

LOK SABHA  
UNSTARRED QUESTION NO. 2770  
TO BE ANSWERED ON 12.03.2021

GI TAG DESIGNATED UPPADA JAMDANI SAREES

2770. SHRI LAVU SRI KRISHNA DEVARAYALU:  
SHRI MAGUNTA SREENIVASULU REDDY:  
DR. BEESETTI VENKATA SATYAVATHI:

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

- (a) the details of measures being taken by the Government to promote the GI tag designated Uppada Jamdani Sarees of Andhra Pradesh;
- (b) the details of progress made in this regard;
- (c) the effect of such measures/certification to promote the product; and
- (d) the details of other measures proposed to be taken in this regard?

उत्तर

ANSWER

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

**(a) to (d):** The handloom product Uppada Jamdani Sarees of Andhra Pradesh has been registered under Geographical Indications (G.I.) of Goods (Registration & Production) Act, 1999. G.I. Help Desk has been set up in Weaver Service Centre Vijaywada to promote the product and address issues related under the Act including legal advice. The handloom producers of Uppada Jamdani Sarees are facilitated to participate in various marketing expos/events including e-commerce platforms to sell their products. A Block Level Cluster has been sanctioned in Uppada village. In addition, one Producer Company has been formed to extend the benefits of handloom schemes to the weavers and producers of Uppada Jamdani. Registration under India Handloom Brand (IHB) has also been granted to the product.

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