

LOK SABHA  
UNSTARRED QUESTION NO. 843  
TO BE ANSWERED ON 23.07.2021

GAP BETWEEN CRAFTSMEN AND DIGITAL MARKETS

843. SHRI KHAGEN MURMU:

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

- (a) the details of efforts made/to be made by the Government to bridge the gap between craftsmen and digital markets;
- (b) whether the Government has provided/planning to provide specific training to artisans on searching online marketplaces, Instagram and Pinterest for comparable products and incorporate the latest designs, colours and materials;
- (c) if so, the details thereof and if not, the reasons therefor; and
- (d) the details of the initiative taken by the Government to provide adequate inventory and warehousing for listed products to artisan groups?

उत्तर  
ANSWER  
वस्त्र राज्य मंत्री (श्रीमती दर्शना जरदोश)  
THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES  
(SMT. DARSHANA JARDOSH)

**(a) to (c):** Office of Development Commissioner (Handicrafts), Ministry of Textiles has started registering artisans under Government e-marketplace (Gem), a digital platform to sell the products throughout the country with the support and assistance by the field offices. In addition, the O/o DC(Handicrafts) provides trainings and handholding support to the handicraft artisans on continuous basis for developing new designs with the assistance of empanelled designers.

**(d):** The O/o Development Commissioner (Handicrafts) has kept new updated designs as sample at every Handicraft Service Centre to extend the support and benefit to artisans on continuous and regular basis as per the market trends. In addition, supports are given to all State Handicrafts Corporation for construction/renovation of emporia, Urban Haat, Raw Material banks etc.

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