

BALARAMAPURAM HANDLOOM

265. DR. SHASHI THAROOR:

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

- (a) whether the Government is aware of the decline of the Balaramapuram handloom, one of Kerala's most famous handlooms and if so, the details thereof;
- (b) whether the Government has planned a policy response to revive it in Kerala's textile industry;
- (c) if so, the details thereof and if not, the reasons therefor;
- (d) whether the Government plans to ensure alternative livelihoods for those affected by the decline of the Balaramapuram handloom sector; and
- (e) if so, the details thereof and if not, the reasons therefor?

उत्तर

ANSWER

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

(a) to (c): To provide end to end support for development, promotion and revival of handloom sector and ensure welfare of handloom weavers/workers, Ministry of Textiles is implementing following schemes across the country including Balaramapuram and Kerala:

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

Under the National Handloom Development Programme, financial assistance is provided to eligible handloom agencies/weavers for procurement of upgraded looms & accessories, solar lighting units, construction of workshed, product & design development, technical and common infrastructure, marketing support for handloom products in domestic/overseas markets, concessional loans under weavers' MUDRA scheme and social security etc.

Under the Raw Material supply Scheme, the Ministry provides transport subsidy for transportation of yarn to the doorstep of the beneficiaries and 15% Price Subsidy on Cotton Hank yarn, Domestic Silk, Woollen & Linen yarn and blended yarn of natural fibres.

(d) & (e): To promote Balaramapuram handloom, the following assistance has been provided to the handloom weavers/workers in Balaramapuram under various schemes implemented by Government of India:

- (i) Balaramapuram Saree & Fine cotton fabrics have been registered under Geographical Indication Act, 1999. Further, for branding of high-quality handloom products to promote production of niche handloom products with high quality with zero defect and zero effect on environment, Balaramapuram Saree and Balaramapuram Dhoti have been registered under India Handloom Brand (IHB).
- (ii) 82.5 thousand kg yarn supplied to the handloom weavers of Balaramapuram at Mill gate price during 2021-22 to 2024-25 (as on 30.01.2025).
- (iii) National Handloom Development Corporation Ltd. is also operating Yarn warehouse at Balaramapuram.
