

PROMOTE HANDLOOM SECTOR

3742. SHRI BHOJRAJ NAG:
SHRI BIDYUT BARAN MAHATO:

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

- (a) whether the Government has taken any steps to promote the handloom sector in the country;
(b) if so, such measures have helped in marketing of handloom products in the country; and
(c) the details of marketing events/exhibitions organised during the last three years and the current year along with the financial assistance provided for such marketing events/exhibitions?

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

(a) & (b): Ministry of Textiles through Office of Development Commissioner for Handlooms implements following schemes to promote handlooms:

- 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.

To provide the marketing platforms to the handloom agencies/weavers to sell their products directly to the customers, expos are organised across the country including participation in various crafts melas & Dilli Haat programme etc. In addition, an e-commerce portal (<https://www.indiahandmade.com/>) has already been launched to support the handloom sector for online marketing of handloom products.

For export promotion of handlooms, participation of handloom exporters/weavers in various International marketing events/fairs India International Trade Fair, Buyer Seller Meet, Reverse Buyer Seller Meet, Big Ticket events, Bharat Tex, are organised through Handloom Export Promotion Council.

(c): The details of marketing events/exhibitions organized during the last three years and the current year along with the financial assistance are given as under:

Financial Year	No. of expos/events (Domestic & International) sanctioned	Amount released (Rs. In lakh)
2022-23	230	3,202.62
2023-24	174	4,229.93
2024-25	184	3,571.31
2025-26 (as on July 2025)	101	1,711.32
