

LOK SABHA
UNSTARRED QUESTION NO. 4478
TO BE ANSWERED ON 30.03.2022

HANDLOOM DESIGN RESOURCE CENTRES

4478. SHRI THIRUNAVUKKARASAR SU:

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

- (a) the names of places in the country where Handloom Design Resource Centres are located, State-wise;
- (b) whether the Government has recently set up ten Handloom Design Resource Centres in various States in the country;
- (c) if so, the details thereof along with its functions;
- (d) whether it is also proposed to build handloom eco-systems in the country; and
- (e) if so, the details thereof?

उत्तर

ANSWER

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

(a) to (e): Ministry of Textiles has set up Design Resource Centres 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.

To promote the handloom sector, Ministry of Textiles is implementing the following schemes 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,

- 'India Handloom' brand (IHB) has been launched for branding of high quality handloom products. The main objective is to promote production of niche handloom products with high quality, authentic designs with zero defects and zero effect on environment.
- 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 1.5 lakh weavers have been on-boarded on the GeM portal.
- Weavers are facilitated to sell their products online and 23 e-commerce platforms have been associated by Ministry of Textiles under a policy framework.
- To enhance productivity, marketing capabilities and ensure better incomes, 135 Handloom Producer companies have been formed in different States.
- 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 both 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.
- Opening of exclusive retail stores at Santushti Shopping Complex, New Delhi to provide direct marketing opportunity to handloom weavers/producers of niche products to high end clientele, eliminating the middlemen and ensuring high remuneration for weavers.
- Financial assistance is being provided for distribution of leg operated looms (having positive let-off and take up motion to produce fabric with uniform pick spacing to address the issue of drudgery of labour) to the handloom clusters.
