

**TRADITIONAL DARI INDUSTRY**

1734. SHRI RAKESH RATHOR:

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

- (a) whether the Sitapur district of Uttar Pradesh has a district identity due to its traditional dari industry, which is supplied to various parts of the country as well as exported abroad, if so, the details thereof;
- (b) whether the Government is implementing any specific policy or running any scheme to protect and promote the dari industry as a cottage and small scale industry, if so, the details thereof;
- (c) whether the Government has any proposals to provide better access to national and international markets for dari producers through marketing, branding and export promotion, if so, the details thereof; and
- (d) whether the Government has any proposals to establish a modern Testing Laboratory in Sitapur district for scientific quality testing of dari products, so as to ensure compliance of prescribed quality standards, if so, the details thereof?

उत्तर

ANSWER

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

**(a):** Sitapur district of Uttar Pradesh has a distinct and well- recognised identity for the production of handwoven dari and other handmade floor coverings. A total of 1562 pehchan card has been issued in sitapur district by the office of Development Commissioner (Handicrafts) in Dari, Rugs and carpet & other floor covering craft.

**(b) & (c):** The Office of the Development Commissioner (Handicrafts) under the aegis of Ministry of Textiles implements two schemes namely National Handicrafts Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for overall development and promotion of handicrafts sector across the country which also includes the carpet sector including Dari.

Under the Marketing Support and Services component of the NHDP scheme, financial assistance is provided to eligible agencies for organizing various marketing events in domestic as well as international markets for promotion of traditional crafts products throughout the country including Sitapur, Uttar Pradesh.

**(d):** A proposal to upgrade the Testing Laboratory in India Institute of Carpet Technology Bhadohi, Uttar Pradesh provides scientific quality testing of dari products for all districts of the country including Sitapur. No separate proposal has been received so far from Sitapur separately.

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