

STANDARDISATION OF HANDICRAFTS INDUSTRY:

3753. SHRIMATI PRATYUSHA RAJESHWARI SINGH:

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

- (a) whether the Government has taken any initiative to organize and standardize the Indian Handicrafts industry so as to increase its revenue share at global level and if so, the road map drawn for the purpose;
- (b) whether the Government has any proposal for establishing “Digital Marketplace for Rural Handicrafts products” in the country;
- (c) if so, the details thereof including the organizations proposed to be engaged for the purpose; and
- (d) the time by which the digital marketplace is likely to be established?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री अजय टम्टा)

MINISTER OF STATE FOR TEXTILES
(SHRI AJAY TAMTA)

(a): Handicraft is an unorganised & diversified sector with estimated 70 Lakh artisans practicing 32 broad crafts categories throughout the country. To organize & standardize the Indian Handicrafts, Govt. has registered approximately 22.85 lakhs artisans under Pahchan initiatives. Moreover 35 crafts have been identified as endangered crafts and 92 crafts have been registered under Geographical Indication act.

For standardization of carpet, carpet rating scheme has been formulated, but handicraft items are mainly made by Hands. Beauty of Handicrafts lies in the artistic hands of the artisans and each handicraft product is different from other even if it is made by same artisan using same raw material. Government has taken initiatives to establish authenticity of handmade products. For this purpose scheme of handicraft mark has been conceptualized and handicraft mark for wood craft is being formulated on pilot basis.

Further to create awareness and celebrate success of GI Registered crafts, commemorative postage-stamp on five crafts namely Kutch Embroidery, Karnatka Bronzeware, Maddalam of Palkkad, Sikki Grass Product of Bihar and Blue Pottery of Jaipur has been released on 31.12.2018.

(b): Direct marketing portal for handicrafts artisans has been launched to provide direct market access facility to genuine handicrafts artisans including tribal artisans working in the far flung areas. Any handicraft artisan registered under Pachchan can utilize this portal for marketing their products. Till date 302 number of artisans have been registered in the portal.

(c): India Handmade Bazaar portal has been established by the Department itself.

(d): Digital market place is already in place.