

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA  
UNSTARRED QUESTION NO. 663  
TO BE ANSWERED ON 06.02.2025

TRADITIONAL INDUSTRIES

663. SHRI P C MOHAN:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) the measures being undertaken to integrate technology and e-commerce with traditional industries for better market access;
- (b) whether specific initiatives have been introduced to enhance the competitiveness of traditional craft clusters in urban areas, if so, the details thereof; and
- (c) the steps being taken to promote and modernize traditional industries in Karnataka and Bengaluru under the Scheme of Fund for Regeneration of Traditional Industries (SFURTI)?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SUSHRI SHOBHA KARANDLAJE)

- (a): The Government has taken various measures such as, integration into e-commerce platforms like, Amazon Karigar, Flipkart Samarth etc. for direct sales of their products, promotion of digital payment systems, technology-driven product development, promotion of traditional crafts through social media etc. for better market access of SFURTI products.
- (b): The clusters approved under SFURTI participate at State level and National level fairs to showcase traditional crafts, enhance their competitiveness and expand market reach. Besides, the sales outlets have also been established in semi-urban and urban areas to improve accessibility and boost sales and clusters have engaged with the Export Promotion Councils (EPCH and HEPC) for export promotion.
- (c): The continuation of Scheme of Fund for Regeneration of Traditional Industries (SFURTI) is awaiting approval beyond 30.9.2022 as such any initiative could not be taken up presently to promote and modernize traditional industries under the scheme.

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