

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-2398
ANSWERED ON- 07/08/2026

GI-TAGGED HANDLOOM PRODUCTS OF TELANGANA

2398. DR. K. LAXMAN:

Will the Minister of TEXTILES be pleased to state:

- (a) the initiatives taken by Government to promote GI-tagged handloom products of Telangana, including Pochampally Ikat, Gadwal Sarees, Narayanpet Sarees and Warangal Durries, in domestic and international markets;
- (b) whether Government proposes to leverage emerging export opportunities under India's trade agreements to enhance global market access for GI-tagged handloom products;
- (c) whether any exhibitions, buyer-seller meets, handloom expos are being planned for promoting Telangana's handloom products; and
- (d) the steps taken to provide direct-to-buyer market access to Telangana weavers through the India Handloom Brand and GeM portal?

ANSWER

THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a) to (c): Ministry of Textiles promotes the provision of Geographical Indication (GI) of Goods (Registration & Protection) Act 1999, for GI handloom products pan India including Pochampally Ikat, Gadwal Sarees, Narayanpet Sarees and Warangal Durries of the State Telangana under the scheme, National Handloom Development Programme (NHDP).

Under the above scheme, financial assistance is provided for registering the designs/products, imparting training and ensuring effective enforcement of G.I. registration.

Marketing expos/events are organized alongwith participation in various crafts melas & Dilli Haat programme etc., to sell the handloom products of pan India directly to the customers, including GI-tagged handloom products. In addition, 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 organized for export promotion of handlooms. Also, an e-commerce portal (<https://www.indiahandmade.com/>) has been launched to support the handloom sector for online marketing of handloom products including all GI-tagged handloom products of India.

(d): India Handloom Brand (IHB) was launched in the year 2015 with the objective of promoting production of niche handloom products of pan India including GI handloom products of Telangana State, with high quality, authentic traditional designs and zero defect and zero effect on environment. About, 1.50 lakh handloom entities including GI registered holders have already been registered on Government e- Market (GeM) portal for online supply of handloom goods to the Government Departments.
