

LOK SABHA
UNSTARRED QUESTION NO.3715
TO BE ANSWERED ON 09.08.2018

INDIAN TEXTILE PRODUCTS

3715. SHRI K. PARASURAMAN:

Will the Minister of TEXTILES वस्त्र मंत्री
be pleased to state:

- (a) whether the Government is concerned about the lower marketing value of Indian Textile products in the global market;
- (b) if so, whether the Government proposes to promote Indian textile as a brand in the international market and develop a comprehensive and integrated Annual Marketing Plan in association with various Export Promotion Councils (EPCs); and
- (c) if so, the details thereof and the steps taken by the Government in this regard?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री अजय टम्टा)

MINISTER OF STATE FOR TEXTILES
(SHRI AJAY TAMTA)

(a) to (c): India's exports of textile and clothing sector (including handicrafts) have increased from US\$ 39.0 bn in 2016-17 to US\$ 39.2 bn in 2017-18. To promote Indian textiles in international markets, Government has approved an Integrated Marketing plan 2018-19 for textiles and apparel sector. Certain traditional and emerging markets have been identified for export promotion activities through participation in exhibitions and B2B meetings to increase exports. Details of the same are available at:

<http://texmin.nic.in/sites/default/files/MarketingPlan2018-19a.pdf>
