

**PROMOTION AND MARKETING OF TRADITIONAL HANDLOOM TEXTILES  
IN ODISHA**

5196. SMT. SANGEETA KUMARI SINGH DEO:

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

- (a) the details of the schemes and financial assistance provided by the Government for promotion and marketing of traditional handloom textiles of Odisha such as Sambalpuri, Bomkai and Kotpad during the Financial Years (FY) 2023-24 to FY 2025-26;
- (b) the number of handloom weavers and cooperative societies in Odisha that have benefited from these schemes during the last three financial years;
- (c) whether the Government has taken steps to expand national and international market access for Odisha handloom products through electronic commerce (e-commerce) platforms, exhibitions or export promotion initiatives and if so, the details thereof; and
- (d) the measures being undertaken to strengthen branding, Geographical Indication (GI) promotion and sustainable livelihoods for handloom artisans in Odisha?

उत्तर  
ANSWER

वस्त्र मंत्री (श्री गिरिराज सिंह)  
MINISTER OF TEXTILES  
(SHRI GIRIRAJ SINGH)

**(a) & (b):** Ministry of Textiles through Office of Development Commissioner (Handlooms) implementing following schemes for promotion and marketing of traditional handloom textiles of the country including Odisha:

- (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.

The details of funds allocated and utilized for promotion and marketing of traditional handloom textiles of the country including Odisha under these schemes during FY 2023-24 to FY 2025-26 (as on 18.03.2026) are given below:

(Rs. in Crore)

Sl. No.	Scheme	2023-24		2024-25		2025-26 (as on 18.03.26)	
		Revised Estimate	Expenditure	Revised Estimate	Expenditure	Revised Estimate	Expenditure
1	NHDP	190.00	186.36	195.84	195.50	234.84	234.47
2	RMSS	160.00	159.71	172.17	172.16	219.00	218.91
Total		350.00	346.07	368.01	367.66	453.84	453.38

Funds under Raw Material Supply Scheme (RMSS) have been sanctioned directly to Implementing Agencies (IAs). Therefore, state-wise beneficiaries under RMSS are not maintained. Further, a total no. of 18300 weavers have been benefitted under various component of National Handloom Development Programme (NHDP) scheme during last three financial years.

**(c):** 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.

An e-commerce portal (<https://www.indiahandmade.com/>) has been developed facilitating weavers & artisans for online marketing of handloom & handicrafts products directly to the buyers/consumers without involvement of any intermediaries. In addition, 23 e-commerce agencies have been associated for on-line marketing of handloom products. Further, steps have been taken to on-board weavers and artisans on Government e-Market (GeM) place to enable them sell their products directly to various Government Departments and organizations. So far about 1.50 lakh weavers including 4145 weavers in Odisha have been on-boarded on the GeM portal.

**(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. So far, a total no. of 106 handloom products, including 09 in Odisha state have been registered under the GI Act.

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