

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:2682
ANSWERED ON:07.03.2003
E-COMMERCE PORTAL FOR HANDICRAFT PRODUCTS
RAMESH CHENNITHALA

Will the Minister of TEXTILES be pleased to state:

- (a) whether The Government of Kerala has set up e-com portal for aggressive marketing of handicrafts products;
- (b) if so, the details thereof;
- (c) whether the Kerala Government has requested for grant of Rs.9.96 lakhs under overseas publicity scheme; and;
- (d) if so, the reaction of the Government thereto?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES SHRI BASANAGOUDA R. PATIL (YATNAL)

(a): Yes, Sir.

(b): The Government of Kerala has informed that they have developed a multi dimensional e-commerce portal to showcase and sell all the traditional industry products made by innovative artisans. The Kerala Electronics Development Corporation Ltd (KELTRON) had developed and are maintaining this multi dimensional e-commerce portal. This portal has become operational in September, 2002 under the name www.keralacraft.com.

(c): No, Sir. However the Handicrafts Development Corporation of Kerala Ltd, Thirvanathapuram has sought assistance to the tune of Rs.20.785 lakhs for overseas publicity.

(d): The proposal of Handicrafts Development Corporation of Kerala Ltd. for overseas publicity cannot be considered at this stage as per financial rules due to non-utilization of funds released earlier.