therefor;
- (b) the details of rural commerce hubs, artisan markets, tourist-linked marketing facilities established with Central assistance;
- (c) whether any assessment has been made of market access for local artisans and rural producers in the tourism value chain, if so, the findings thereof; and
- (d) the details of measures proposed to strengthen rural commerce and local value addition through tourism in Puri, if not, the reasons therefor?

ANSWER

**THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE & INDUSTRY
(SHRI JITIN PRASADA)**

- (a) to (d):** The Government has taken up several measures to support rural entrepreneurs, Self Help Groups (SHGs), artisans and MSMEs for marketing and sale of their products, which are as under:
- i. Procurement & Marketing Support (PMS) Scheme of the Ministry of Micro, Small & Medium Enterprises (MSME), provides assistance for enhancing market access to eligible Micro and Small Enterprises (MSEs), including those engaged in the manufacture of handicrafts, handloom-based products, traditional and village products. The Scheme supports participation in domestic trade fairs and exhibitions, Vendor Development Programmes (VDPs), awareness programmes on Government e-Marketplace (GeM), e-Commerce, exports, packaging, adoption of Barcode and other Schemes being run by the M/o MSME. These interventions are implemented across the country, including through MSME Development and Facilitation Offices (MSME-DFOs), based on local requirements. The details of number of beneficiaries of Odisha, including that of Puri, under PMS Scheme is placed at **Annexure-I**.
 - ii. The Ministry of Textiles is administering National Handloom Development Programme (NHDP) and Raw Material Supply Scheme (RMSS) for the overall development of handloom sector and welfare of handloom workers across the country including Odisha (Puri).

Under the above schemes, financial assistance is provided to eligible handloom agencies/workers for raw materials, procurement of upgraded looms & accessories, solar lighting units, construction of work shed, skilling, product diversification & design innovation, technical and common infrastructure, publicity and brand development through India Handloom Brand (IHB), Handloom Mark (HLM) and GI tag, e-commerce facilities, marketing of handloom products in domestic/ overseas markets, concessional loans under weavers' MUDRA scheme and social security etc.

The Government has undertaken various measures to safeguard Odisha weaving heritage through skill development, sericulture promotion, artisan welfare, and market support. Schemes such as Samarth, state-level artisan training programmes, sericulture development initiatives, and the ODOP programme collectively contribute to preserving the traditional craft while encouraging the younger generation to weaving as a viable cultural and economic profession.

IHB was launched in the year 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. The salient features are 100% Handloom, made of 100% natural fibres, assured fast colours, skin friendly dyes & socially compliant.

Odisha's GI products have been registered in year 2010 for export promotion. Handloom exporters/ weavers of Odisha participate in various International marketing events/fairs India International Trade Fair, Buyer Seller Meet, Reverse Buyer Seller Meet, Big Ticket events, Bharat Tex, that are organised through Handloom Export Promotion Council.

The Ministry of Textiles, through Digital India Corporation (DIC), operates the indiahandmade.com, e-commerce platform to provide direct market access to handloom weavers, thereby reducing dependence on intermediaries and improving of profit margins.

- iii. Deendayal Antyodaya Yojana-National Rural Livelihoods Mission (DAY-NRLM), an initiative of Ministry of Rural Development is providing support to Self Help Group (SHG's) which include rural entrepreneurs and artisans for adopting e-Commerce for marketing and sale of their products. DAY-NRLM has established a dedicated e-commerce platform eSaras for selling of curated SHG products. Training to the SHGs has been provided on e-commerce onboarding, supply chain management, quality assurance and logistics.
- iv. One District One Product (ODOP) is an initiative by the Department for Promotion of Industry and Internal Trade (DPIIT) with the aim of selecting, branding, and promoting at least one product from each district of the country to enable holistic growth across all regions. The ODOP products identified for Puri district are Handicrafts (Pattachitra) and Marine Products. Several steps have been undertaken to promote and enhance the visibility of the ODOP products, which includes facilitating participation in domestic and international exhibitions, capacity building initiatives in collaboration with various agencies; e-commerce on boarding drives Government e-Marketplace (GeM) - ODOP Bazaar. ODOP products have also been included as official gifts during various bilateral/multilateral meetings, thereby enhancing their visibility in international markets. Under the Scheme of Department of Expenditure for Special Assistance to States for Capital Investment (SASCI), States/UTs with legislatures are

provided financial assistance of up to ₹200 crores in the form of a 50-year interest-free loan for establishing PM Ekta Malls (Unity Malls) to promote the sale of One District One Product (ODOP) products, Geographical Indication (GI) products and other handicrafts from across the country.

- v. Department for Promotion of Industry and Internal Trade (DPIIT) has pioneered the initiative of Open Network for Digital Commerce (ONDC). ONDC is a neutral, interoperable and open network that enables small sellers, including those in rural and semi-urban areas, to participate in digital commerce without dependence on any single proprietary e-commerce platform. The network lowers entry barriers, reduces cost of participation and expands market access for small producers and local sellers across the country. ONDC enables buyer-side applications and seller-side service providers to onboard rural sellers and SHGs, thereby improving discoverability of their products across multiple consumer applications. ONDC also works with ecosystem partners such as Common Services Centres (CSCs), SIDBI, NABARD and State agencies to facilitate seller onboarding and link them with logistics and fulfilment partners available on the network.
- vi. Ministry of Micro, Small & Medium Enterprises (MSME) has designed a new initiative, MSME TEAM (Trade Enablement and Marketing) Initiative under the World Bank supported “Raising and Accelerating MSME productivity (RAMP) program to empower Pan India MSMEs to expand their market reach via e-commerce. The TEAM Scheme digitizes MSME operations and promotes e-commerce adoption by providing MSMEs access to the government-backed ONDC for online storefronts, digital payments, and logistics; enabling seamless onboarding and cataloguing without the need to build individual e-commerce platforms. TEAM portal is used to register MSMEs, capture business profiles, and match them with Seller Network Participants (SNPs); and support capacity-building of MSMEs to leverage digital market opportunities.

ANNEXURE-I**ANNEXURE REFERRED TO IN REPLY TO PARTS (a) to (d) OF THE RAJYA SABHA UNSTARRED QUESTION NO. 2275 FOR ANSWER ON 07.08.2026.**

The number of beneficiaries of Odisha under Component 5(I) (A) of PMS Scheme is as under:

FY	Total No. of Domestic Trade Fairs	No. of Domestic Trade Fairs in Odisha	Total Beneficiaries All Over India	Total Beneficiaries in Odisha	No. of Beneficiaries in Puri district
2023-24	256	18	11034	774	31
2024-25	255	17	9869	662	101
2025-26	276	16	11647	844	142
2026-27 (As on 27.07.2026)	102	3	1721	94	15
