

LOK SABHA
UNSTARRED QUESTION NO. 2984
TO BE ANSWERED ON 12.03.2021

LIVELIHOOD OF WEAVERS

2984. SHRI S. JAGATHRAKSHAKAN:

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

- (a) whether it is a fact that the livelihood of weavers is challenged owing to their struggle in adapting to the new age dynamics of the market; and
- (b) if so, the steps taken/to be taken by the Government to encourage the younger generation and local authorities to take up weaving as a sustainable earning avenue?

उत्तर

ANSWER

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

- (a) & (b): The following steps have been taken by the Govt. to enhance the livelihood of weavers:
- i) The handloom weavers, and exporters from different corners of the country were connected virtually with international market. In the Fy 2020-21, 8 events have been organised by Handloom Exports Promotion Council (HEPC) in the virtual mode.
 - ii) Social media campaigns are also organized in partnership with all stakeholders to promote handloom and handicraft legacy of India to ensure people's support for the community. One such campaign #Vocal4handmade was launched on the 6th National Handloom Day held on 7th August 2020.
 - iii) 534 Chaupals were organized in various States to educate the weavers to avail benefits of various handloom schemes for their welfare and socio-economic development.
 - iv) To promote e-marketing of handloom products, 23 e-commerce entities have been engaged for online marketing of handloom products.
 - v) To support the handloom sector and to enable wider market for handloom weavers/producers, about 1.5 lakh handloom weavers/entities have been on-boarded on Government e-Marketplace (GeM) for supply of their products to Government Departments.
 - vi) To enhance productivity and marketing capabilities and ensure higher returns for handloom workers through collective efforts and pooling of resources, 117 handloom producer companies have been formed in different States, wherein younger population

of handloom weavers and workers is engaged in managing different functions of producers companies.

- vii) Design Resource Centres have been set up in Weavers' Service Centres (WSCs) at Delhi, Mumbai, Varanasi, Ahmedabad, Jaipur, Bhubaneswar and Guwahati in collaboration with National Institute of Fashion Technology (NIFT) with the intent to build and create design-oriented excellence in the handloom sector and to facilitate weavers, exporters, manufacturers and designers in creating new designs and to take benefit of erstwhile-created designs.

The above efforts are in addition to the schemes run by the Govt. under National Handloom Development Programme (NHDP) viz. financial assistance for purchase of upgraded looms & accessories, lighting units, skill up-gradation training programme in technical areas i.e. weaving, dyeing, designing, design innovation, product diversification and common infrastructural support etc.
