

LOK SABHA
UNSTARRED QUESTION NO. 4567
TO BE ANSWERED ON 20.03.2020

LOCAL TEXTILE WORKERS

4567. SHRI ANUBHAV MOHANTY:

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

- (a) whether the Government is contemplating to connect the local textile workers to the internet by training them in e-commerce;
- (b) if so, the details thereof; and
- (c) the steps taken by the Government in this regard?

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

(a) to (c): Government of India has engaged 23 e-commerce agencies for online marketing of Handloom products as per the extant policy framework. An amount of Rs. 93.79 crore has been generated for online marketing of Handloom products as on Feb, 2020. E-commerce agencies are onboarding weavers/handloom producers for online marketing by organizing awareness programme/workshops in the handloom clusters.

In addition, weavers/handloom producers are also being onboarded on Government e-Market place (GeM) for on-line marketing through GeM portal to the Indian Railways and other Central Govt. Departments after imparting necessary training.
