

TEXTILE AND HANDLOOM SECTOR

632. SHRI RAMASHANKAR VIDHARTHI RAJBHAR:

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

- (a) the details of the major schemes, Missions and assistance programmes currently being run by the Government for the rapid and sustainable development of the textile and handloom sector;
- (b) the steps being taken by the Government to provide modern machinery, design innovation, technological upgradation, e-commerce facilities and marketing support to weavers, handicraft artisans and small-scale entrepreneurs associated with the textile industry;
- (c) whether the Government proposes to set up Skill Development Centres, Design Training Institutes or Technical Assistance Centres for the youth associated with the textile and handloom sector in the Deoria and Ballia districts of Uttar Pradesh; and
- (d) the details of the steps being taken by the Government to link the traditional textile and handloom products of Deoria and Ballia with national and international markets, improve to their branding and packaging and to promote their exports?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री पबित्र मार्घेरिता)

THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a): The Government is focused on the holistic development of the entire textile value chain of the country and is implementing various schemes/ initiatives aimed at promoting the textile sector. The major schemes/ initiatives include PM Mega Integrated Textile Regions and Apparel (PM MITRA) Parks Scheme which seeks to create a modern, integrated, world class textile infrastructure; Production Linked Incentive (PLI) Scheme focusing on Man Made Fibre & Apparel, and Technical Textiles to boost large scale manufacturing and enhancing competitiveness; National Technical Textiles Mission focusing on Research Innovation & Development, Promotion and Market Development, Skilling and Export Promotion; Silk Samagra-2 for comprehensive development of sericulture value chain; SAMARTH – Scheme for Capacity Building in Textile Sector with the objective providing demand driven, placement oriented, skilling program; National Handloom Development Program, Raw Material Supply Scheme (RMSS), National Handicraft Development Program and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for end to end support for handloom and handicraft sectors; etc.

(b): Under National Handloom Development Programme and Raw Material Supply Scheme financial assistance is provided to eligible handloom agencies/ workers for raw materials, procurement of upgraded looms & accessories (technology upgradation), solar lighting units, construction of workshed, product diversification & design innovation, technical & common infrastructure, publicity & brand development through India Handloom Brand (IHB), Handloom Mark (HLM) & GI tag, e-commerce facilities, marketing of handloom products in domestic/overseas markets, concessional loans under weavers' MUDRA scheme and social security etc. Under, National Handicraft Development Program

(NHDP) and Comprehensive Handicrafts Cluster Development Scheme, need based financial assistance is provided for end-to-end support to the artisans through marketing events, skill development, cluster development, formation of Producer Companies, direct benefit to artisans, infrastructural & technology support and research & development support, which benefit the traditional crafts and artisans throughout the country. Further, under the Research, Innovation and Development component of NTTM, a specific intervention viz. Grant for Research and Entrepreneurship across Aspiring innovators in Technical Textiles (GREAT) is implemented for encouraging young innovators, scientists/ technologists, and start-up ventures in the field of Technical Textiles to translate the ideas into commercial technologies/products. Under GREAT scheme, financial assistance of up to ₹50 lakh is provided for each approved project.

(c): Need-based skill upgradation training are conducted for handloom workers/weavers of Uttar Pradesh including Deoria and Ballia districts in technical areas viz. weaving, dyeing, printing, designing etc. under SAMARTH – (Scheme for Capacity Building in Textiles Sector) through Weavers’ Service Centres (WSCs), Varanasi & Meerut and Indian Institute of Handloom Technology (IIHTs), Varanasi. A total of 1,10,940 beneficiaries have been trained (passed) under the SAMARTH scheme in the State of Uttar Pradesh including 205 and 6,837 beneficiaries in Deoria and Ballia district respectively.

(d): ‘India Handloom’ brand (IHB) has been launched for branding of high-quality handloom products, with the objective to promote production of niche handloom products with high quality, authentic designs with zero defects, and zero effect on environment. Domestic marketing events are organised in different parts of the country for the weavers to market and sell their products. For export promotion of handloom products, Handloom Export Promotion Council (HEPC) have been participating/organizing various international marketing fairs/ events.
