

Seventeenth Loksabha

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Title: Regarding issuing a Geographical Indication tag for Ponduru Khadi.

SHRI BELLANA CHANDRA SEKHAR (VIZIANAGARAM): Thank you, hon. Chairperson Sir, for giving me this opportunity.

I stand here to raise an important issue pertaining to Ponduru Khadi. Sir, Ponduru town is located in the Srikakulam district of Andhra Pradesh. For several decades, the weaver families belonging to backward communities of Padmasali and Devanga in Ponduru have been spinning khadi. Therefore, this khadi is popularly known as Ponduru Khadi.

The Ponduru Khadi has shown its mark during the Indian Freedom Movement. Khadi became the favourite handmade garment of Mahatma Gandhi. Fabrics at Ponduru village are spun using a special variety of indigenous red and hill cotton. This cotton is mostly brought from Nimmalavalasa village in Laveru Mandal of Srikakulam district. Moreover, weavers use single spindle for spinning the fabric. The usage of red cotton and single spindle for spinning the fabric makes Ponduru Khadi garments unique in terms of quality and quantity.

The Geographical Indication tag could help the Ponduru Khadi gain prominence in domestic and international markets and also boost export of fabric while providing legal protection. Further, I wish to inform that Shrimati Nirmala Sitharaman, hon. Minister of Finance, visited Ponduru and conveyed her satisfaction about Ponduru Khadi. Hence, I would request the Ministry of Commerce and Industry to take necessary steps towards issuing a Geographical Indication tag for Ponduru Khadi. The Geographical Indication will help promote the product for the benefit of Ponduru weavers and spinners.

Thank you.