

**EXPORT OF SAMBALPURI SAREES**

4081. SHRI PRADEEP PUROHIT:

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

- (a) whether the Government is aware that thousands of weavers in Bargarh Lok Sabha Constituency depend on the production of Sambalpuri sarees for their livelihood;
- (b) the steps taken by the Government to promote the marketing and export of Sambalpuri sarees at national and international levels;
- (c) whether the Government has any specific schemes to provide financial assistance, technology support, and training to weavers engaged in Sambalpuri handloom production;
- (d) if so, the details thereof and if not, whether the Government plans to introduce such schemes; and
- (e) the measures taken to ensure that the heritage Sambalpuri Saree weavers will get special financial assistance from the Government?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री पबित्र मार्घेरिता)

THE MINISTER OF STATE FOR TEXTILES  
(SHRI PABITRA MARGHERITA)

**(a) to (e):** Ministry of Textiles through Office of Development Commissioner (Handlooms) promotes Handloom products of the country including Bargarh by implementing following scheme:

- (i) National Handloom Development Programme;
- (ii) Raw Material Supply Scheme;

- Under the above 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 of handloom products in domestic & international markets, concessional loans under weavers' MUDRA scheme and social security etc.
- Assistance in establishing international marketing linkages to suitable Apex/Primary handloom cooperative societies, corporations, producers' companies, handloom awardees, exporters, other talented weavers etc. who are producing exclusive exportable handloom products.
- Market penetration through organisation/participation in international fairs/exhibitions, big ticket events, Buyer Sellers Meet, Reverse Buyer Sellers Meet etc., for export promotion of handloom products. Publicity and brand development through India Handloom Brand (IHB), Handloom Mark (HLM) and other measures.
- Raw Material Supply Scheme (RMSS) is being implemented throughout the country including Bargarh to make available yarn to handloom weavers. Under the scheme, freight charges are reimbursed for all types of yarn; and component of 15% price subsidy is there for cotton hank yarn, domestic silk, wool and linen yarn and blended yarn of natural fibres.
- Sambalpuri Bandha Saree & Fabrics is also registered under the Geographical Indication (GI) of Goods (Registration & Protection) Act 1999.

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