

LOK SABHA
UNSTARRED QUESTION NO. 1273
TO BE ANSWERED ON 03.03.2016

HANDLOOM AND HANDICRAFT EXHIBITIONS / FAIRS

1273. SHRIMATI POONAMBEN MAADAM :
SHRIMATI KAMLA DEVI PAATLE:

Will the Minister of TEXTILES वस्त्र मंत्री

be pleased to state:

- whether the handloom and handicraft exhibitions and fairs are organised for the benefit of workers;
- if so, the number of such exhibitions and fairs organised and the details of the financial assistance provided to State Governments including Chhattisgarh for this purpose during each of the last three years and the current year, state-wise;
- whether the Government proposes to connect the entrepreneurs and Self Help Groups (SHGs) for their promotion, if so, the details thereof alongwith the marketing strategy adopted in this regard;
- whether the Government has made any assessment of the benefits accruing to the workers from the promotion of items and artefacts showcased by them, if so, the details thereof; and
- whether any proposals have been received from the various State Governments including the Governments of Gujarat and Chhattisgarh in regard to hosting / organising such fairs and exhibitions, if so, the State-wise details thereof and the follow up action taken by the Union Government thereon?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (स्वतंत्र प्रभार) (श्री संतोष कुमार गंगवार)
MINISTER OF STATE (INDEPENDENT CHARGE)
IN THE MINISTRY OF TEXTILES
(SHRI SANTOSH KUMAR GANGWAR)

(a) & (b): Yes, Madam. The exhibitions and fairs for the benefit of handloom weavers & handicraft artisans are organised. Details of handloom and handicraft exhibitions and fairs organised and financial assistance provided to State Governments including Chhattisgarh is given at Annexure-I (a) & (b).

(c): Yes Madam, Entrepreneurs and Self Help groups are participating under Cluster Creation Programme of Handicrafts at Dilli Haat every year. Self Help Groups engaged in handloom production are eligible for participation in National handloom expos and all Sant Kabir awardees, National and State awardees and individual weavers are participating in Dilli Haat under National Handloom Promotion Scheme.

(d): Yes Madam. Assessment of the scheme under which the exhibitions and fairs are organised has been done in respect of handloom and the findings are as under:-

- During survey about 89% of the participants agreed that the scheme have positive impact on their product awareness and publicity.
- 88% participants from State and 87% from District level category agreed with the price differentiation for the products in the open market and market promotion event means they are getting the better price in exhibitions and fairs.
- All participants from State Level category agreed that their product awareness has increased because of Marketing Promotion Scheme which helps in increasing sales.
- Participants were most satisfied with the effectiveness of events for product promotion.
- From total participants covered in the survey, 3/4th of the participants agreed that the activities of the scheme should be continued.

(e): On the request of State Governments for the financial year 2015-16, 339 handloom exhibitions & fairs have been sanctioned to all states including Chhattisgarh and Gujarat as per Annexure-I(a).

Annexure-I (a)**Exhibitions & fairs organised and funds sanctioned from Handlooms****(Rs. in crore)**

Name of State	2012-13		2013-14		2014-15		2015-16	
	Events organised	Funds released	Events organised	Funds released	Events organised	Funds released	Events sanctioned	Funds sanctioned
Andhra Pradesh	31	0.59	39	03.09	30	01.03	22	0.44
Bihar	03	0.43	0	0.04	02	0.20	05	0.37
Chhattisgarh	16	01.42	11	01.44	11	0.51	17	0.86
Delhi	0	0.06	0	0	04	0.04	12	0.12
Gujarat	05	0.03	01	0.50	02	0.53	01	0.04
Haryana	0	0.05	0	0.10	0	0.10	0	0
Himachal Pradesh	07	0.32	12	0.39	12	0.18	18	0.24
J&K	05	0.32	05	0.33	04	0.52	03	0.17
Jharkhand	0	0	0	0	0	0	0	0
Karnataka	20	01.04	38	01.88	21	01.04	07	0.19
Kerala	05	0.19	01	0.22	05	00.19	01	0.19
Madhya Pradesh	19	0.80	15	0.75	16	0.83	09	0.29
Maharashtra	30	02.03	17	01.78	18	01.68	19	0.57
Orissa	09	0.23	11	0.63	15	0.66	11	0.28
Rajasthan	12	0.60	0	0.85	01	0.57	0	0
Tamilnadu	05	0.33	18	0.40	30	01.42	22	0.32
Telangana	0	0	0	0	20	0.84	15	0.45
Uttar Pradesh	26	01.67	38	02.61	29	01.53	18	0.75
Uttarakhand	14	0.33	17	0.40	16	0.37	11	0.37
West Bengal	05	01.00	10	0.11	0	0.16	10	0.19
Arunachal Pradesh	08	0	0	0	0	0	0	0
Assam	65	03.48	32	04.99	36	02.52	42	01.19
Meghalaya	01	0.05	0	0.19	01	0.05	0	0
Manipur	16	01.62	10	01.22	12	0.05	04	0.12
Mizoram	0	0	06	0.30	08	0.22	08	0.12
Nagaland	54	01.77	20	01.94	20	1.00	13	0.09
Sikkim	10	0.57	09	0.72	07	0.48	09	0.17
Tripura	23	0.54	16	01.02	18	0.96	09	0.33
NHDC Lucknow	19	03.28	23	03.25	26	05.11	23	02.39
ACASH, New Delhi	24	05.56	21	04.39	27	03.61	24	03.18
Craft Mela	6	0	06	0	06	0	05	0.25
HHEC	0	0	0	0	0	0	01	0.20
TOTAL	438	28.31	376	33.54	397	26.40	339	13.88

Annexure I(b)**Exhibition and Fair organized and fund sanctioned from Office of the Development Commissioner (Handicrafts)****(Rs.in lakhs)**

Sl. No	Name of State	2012-13		2013-14		2014-15		2015-16 (till 25.2.2016)	
		Events organized	Funds released	Events organized	Funds released	Events organized	Funds released	Events organized	Funds released
1.	Andhra Pradesh	28	144.00	32	252.63	20	152.05	21	89.62
2.	A & N Island	-	-	-	-	1	2.00	--	--
3.	Arunachal Pradesh	-	-	-	-	2	7.00	--	--
4.	Assam	74	69.70	94	757.84	42	389.94	38	202.29
5.	Bihar	13	64.18	8	48.61	3	19.03	--	--
6.	Chandigarh	-	-	-	-	1	2.00	--	--
7.	Chhattisgarh	8	62.82	4	18.84	7	43.27	13	138.46
8.	Delhi	81	1778.3	62	1366.17	49	1857.08	--	--
9.	Goa	2	26.83	3	6.75	3	14.00	1	16.00
10.	Gujarat	14	83.26	12	29.85	8	54.29	7	30.00
11.	Haryana	12	48.76	16	77.37	7	49.14	--	--
12.	Himachal Pradesh	14	46.55	23	72.74	7	47.90	--	--
13.	Jharkhand	8	23.21	5	10.05	3	11.99	1	16.00
14.	Jammu & Kashmir	15	38.53	8	47.44	10	58.51	--	--
15.	Karnataka	11	73.92	10	34.55	9	24.91	7	25.87
16.	Kerala	12	65.27	26	16.89	10	36.58	5	19.13
17.	Madhya Pradesh	28	109.58	20	64.07	9	81.96	8	76.00
18.	Maharashtra	9	99.53	19	65.16	15	80.46	6	62.70
19.	Manipur	13	121.46	4	45.66	13	34.54	6	29.21
20.	Meghalaya	1	5.61			6	7.00	--	--
21.	Mizoram			-	-	3	12.25	--	--
22.	Nagaland	9	20.16	-	-	6	50.39	7	43.10
23.	Orissa	31	168.74	30	111.52	18	117.68	3	42.50
24.	Punjab	15	69.87	22	85.87	12	44.63	--	--
25.	Pondicherry	2	22.96	1	10.54	2	10.00	1	8.00
26.	Rajasthan	18	105.54	16	137.30	13	61.47	--	--
27.	Sikkim	4	102.78	1	4.51	1	7.00	--	--
28.	TamilNadu	17	98.63	15	44.74	14	166.08	16	67.25
29.	Telangana	--	--	--	--	--	--	4	27.75
30.	Tripura	-	-	-	-	3	16.40	--	--
30.	Uttar Pradesh	112	453.72	100	655.99	56	425.08	29	156.23
31.	Uttrakhand	4	15.75	11	27.38	8	35.09	1	7.25
32.	West Bengal	12	131.76	10	54.83	21	37.10	2	36.00
	Total :-	567	2450.95	552	4047.30	382	3956.82	176	1093.36

