

IMPROVING ACCESS TO RAW MATERIALS

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

- (a) whether the Government has implemented measures to improve access to raw materials, credit, and markets for handloom weavers and if so, the details thereof;
- (b) the steps taken to promote traditional handloom products and provide Geographical Indication (GI) tags to unique handloom items;
- (c) the impact of these measures on the income levels and living standards of handloom weavers;
- (d) the efforts are being made to encourage younger generations to join the handloom industry and sustain traditional skills;
- (e) whether there are any partnerships with private players or e-commerce platforms to enhance the marketing of handloom products; and
- (f) whether the Government addressing challenges such as competition from machine-made textiles and declining demand for handloom products and if so, the details thereof?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री पबित्र मार्घेरिता)
THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a) & (f): Ministry of Textiles is implementing central sector schemes such as (i) National Handloom Development Programme (NHDP) and (ii) Raw Material Supply Scheme (RMSS) to promote handlooms and for welfare of handloom weavers across the country. Under these schemes, financial assistance is provided to eligible handloom agencies/weavers for raw materials, procurement of upgraded looms & accessories, solar lighting units, construction of workshed, skilling, product & design development, technical and common infrastructure, marketing, concessional loans under weavers' MUDRA scheme, social security, payment to awardee weavers in indigent circumstances etc. Moreover, the Ministry has been implementing the Handlooms (Reservation of Articles for Production) Act, 1985 for production of reserved items only on Handlooms and to protect the interest of handlooms weavers in the country.

(b): Ministry of Textiles is promoting Geographical Indication (GI) of Goods (Registration & Protection) Act 1999, in respect of Handloom products of pan India under Handloom Marketing Assistance (HMA), National Handloom Development Programme (NHDP). So far, a total no. of 103 handloom products & 6 products logos have been registered under the GI Act, 1999.

(c): The performance of schematic interventions has been evaluated by independent third-party agencies and the study shows that these interventions have led to an increase in the earnings and the number of working days of the weavers.

(d): Indian Institute of Handloom Technology (IIHT) under Ministry of Textiles are conducting Diploma / Degree courses in Handloom & Textile Technologies to attract students to Handloom & Textile Industry. Moreover, need-based skill upgradation programmes for handloom workers in technical areas viz. weaving, dyeing, designing etc. are conducted under NHDP under SAMARTH-Capacity Building in Textile Sector. Training programmes for handloom workers are also conducted through 29 Weavers' Service Centres (WSCs) functioning in the country under administrative control of Ministry of Textiles.

Ministry of Textiles is also providing financial support as scholarship maximum upto Rs. 2.00 lakh per annum per child (upto 2 children's) to handloom weavers/ workers' children for study in diploma / under graduate / post graduate courses of recognized textile institutions under handloom weavers welfare, a component of NHDP to encourage younger generation to join handloom industry and sustain traditional skills.

(e): An e-commerce portal (indiahandmade.com) has been developed facilitating weavers & artisans for online marketing of handloom & handicrafts products directly to the buyers/consumers without involvement of any intermediaries. In addition, 23 e-commerce agencies have been associated for on-line marketing of handloom products.
