

LOK SABHA
UNSTARRED QUESTION NO. 5658
TO BE ANSWERED ON 26-07-2019

PROTECTING THE HANDLOOM TRADE

5658. SHRI ACHYUTANANDA SAMANTA:

Will the Minister of TEXTILES वस्त्र मंत्री

be pleased to state:

- a) whether any steps have been taken by the Government towards protecting the handloom trade in Odisha and popularising the indigenous patterns and fabrics of Odisha;
- b) if so, the details thereof during the last three years;
- c) if not, the reasons therefor;
- d) whether there is any scheme of the Government to reduce the plight of the weavers by protecting them from private players from India, abroad and duplicate products from outside the State; and
- e) if so, the details thereof and if not, the reasons therefor?

उत्तर

ANSWER

वस्त्र मंत्री (श्रीमती स्मृति जूबिन इरानी)

MINISTER OF TEXTILES
(SMT. SMRITI ZUBIN IRANI)

(a) to (e): The Government has introduced 'Handloom Mark' to identify products woven on handlooms. Awareness creation activities are carried out from time to time to popularise these measures. Out of total 21328 registrations issued under 'Handloom Mark' Scheme, 668 registrations are in the State of Odisha. Further, 09 handloom products out of 65 handloom products registered under GI (Geographical Indications) Act are from the State of Odisha. Registered users of GI products have rights under the Act to approach the respective police authorities to safeguard their interests against illegal manufacturing / marketing of GI registered handloom products.

Govt of India has been implementing Handloom Marketing Assistance, a component of National handloom Development Programme (NHDP) for popularising sale of handloom products from district to national level. State of Odisha has been sanctioned handloom marketing assistance of Rs 232.37 Lakh during the last three years for organising 17 National Handlooms Expos, Special Handlooms Expos and District Level Events which generated sale of Rs 25.07 Crore and benefitted 37000 handloom weavers. Besides, out of 1232 registrations issued under 'India Handloom Brand', 32 registrations are from Odisha. 'India Handloom Brand' products are of high quality and these authentic traditional designs have popularised indigenous patterns and fabrics of Odisha.

The Government has been implementing the Handlooms (Reservation of Articles for Production) Act, 1985 for production of reserved items only on Handlooms. 11 textiles articles with some technical specifications are exclusively reserved for production on handlooms. Inspections are carried out in the field to enforce the provisions of the Act.
