

LOK SABHA  
UNSTARRED QUESTION NO. 2311  
TO BE ANSWERED ON 16.03.2022

E-COMMERCE PLATFORM

2311. SHRIMATI SUNITA DUGGAL:

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

- (a) the steps taken by the Government for the growth of the livelihood of Weavers and Artisans;
- (b) whether the Government has planned to link Weavers and Artisans with E-Commerce platforms for the growth of livelihoods in the Handlooms and Handicrafts sector; and
- (c) if so, the details thereof?

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

(a): Ministry of Textiles is implementing the following schemes to promote the handlooms and welfare of weavers across the country:

1. National Handloom Development Programme;
2. Raw Material Supply Scheme;

Under the above schemes, financial assistance is provided to the eligible handloom agencies/weavers for raw materials, common infrastructure development, marketing of handloom products in domestic/overseas markets, Weaver MUDRA Loans etc.

In addition to above,

- Steps have been taken to on-board weavers and artisans on Government e-Market place to enable them to sell their products directly to various Government Departments and organizations. So far about 1.50 lakh weavers and 28,000 artisans have been on-boarded on the GeM portal.
- To enhance productivity, marketing capabilities and facilitate better incomes, 135 Handloom Producer companies have been formed in different States.
- Design Resource Centres have been set up in Weavers' Service Centres at Delhi, Mumbai, Varanasi, Ahmedabad, Jaipur, Bhubaneswar, Guwahati and Kancheepuram to build and create design-oriented excellence in the Handloom Sector and to facilitate weavers, exporters, manufacturers and designers access design repositories for sample/product improvisation and development.

- Ministry of Textiles has undertaken to develop Craft Villages in Handloom and Handicraft pockets of the country on important tourist circuits for integrated sustainable development of Handlooms, crafts and tourism with the combined effort of the State and the Central Governments.
- For export promotion of handloom products, Handloom Export Promotion Council has been organizing International Fairs. During the year 2021-22, various international marketing fairs/events have been organised. Besides, domestic marketing events were also organised in different parts of the country for the weavers to market and sell their products.

Apart from above, National Handicrafts Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) are also being implemented for overall development of handicrafts in a holistic manner and to provide sustainable livelihood opportunities to the artisans.

The NHDP and CHCDS has following components:

1. Marketing Support & Services
2. Skill Development in Handicrafts sector
3. Ambedkar Hastshilp Vikas Yojna
4. Direct Benefit to Artisans
5. Infrastructure and Technology Support
6. Research and Development
7. Mega Cluster

**(b) & (c):** Weavers are facilitated to sell their products online and 23 e-commerce platforms have been associated by Ministry of Textiles under a policy framework.

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