

PROMOTION OF CHHATTISGARH TRADITIONAL TEXTILE

1977. SMT. ROOPKUMARI CHOUDHARY:

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

- (a) the specific initiatives that are being undertaken to document, preserve and promote Chhattisgarh's traditional textiles, such as the Kachhora saree and Bastar embroidery;
- (b) the manner in which these schemes like Samarth, NHDP and CHCDS tailored to upskill Chhattisgarh's local artisans;
- (c) whether the Chhattisgarh's traditional textiles are being integrated into the "Make in India" initiative to enhance their national and international market presence;
- (d) whether there are any collaborations with private industries, e-commerce platforms or international organizations to expand market access for Chhattisgarh's weavers and artisans; and
- (e) the steps that are being taken to promote innovation and contemporary design adaptations while maintaining the authenticity of traditional textile techniques?

उत्तर

ANSWER

वस्त्र मंत्री (श्री गिरिराज सिंह)
MINISTER OF TEXTILES
(SHRI GIRIRAJ SINGH)

(a): The Ministry of Textiles has taken various steps to document, preserve and promote traditional textiles of Handloom across the country including Chhattisgarh's traditional textiles. Design Resource Centres have been set up in 16 Weavers' Service Centres to preserve traditional handloom designs and to build and create design-oriented excellence in the Handloom Sector. Ministry of Textiles is also seeking protection of traditional designs and patterns under the Geographical Indication (GI) Act, 1999 and providing financial assistance for registering the designs/products under the GI Act and for organizing seminars, workshops etc., for awareness creation.

Further, under various schematic interventions end-to-end support is provided to weavers and artisans through marketing events, skill development, cluster development, formation of Producer Companies, direct benefit to artisans, infrastructural and technology support, research and development support etc. which benefit the traditional textiles and crafts including Bastar embroidery throughout the country.

(b): Under NHDP and CHCDS schemes, various kind of skill programmes such as Guru Shishya Hastshilp Prashikshan Programme, Comprehensive Skill Upgradation Programme, Design and Technology Development Workshop etc. are being organised to enhance the productivity of artisans. Since 2020-21 to till date, skill upgradation training has been provided to 1640 Chhattisgarh's local weavers and artisans under SAMARTH Scheme of Ministry of Textiles.

(c): Handloom weaving is inherently an integral part of 'Make in India' initiative.

(d): To expand market access for weavers and artisans across the country including Chhattisgarh, an e-commerce portal (indiahandmade.com) has been developed for online marketing of handloom & handicrafts products directly to the buyers/consumers and weavers and artisans have been on-boarded on Government e-Market (GeM) place to enable them sell their products directly to various Government Departments and organizations.

(e): To promote innovation in Handloom sector, Research and Development projects are sanctioned as per extant guidelines of NHDP and a project, Craft Cluster Initiative has been taken up to link handloom with fashion in which NIFT students visit handloom clusters and provide contemporary designs to the weavers as per the market demand.

There is a mobile app 'HLM Customer app' for verifying authenticity of handloom mark labels. Also, Handloom mark, India Handloom Brand, Silk Marks and GI tags are attached to Handloom items for authentication.
