

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:519

ANSWERED ON:25.11.2005

STANDARD MARK FOR HANDLOOM PRODUCTS

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Will the Minister of TEXTILES be pleased to state:

- (a) whether there is any standard mark for handloom products to prevent duplication;
- (b) if not, the steps taken by the Government in this regard;
- (c) the strategies and preparation made by the Government to cop with the challenges to exports in the post quota market;
- (d) whether the Government has provided funds for setting up design centres; and
- (e) if so, the details thereof, State-wise?

Answer

MINISTER OF TEXTILES (SHRI SHANKERSINH VAGHELA)

a) No, Sir.

b) The Development of handloom mark on the lines of silk Mark and woolmark has been entrusted to Textile Committee of Ministry of Textiles.

c) The Strategies being adopted by Govt. are as follows: A trade mark for handlooms is being developed on lines similar to "woolmark" , which will enable handloom products to develop a distinct identity.

In the International market USP of the handloom should be projected as unique, exclusive, custom designed, niche product. The high-end segments of developed countries continue to be potential market for the growth of handloom exports.

Efforts are being made to focus on the unexplored countries. There will be a special thrust on the development and promotion of new and potential product ranges such as garments, lifestyle products, accessories, made-ups, gifts, nature fibre, natural dyed products, organic textiles, etc.

Tariff exemption will be sought for handloom products through WTO negotiation by treating handloom as heritage product and also on the ground that its sustenance and growth will mitigate unemployment and reduce poverty.

d & e) No Sir, However, 25 Weavers Service Centres are functioning in the Country to inter-alia provide textile designs to the weavers.