

LOK SABHA  
UNSTARRED QUESTION NO.2702  
TO BE ANSWERED ON 06.03.2020

TRADITIONAL SKILLS IN HANDLOOM INDUSTRY

2702. DR. MANOJ RAJORIA:

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

- (a) the programmes being run by the Union Government to promote artisans/weavers having traditional skills in handloom industry;
- (b) the ongoing programmes being run to make the children of artisans of the handloom industry skilled with the use of the latest technology in their traditional work;
- (c) the total funds spent on these programmes till date; and
- (d) the number of artisans engaged in handlooms or weaving across the country?

उत्तर

ANSWER

वस्त्र मंत्री (श्रीमती स्मृति जूबिन इरानी)  
MINISTER OF TEXTILES  
(SMT. SMRITI ZUBIN IRANI)

**(a) & (b):** To promote handloom industry, the Government of India, Ministry of Textiles, is implementing the following schemes across the country:-

- 1) National Handloom Development Programme
- 2) Handloom Weavers' Comprehensive Welfare Scheme
- 3) Yarn Supply Scheme
- 4) Comprehensive Handloom Cluster Development Scheme

Under the above schemes, financial assistance is provided for raw materials, purchase of looms and accessories, design innovation, product diversification, infrastructure development, skill upgradation, lighting units, marketing of handloom products and loan at concessional rates.

**A. NATIONAL HANDLOOM DEVELOPMENT PROGRAMME**

- (i) **BLOCK LEVEL CLUSTER:** Introduced in 2015-16 as one of the components of National Handloom Development Programme (NHDP). Financial assistance upto Rs.2.00 crore per BLC for various interventions such as skill upgradation, Hathkargha Samvardhan Sahayata, product development, construction of workshed, project management cost, design development, setting up of common facility centre (CFC) etc. is provided. Besides, financial assistance upto Rs.50.00 lakh is also available for setting up of one dye house at district level. The proposals are recommended by the State Government.

- (ii) **HANDLOOM MARKETING ASSISTANCE** is one of the components of National Handloom Development Programme. In order to provide marketing platform to the handloom agencies/weavers to sell their products directly to the consumers, financial assistance is provided to the States/eligible handloom agencies for organising marketing events in domestic as well as overseas markets.
- (iii) **WEAVERS' MUDRA SCHEME:** Under the Weavers' Mudra Scheme, credit at concessional interest rate of 6% is provided to the handloom weavers. Margin money assistance @ 20% of the loan amount subject to a maximum of Rs.10,000 per weaver and credit guarantee for a period of 3 years is also provided. **MUDRA portal** has been developed in association with Punjab National Bank to cut down delay in disbursement of funds for margin money and interest subvention.
- (iv) **HATHKARGHA SAMVARDHAN SAHAYATA (HSS):** Hathkargha Samvardhan Sahayata (HSS) was introduced on 1st December 2016 with an objective to provide looms/accessories to the weavers to enhance their earnings through improved productivity and quality of the handloom products. Under the scheme, 90% of the cost of loom/accessory is borne by the Government of India while remaining 10% is borne by the beneficiary. The Government of India's share is released directly in the Bank account of the beneficiary through designated agency.
- (v) **"INDIA HANDLOOM" BRAND-** During the celebration of 7th August 2015 as National Handloom Day, 'India Handloom' Brand was launched by Hon'ble Prime Minister for branding of high quality handloom products. It promotes production of niche handloom products with high quality, authentic traditional designs with zero defect and zero effect on environment. Since its launch, 1333 registrations have been issued under 184 product categories and sale of Rs.861.93 crore has been generated.  
  
Initiatives with various leading brands has been undertaken to bring out a separate range of handloom garments in their brand.
- (vi) **URBAN HAATS** are set up in the big towns/metropolitan cities to provide adequate direct marketing facilities to the craft persons/weavers and eliminate middle agencies. 38 such Urban Haats have been sanctioned across the country so far.
- (vii) **E-COMMERCE-** In order to promote e-marketing of handloom products, a policy frame work was designed and under which any willing e-commerce platform with good track record can participate in online marketing of handloom products. Accordingly, 23 e-commerce entities have been engaged for on-line marketing of handloom products. A total sales of Rs.80.76 crore has been reported through the e-commerce entities.

## **B. HANDLOOM WEAVERS' COMPREHENSIVE WELFARE SCHEME**

Weavers Comprehensive Welfare Scheme (HWCWS) is providing life, accidental and disability insurance coverage under the components Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Converged Mahatma Gandhi Bunkar Bima Yojana (MGBBY).

## **C. YARN SUPPLY SCHEME:**

Yarn Supply Scheme is being implemented throughout the country to make available all types of yarn at Mill Gate Price. The scheme is being implemented through National Handloom Development Corporation. Under the Scheme freight is reimbursed and depot operating charges @2% is given to depot operating agencies. A component of 10% price subsidy also exists on hank yarn, which is applicable on cotton, domestic silk, wool and linen yarn with quantity caps.

## **D. COMPREHENSIVE HANDLOOM CLUSTER DEVELOPMENT SCHEME:**

The Comprehensive Handloom Cluster Development Scheme (CHCDS) is implemented for development of Mega Handloom Clusters in clearly identifiable geographical areas/locations covering atleast 15000 handlooms with the Government of India (GoI) contribution upto Rs.40 crore per cluster over a period of 5 years. 8 mega handloom clusters taken up as announced in the Budgets i.e. Varanasi & Sivasagar (2008-09), Virudhunagar & Murshidabad (2009-10), Prakasam & Guntur districts and Godda & neighbouring districts (2012-13) and Bhagalpur & Trichy (2014-15).

Under the scheme, components like conducting Diagnostic Study, engaging Designer, Product Development, Corpus for raw material, Construction of Worksheds (for BPL/SC/ST/Women weavers), Skill up-gradation etc. are fully funded by Government of India, while the components like Technology up-gradation, lighting units funded 90% and other common infrastructural projects like Design Studio, Marketing Complex, Value Addition Centres, Publicity etc., are funded by the GOI to the extent of 80%.

**(c):** Statement showing details of funds released under NHDP during last three years and current is annexed as Annexure-I.

**(d):** As per 4<sup>th</sup> All India Handloom Census there 35,22,512 handloom workers across the country.

Statement referred to in part (c) of Lok Sabha Unstarred Question No. 2702 for answer on 6-3-2020

Statement showing state-wise funds released for Block Level Clusters under NHDP during last three years and current year

S. No.	State	Funds released (Rs.in lakh)
1	Andhra Pradesh	699.82
2	Arunachal Pradesh	266.76
3	Assam	3099.03
4	Bihar	100.91
5	Chhattishgarh	115.26
6	Gujarat	55.80
7	Haryana	4.31
8	Himachal Pradesh	219.63
9	Jammu & Kashmir	401.53
10	Karnataka	248.07
11	Kerala	182.71
12	Ladakh	6.65
13	Madhya Pradesh	156.44
14	Maharashtra	143.47
15	Manipur	680.45
16	Meghalaya	0.00
17	Mizoram	136.08
18	Nagaland	272.65
19	Orissa	734.13
20	Rajasthan	37.54
21	Sikkim	5.33
22	Tamilnadu	1004.41
23	Telangana	183.03
24	Tripura	24.90
25	Uttar Pradesh	1342.70
26	Uttarakhand	35.79
27	West Bengal	216.11
	<b>Total</b>	<b>10373.51</b>

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