

SLOW AND SUSTAINABLE FASHION

5501. SHRI HIBI EDEN:

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

- (a) whether the Government has any plans to implement schemes to ensure a shift from fast fashion to slow and sustainable fashion, if so, the details thereof;
- (b) the manner in which local weavers/artisans would emerge successful in view of availability of cheaper alternatives of sustainable clothing by big manufacturers; and
- (c) whether the Government is able to elucidate on the existing issues, if so, the details thereof and the solution for the way forward?

उत्तर

ANSWER

वस्त्र मंत्री (श्रीमती स्मृति ज़ूबिन इरानी)

**MINISTER OF TEXTILES
(SMT. SMRITI ZUBIN IRANI)**

(a): Government does not has any direct control over the phenomenon of shift from fast fashion to slow and sustainable fashion. However, Government is taking efforts to ensure that garments produced in the country are produced in a sustainable manner through various initiatives for sustainability eg. promoting natural fibers like linen, jute etc., subsidizing installation costs for water treatment etc.

(b) & (c): Government is implementing certain schemes for weavers/ artisans as follows:

- i Under the National Handloom Development Programme (NHDP), marketing platform is provided to handloom agencies/weavers for sale of their products directly to consumers. Financial assistance is provided to the States/eligible handloom agencies for organizing marketing events in domestic as well as overseas markets.
- ii Under the Hathkargha Samvardhan Sahayata (HSS) Scheme, looms/accessories are provided to weavers for enhancing their earnings through improved productivity and quality of handloom products.
- iii The "India Handloom" Brand promotes production of niche handloom products with high quality, authentic traditional designs with zero defect-zero effect on environment. Initiatives with various leading brands have been undertaken to bring out a separate range of handloom garments.
- iv In order to promote e-marketing of handloom products, a policy frame work has been designed under which any willing e-commerce platform with good track record can participate in online marketing of handloom products.
- v Urban Haats have been set up in big towns/metropolitan cities to provide adequate direct marketing facilities to craft persons/weavers.
