

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:2813
ANSWERED ON:19.12.2003
HANDLOOM EXHIBITIONS/FAIRS
ASHOK NAMDEORAO MOHOL;RAMSHETH THAKUR

Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government has made a plan to organise handloom exhibitions in the world, particularly in America and gulf countries;
- (b) if so, the details thereof;
- (c) whether the Government has received a suggestion to develop a brand for handloom also on the pattern of woolmark; and
- (d) if so, the reaction of the Government thereto?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI GINGEE N. RAMACHANDRAN)

(a) & (b) Yes, Sir. The Office of the Development Commissioner for Handlooms has been providing financial assistance to agencies such as Handloom Export Promotion Council (HEPC), Association of Corporations and Apex Societies of Handlooms (ACASH) and Handicrafts and Handlooms Exports Corporation of India Ltd., (HHEC) for participation in international fairs and exhibitions. Besides participation in international fairs and exhibitions, HEPC has also been organising Buyer-Seller-Meets (BSMs) in the countries which are potential markets for Indian handlooms. The following are the international events in which the handloom exporters of India have been regularly participating in the recent years: -

1. Heimtextil Fair, Frankfurt, Germany
2. Tex-Styles India Fair, New Delhi
3. Home Furnishing Fair (BSM), Japan
4. Textiles D` Interior Premiere (TIP), Brussels, Belgium
5. Heimtextil India Fair, New Delhi

Apart from these annual events, HEPC has also been organising Buyer-Seller-Meets in such countries as Canada, USA, Australia, New Zealand, South Africa etc. The Council proposes to organise stand alone textile shows in Italy (Milan) & Greece (Athens) and in Scandinavian countries in 2004. Under the Market Development Assistance Programme during 2004-05, the Council proposes to participate in the New York Home Textile Show during October 2004. HEPC is also exploring the possibility of promotion of home furnishing in the Gulf countries, particularly in UAE and Saudi Arabia. The Council proposes to take part in one of the leading international fairs in this region in the coming year if the market for home furnishing is promising.

(c) & (d) In a recent meeting of the State Secretaries and Directors in charge of Handlooms, a suggestion has emerged for developing a brand for Indian handlooms. The same is at a conceptual stage at present.