

LOK SABHA
UNSTARRED QUESTION NO. 1923
TO BE ANSWERED ON 30.07.2021

E-MARKETING OF HANDLOOM PRODUCTS

1923. SHRI PATEL HASMUKHBHAI SOMABHAI:

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

- (a) whether the Government provides any support for promoting E-marketing/Media marketing of handloom products;
- (b) if so, the details thereof, State-wise; and
- (c) the details of handloom units in Gujarat which availed these benefits?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्रीमती दर्शना जरदोश)

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES
(SMT. DARSHANA JARDOSH)

(a) to (c): To enable wider market for handloom weavers, steps have been taken to onboard weavers 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 weavers have been onboarded on the GeM, out of which 3422 Handloom Weavers are from the state of Gujarat.

In order to promote e-marketing of handloom products, 23 e-commerce entities have been associated for online marketing of handloom products. These e-commerce platforms are available for all the handloom agencies across the country, including the agencies of Gujarat State.

To promote such marketing of handloom products, Handloom Export Promotion Council (HEPC) has been organizing International Fairs in virtual mode. During the year 2020-21, 12 handloom fairs were organized in virtual mode. Besides, 53 domestic marketing events were also organized in different parts of the country for the weavers to market and sell their products.
