

INNOVATION IN TEXTILE INDUSTRY

1375. SHRI BHARTRUHARI MAHTAB:

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

- (a) the details of key untapped domestic and international markets for Indian textiles along with the manner to penetrate these markets with targeted marketing strategies, brand building, and promotional campaigns;
- (b) the manner in which it is proposed to encourage innovation and diversification within the textile sector, moving beyond traditional products to high-value, niche segments like technical textiles, fashion wear and home furnishings;
- (c) the details of emerging trends in global textile markets and the manner in which Indian manufacturers are expected to adopt and capitalize on them;
- (d) the ways to accelerate the adoption of advanced technologies like AI, IoT and automation in the textile value chain to improve efficiency, productivity and quality;
- (e) the specific technology interventions needed to enhance design, manufacturing and supply chain management; and
- (f) the details of critical skill gaps in the textile workforce and the way to address the same through effective skill development programme and vocational training initiatives?

उत्तर

ANSWER

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

(a): The textile industry is one of the largest sources of employment generation in the country with over 45 million people employed directly. The share of textile and apparel (T&A) including handicrafts in India's total exports stands at a significant 8.21% in 2023-24. India has a share of 3.91% of the global trade in textiles and apparel. In order to popularize the Indian textiles in global market and to promote Indian textiles, the Government is implementing various schemes/initiatives. The major schemes/initiatives include PM Mega Integrated Textile Regions and Apparel (PM MITRA) Parks Scheme which seeks to create a modern, integrated, world class textile infrastructure; Production Linked Incentive (PLI) Scheme focusing on MMF Fabric, MMF Apparel and Technical Textiles to boost large scale manufacturing and enhancing competitiveness; National Technical Textiles Mission focusing on Research Innovation & Development, Promotion and Market Development; SAMARTH – Scheme for Capacity Building in Textile Sector with the objective providing demand driven, placement oriented, skilling program; Silk Samagra-2 for comprehensive development of sericulture value chain; National Handloom Development Program for end to end support for handloom sector. Ministry of Textiles is also implementing National Handicrafts Development Programme and Comprehensive Handicrafts Cluster Development Scheme for promotion of handicraft artisans. Under these schemes, support is provided for marketing, skill development, cluster development, direct benefit to artisans, infrastructure and technology support etc.

Further, for global branding of Indian Textile, Government has registered Kasturi Cotton India's brand as a trademark to give a unique identity to Premium Quality Indian Cotton. Also, after a successful Global Mega Textile Event BHARAT TEX 2024, BHARAT TEX 2025 is being organized in February, 2025 by 12 Indian Textile Export Promotion Councils (EPCs) and supported by the Ministry of Textiles, Government of India to showcase the best of trade, technology and tradition, India's prowess as a premier textile manufacturing hub, encompassing the entire value chain from raw materials to finished products. The event highlights diversity and richness of Indian textiles, while emphasizing the industry's manufacturing strength as well as its commitment to sustainability and circularity.

(b) to (e): The Government is laying emphasis on the promotion of innovative and creative technologies in textile industry. The Government is implementing National Technical Textile Mission with an outlay of Rs.1,480 crores with implementation period up to 31.03.2026. The Mission focuses on research and innovation and indigenous development of specialty fibres; promoting awareness amongst users; enhancing India's exports of technical textiles; and creating human resources with requisite skills. So far 168 projects of value Rs 509 Crores have been approved covering specialty fibres and composites, geotextiles, agro textiles, protective textiles, medical textiles, defence textiles, sports textiles, and environment friendly textiles have been approved under NTTM. Government launched VisioNxt, a bilingual web portal, and India-specific [Fashion Trend Book Paridhi 24x25](#) on September 5, 2024. VisioNxt is a Fashion Forecasting Initiative of the National Institute of Fashion Technology (NIFT). It aims to foster healthy global competition and elevate Indian culture and design to new heights globally. The fashion industry will benefit from the Artificial Intelligence (AI) and Emotional Intelligence (EI)- based trend insights offered by VisioNxt.

(f): Government is implementing SAMARTH scheme to incentivize and supplement the efforts of the industry in creating jobs in the organized sector and upskilling/reskilling in traditional sectors (Handloom, Handicraft, Silk, Jute). Umbrella skilling scheme covering entire value chain of textiles, excluding Spinning and Weaving in organized sector. Samarth has mandatory placement of trainees - 70% for entry level & 90% for upskilling under mainstream sector and Self-employment for sectoral organizations. The scheme was approved on 20.12.2017 and till date total 3.59 lakhs beneficiaries have been trained and out of that 2.87 lakhs have been placed. The scheme has been extended upto 31.03.2026.
