

LOK SABHA
UNSTARRED QUESTION NO. 1210
TO BE ANSWERED ON 14.12.2022

HANDLOOM AND TEXTILE PRODUCTS

1210. SHRI PALLAB LOCHAN DAS:

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

- (a) the initiatives undertaken by the Government to promote indigenous handlooms and textile products of the country including the State of Assam;
- (b) the current status of all the schemes;
- (c) whether the Government is planning to introduce new scheme for the promotion of Assam Handloom Industry; and
- (d) if so, the details thereof?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्रीमती दर्शना जरदोश)
THE MINISTER OF STATE FOR TEXTILES
(SMT. DARSHANA JARDOSH)

- (a):** To promote indigenous handlooms and textile products, the Government of India, Ministry of Textiles is implementing National Handloom Development Programme, Raw Material Supply Scheme, Amended Technology Upgradation Fund Scheme (A-TUFS), Scheme for the development of the Powerloom Sector (Power-Tex), Scheme for Integrated Textile Parks (SITP), SAMARTH-The Scheme for Capacity Building in Textile Sector, Jute (ICARE- Improved Cultivation and Advanced Retting Exercise), Integrated Processing Development Scheme, Silk Samagra, National Handicraft development Programme, Integrated Wool Development Programme (IWDP), National Technical Textile Mission, Production Linked Incentive Scheme, Pradhan Mantri Mega Integrated Textile Region and Apparel (PM MITRA), etc. on pan-India basis including the State of Assam.
- (b):** These are ongoing Central Sector Schemes and are totally funded by the Central Government.
- (c) & (d):** Besides the above, Government has taken following initiatives to promote the handloom industry, including in the State of Assam:
- 'India Handloom' brand (IHB) has been launched for branding of high-quality handloom products, with the objective to promote production of niche handloom products with high quality, authentic designs with zero defects, and zero effect on environment.

- Weavers are facilitated to sell their products online and 23 e-commerce platforms have been associated by Ministry of Textiles under a policy framework.
- To enhance productivity, marketing capabilities and ensure better incomes, 144 Handloom Producer companies have been formed in different States.
- Design Resource Centres have been set up in Weavers' Service Centres at Guwahati, Delhi, Mumbai, Varanasi, Ahmedabad, Jaipur, Bhubaneswar, Kancheepuram, Kolkata, Meerut, Nagpur, Indore and Panipat to build and create design-oriented excellence in the Handloom Sector and to facilitate weavers, exporters, manufacturers and designers access design repositories for sample/product improvisation and development.
- For export promotion of handloom products, Handloom Export Promotion Council has been organizing International Fairs. During the year 2021-22, various international marketing fairs/events have been organised. Besides, domestic marketing events were also organised in different parts of the country for the weavers to market and sell their products.
