

LOK SABHA  
STARRED QUESTION NO. \*152  
TO BE ANSWERED ON 13.12.2023

PROMOTION OF HANDICRAFT PRODUCTS

\*152. SHRI ABDUL KHALEQUE:

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

- (a) the details of steps undertaken by the Government to popularise the use of handicrafts, ethnic jewellery, jute products, etc. across the country and abroad;
- (b) whether the Government is considering to establish a state of the art facility in North East to promote the sector which will also attract both artists from across the country and buyers from within and outside the country and if so, the details thereof;
- (c) whether the Government feels that such a state of the art facility will not only promote the sector but also increase business opportunity, if so, the details thereof; and
- (d) the details of the total amount of fund spent to promote the sector during the last five years, year-wise?

उत्तर  
ANSWER  
वस्त्र मंत्री (श्री पीयूष गोयल)  
MINISTER OF TEXTILES  
(SHRI PIYUSH GOYAL)

**(a) to (d):-** A statement is laid on the Table of the House.

**STATEMENT REFERRED TO IN REPLY TO PART (A) TO (D) OF LOK SABHA  
STARRED QUESTION NO. \*152 FOR ANSWER ON 13.12.2023 BY SHRI ABDUL  
KHALEQUE REGARDING PROMOTION OF HANDICRAFT PRODUCTS.**

**(a):** The Ministry of Textiles is implementing two schemes namely National Handicrafts Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for development and promotion of handicrafts. The above schemes include intervention to improve the quality of the work and income of artisans by providing marketing support, skill development, cluster development, direct benefit to artisans, infrastructural and technology support, research and development support for cluster and individual artisans. 31.32 lakh artisans have been issued Pahchan cards under the schemes over the last ten years and 1.53 lakh artisans have been trained in various crafts in 16 mega and 562 small clusters across the country. Moreover, 98 infrastructure projects have also been completed and 2300 marketing events benefitting 1,42,047 artisans have been conducted across the country.

In addition to above, National Jute Board implements National Jute Development Programme (NJDP) for popularizing the jute sector. 26 Jute retail outlets have been opened for the jute diversified products, development of Jute Mark Logo, financial support for international fairs/ delegation is given to popularize jute in domestic and international market.

**(b) & (c):** Under National Handicrafts Development Programme various infrastructural projects such as Common Facility Center, Raw Material Depot, Urban Haat, Emporia, Marketing and Sourcing Hub, Craft based Resource Center, Testing Laboratory etc. are being implemented to ensure the availability and support of latest technology and infrastructure to the handicraft sector in North East. For attracting domestic and international buyers, grants-in-aid is provided to eligible implementing agencies for organizing various domestic as well as international marketing events to increase business opportunities to the artisans. Need based support has also been provided to 151 clusters in NER since 2014-15 under the handicraft schemes.

In addition to the above, the North Eastern Handicrafts and Handloom Development Corporation Limited (NEHHDC), under Ministry of Development of North Eastern Region also working for the promotion and development of handicrafts and handlooms of the North Eastern Region of India. NEHHDC is implementing the Ashtlaxmi Haat & Experience Centre at Garchuk, Guwahati with a project cost of ₹ 7.6 Crores for providing a dedicated platform for artisans of NE states to showcase and sell their exquisite products. It will boost Northeastern Crafts and Tourism.

**(d):** The total amount spent for the promotion and development of handicrafts sector by the Office of Development Commissioner (Handicrafts) and National Jute Board under Ministry of Textiles during the last five years is as under:

Amount (₹ in Crores)			
S. No.	Year	Ministry of Textiles	
		O/o DC(Handicrafts)	National Jute Board
1.	2018-19	114.64	45.56
2.	2019-20	157.98	43.15
3.	2020-21	181.51	30.57
4.	2021-22	293.60	44.75
5.	2022-23	274.95	52.52

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