

LOK SABHA
UNSTARRED QUESTION NO. 2524
TO BE ANSWERED ON 15.03.2023

PRODUCTION LINKED INCENTIVE SCHEME

2524. SHRI HEMANT TUKARAM GODSE:

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

- (a) whether the Government has approved a Production Linked Incentive Scheme for textile sector, if so, the details thereof;
- (b) whether any special incentives are being planned for the handloom sector;
- (c) if so, the details thereof, if not, the reasons therefor;
- (d) whether the handloom sector is only provided incentives to boost exports;
- (e) if so, the details thereof;
- (f) whether it is a fact that no incentives are designed to promote production for domestic and local markets, if so, the reasons therefor; and
- (g) the steps to be taken by the Government to promote the diversity in local handloom and handicraft instead of forcing standardization for exports?

उत्तर

ANSWER

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

(a): Government has approved the Production Linked Incentive (PLI) Scheme with an approved outlay of Rs. 10,683 crore over a five year period to promote production of MMF Apparel, MMF Fabrics and Products of Technical Textiles in the country to enable Textiles industry to achieve size and scale and to become competitive.

(b) to (e): Financial assistance is provided for organization of events in domestic market and for participation in international fairs/exhibitions, Buyer Seller Meet (BSM), Reverse Buyer Seller Meet (RBSM) etc., for export promotion of handloom products. Under the Marketing Incentive (MI) component of National Handloom Development Programme (NHDP), financial assistance is provided to create opportunities for marketing of handloom products. The concept envisions handloom agencies to be able to adjust their prices towards increasing cost competitiveness of the products improve designs and invest in infrastructure so as to improve the production and productivity. These incentives are calculated @ 10% on average sales of handloom products of the last 3 years which is equally shared between State Govt. and Central Govt., except in the case of National Level Handloom Organizations/Societies, where the entire assistance shall be borne by the Government of India.

(f): To promote production for domestic and local markets, Government is implementing the following schemes for development of handlooms and welfare of weavers across the country:

1. National Handloom Development Programme;
2. Raw Material Supply Scheme;

Under the above schemes, financial assistance is provided to the eligible handloom agencies/weavers for raw materials, common infrastructure development, marketing of handloom products in domestic/overseas markets, loans on concessional rates etc.

(g): To promote the diversity in local handloom, 16 Design Resource Centres (DRCs) have been set up across the country to build and create design oriented excellence in the Handloom Sector. Also, 'India Handloom Brand' has been launched for branding of high quality handloom products. It promotes production of niche products with high quality, authentic traditional designs with zero defect and zero effect on environment.

Further, to promote diversity in handicraft products, different kinds of marketing platforms are provided to artisans for direct sale of their products as well as awareness for marketing, micro finance, packaging, entrepreneurship among the artisans/ new comers through Craft Awareness Program, Craft Demonstration program etc. under Market Support & Services component of National Handicraft Development Programme (NHDP) scheme.
