

LOK SABHA
UNSTARRED QUESTION NO. 2159
TO BE ANSWERED ON 23.09.2020

MEASURES TO PROMOTE HANDICRAFTS

2159. SHRI ANNASHEB SHANKAR JOLLE:
DR. VISHNU PRASAD M.K.:

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

- (a) whether the Government has taken any steps to harness the potential of hinterland handicrafts across the country, if so, the details thereof and if not, the reasons therefor;
- (b) whether the Government has any schemes to promote Indian Handicrafts globally and improve its export competitiveness, if so, the details thereof, State/UT-wise and scheme-wise and if not, the reasons therefor; and
- (c) whether there is any platform to get together all the skilled artisans on a single platform to help them network and aid each other, if so, the details thereof and if not, the reasons therefor?

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

(a): Yes Sir, The Government of India implements various schemes for promotion and development of handicraft sector and artisans through **National Handicraft Development Programme [NHDP]** and **Comprehensive Handicrafts Cluster Development Scheme [CHCDS]** to emphasize integrated approach for upliftment of handicraft sector in a holistic manner. The NHDP and CHCDS have following components:

National Handicrafts Development Programme [NHDP]:

- (i) Base Line Survey & Mobilization of Artisans under Ambedkar Hastshilp Vikas Yojana
- (ii) Design & Technology Up-gradation
- (iii) Human Resource Development
- (iv) Direct Benefit to Artisans
- (v) Infrastructure and Technology Support
- (vi) Marketing Support & Services
- (vii) Research and Development

Comprehensive Handicrafts Cluster Development Scheme [CHCDS]:

- (i) Mega Cluster
- (ii) Integrated Development and Promotion of Handicrafts Projects (Special Projects)

(b): To promote Indian handicrafts globally and improve its export competitiveness, the interventions are being implemented under Marketing Support & Services scheme. The details of interventions implemented during 2019-20 are as under:

Sl. No.	Interventions	No. of activities
1.	Thematic Exhibition	27
2.	Participation in International Exhibition / Live Demonstration	19
3.	Road show/Awareness Campaign	5
4.	Cultural Exchange Programme	2
5.	International Publicity and Brand Promotion through Electronic media	2
6.	Marketing Study Abroad	2
7.	Compliance Measure	1
8.	International Craft Exposure Programme	1
9.	Reverse Buyer Seller Meet	1
	Grand Total	60

(c): The Office of Development Commissioner (Handicrafts) has initiated the process of registering handicraft artisans on Government e-Marketplace (GeM) to provide direct market access.
