

**MODERN SHOWROOMS FOR TEXTILES**

965. SHRI S. JAGATHRAKSHAKAN:

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

- a) whether sufficient number of state-of-the-art modern showrooms to popularize and increase the sale of handloom textile product have been set-up in town having population of two lakhs and above across the country, similar to Gram Udyog Bhawan showrooms;
- b) if so, the details thereof; and
- c) if not, the reasons therefore?

उत्तर

ANSWER

वस्त्र मंत्री (श्रीमती स्मृति जूबिन इरानी)

MINISTER OF TEXTILES  
(SMT. SMRITI ZUBIN IRANI)

**(a) to (c):** Government of India has been implementing Handloom Marketing Assistance (HMA), a component of National Handloom Development Programme (NHDP) across India to provide marketing platform to the handloom weavers/agencies to sell their products directly to the consumers.

Under the scheme, financial assistance is provided to national level handloom organizations and nominated handloom agencies of the State Governments to organize the marketing expos/events. In addition, under the scheme, assistance for various craft melas different parts of the country and in Dilli Haat, New Delhi, International expos, buyer seller meets, workshops etc. are also facilitated to sell the handloom products. .

Under the modern marketing of handloom products, this Ministry has entered into partnership with 25 "India Handloom" brand (IHB) retail stores in various cities as per IHB retail stores policy framework to sell IHB products and have engaged 23 e-commerce agencies for promotion of e-marketing of handloom products.

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