

LOK SABHA
UNSTARRED QUESTION NO. 2013
TO BE ANSWERED ON 12.02.2021

E-MARKETING PLATFORM FOR HANDLOOM

2013. SHRI PRADYUT BORDOLOI:

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

- (a) the details of e-commerce platforms that have participated in online marketing of handlooms products as on date;
- (b) whether online marketing platform had provided adequate opportunities to several handloom weavers and artisans during lockdown to monetize their products, if so, the details thereof; and
- (c) the number and details of such artisans and weavers who utilised e-marketing platforms in North Eastern region, state-wise?

उत्तर

ANSWER

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

(a) & (b): The details of e-commerce platforms that have participated in online marketing of handlooms products are as below:

1.	M/s. Amazon Seller Services Pvt. Ltd.	2.	M/s. 'Weavesmart' Online Services
3.	M/s. Flipkart Internet Pvt. Ltd.	4.	M/s. Crafts Villa Handicrafts Pvt. Ltd.
5.	M/s. GoCoop Solutions & Ser. Pvt. Ltd.	6.	M/s. Myntra Designs Pvt. Ltd.
7.	M/s. ebay India Pvt. Ltd.	8.	M/s. Big Foot Retail Solutions
9.	M/s Shoppingkart 24 Online Ser. Pvt. Ltd.	10.	M/s. Modee Software R&D Pvt. Ltd.
11.	M/s. EramInfotech Private Ltd.	12.	M/s. Dee's Alley
13.	M/s. AARMART E-Commerce LLP	14.	M/s. Techwider Network India Pvt. Ltd.
15.	M/s. Clues Network Pvt. Ltd.	16.	M/s. OrpaxQualtra
17.	M/s. Surekha Arts	18.	M/s. Bind Bind Ecommerce Pvt. Ltd
19.	M/s. Pegarse Technologies Pvt. Ltd.	20.	M/s. Denim Club India
21.	M/s. Seniorita Creations (P) Ltd.	22.	M/s. Venus Shoppee
23.	M/s Charu Creation Pvt. Ltd.		

(ii) Steps have been taken to on-board weavers/artisans on Government e-Market place (GeM) to enable them to sell their products directly to various Government Departments and organizations. So far about 1.50 Lakh handloom weavers and 30,000 handicrafts artisans have been on-boarded on the GeM portal.

(iii) During 2020-21, Handloom Export Promotion Council (HEPC) has organized participation in 07 International Fairs in virtual mode, facilitating marketing and sales of Handloom Products in the domestic as well as international markets. In addition, HEPC also participated in the Bharat Parv Festival organized in virtual mode by Ministry of Tourism.

(iv) During 2020-21, Ministry of Textiles, Office of the Development Commissioner (Handicrafts) has provided opportunities to handicrafts artisans to showcase their products to the visitors on Business to Business (B2B) Virtual Trade Fair platform through IHGF Delhi Fair, Virtual Buyer Seller Meet and IHGF Delhi Fair organized by Export Promotion Council of Handicrafts (EPCH). In addition, participation in Bharat Parv Festival organized through virtual mode by Ministry of Tourism has also been facilitated to handicrafts artisans.

(c) The details of weavers and artisans of North Eastern Region utilizing various mode of e-marketing platform are as below:

Sl. No.	State	No. of weavers & artisans on Government e-Market place (GeM)		No. of weavers & artisans on e-commerce platforms	
		Weavers	Artisans	Weavers	Artisans
1.	Manipur	3545	28	04	-
2.	Mizoram	524	27	00	
3.	Tripura	4130	06	00	
4.	Nagaland	1252	102	02	
5.	Assam	5409	304	49	
6.	Meghalaya	831	119	-	
7.	Arunachal Pradesh	806	108	-	
8.	Sikkim	-	30	00	
Total		16497	724	55	-
