

PROTECTION OF TRADITIONAL HANDLOOM

4968. SMT. SANGEETA KUMARI SINGH DEO:

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

- (a) whether the Government has undertaken initiatives to protect traditional handloom designs such as Sambalpuri, Bomkai and Dhokra art from imitation and mass production;
- (b) the total number of weavers engaged in heritage textile production in Odisha during the last three years;
- (c) the details of financial incentives provided to artisans for reviving rare and traditional weaving techniques; and
- (d) the steps taken to provide Geographical Indication (GI) tag protection and branding support for Odisha's traditional textiles?

उत्तर

ANSWER

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

(a) & (d): Ministry of Textiles promotes the provision of Geographical Indication (GI) of Goods (Registration & Protection) Act 1999, in respect of handloom products of pan India under the scheme, National Handloom Development Programme (NHDP). Under the above scheme, financial assistance is provided for meeting the expenses in registering the designs/products, imparting training to personnel of implementing agencies and effective enforcement of G.I. registration.

The act provides legal protection to the GI of goods etc. and prevents unauthorized use of these by others. In case of any violation by producing duplicate product similar to GI registered, the authorized users can resort to civil and criminal remedies available under the Act.

So far, 09 handloom products of Odisha including Sambalpuri Bandha Saree & Fabrics and Bomkai Saree & Fabrics have been given GI Tag, out of total number of 104 handloom products registered, under the GI Act, 1999.

(b): As per 4th India Handloom Census 2019-20, there are 1,17,836 handloom workers engaged in Heritage Textile Production (Handlooms) in Odisha.

(c): Ministry of Textiles through Office of Development Commissioner (Handlooms) promotes Handlooms products of the country including Odisha by implementing following schemes:

- (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.

Need-based skill upgradation programmes for handloom workers in technical areas viz. weaving including rare & traditional weaving technique, dyeing/printing, designing, etc. are conducted under SAMARTH- (Scheme for Capacity Building in Textile Sector) across the country including Odisha,

During the FY 2021-22 to 2023-24, 748 persons have been provided training under "Samarth Scheme". In addition, financial assistance of Rs.200.35 lakh have been provided for implementation of 4 Cluster Development Programme covering 1,400 number of beneficiaries during the FY 2021-22 to 2023-24.
