

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:5335
ANSWERED ON:05.05.2008
EXPORT AND DEVELOPMENT OF BANARSI SAREES
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Will the Minister of TEXTILES be pleased to state:

- (a) whether the Union Government has taken any steps for export and commercial development of famous Banarsi Sarees manufactured in Mau, Mubarakpur, Varanasi and Bhadohi districts of Uttar Pradesh;
- (b) if so, the details thereof;
- (c) whether the Union Government has prepared any action plan in this regard;
- (d) if so, the details thereof alongwith the funds allocated for the purpose during Eleventh Five Year Plan; and
- (e) the demand and supply of Banarsi Sarees in the country as well as abroad?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TEXTILES (SHRI E.V.K.S. ELANGO VAN)

(a) & (b): In order to give impetus to the export of handloom products, including Banarsi Sarees, from all over the country, including Mau, Mubarakpur, Varanasi and Bhadohi, a scheme under the name of "Handloom Export Scheme" was in operation during the 10th Plan. The Scheme has been continued in the 11th Plan, with some modifications, under the name of "Marketing & Export Promotion Scheme". The Scheme provides assistance to eligible handloom agencies for development of exportable range of handloom products through design innovation and product diversification and international marketing thereof by way of participation in international fairs, exhibitions, Buyer-Seller-Meets (BSMs) etc. However, export of Banarsi Sarees is mainly done by private exporters. The Government do not export Banarsi Sarees directly.

(c) & (d): For the Eleventh Five Year Plan, a provision of Rs. 25.00 crore has been made by the Government under the Marketing & Export Promotion Scheme for 75 Export Projects and participation in 50 international fairs and exhibitions. During the year 2007-08, a sum of Rs. 197.56 lakh was spent for participation in 7 international fairs and exhibitions and a sum of Rs. 37.58 lakh was spent for 10 ongoing Export Projects and one fresh Export Project.

Details of funds provided under the Handloom Export Scheme in general, and to Uttar Pradesh, in particular, during the last two years are as under:-

(Rupees in lakh)

Year	Uttar Pradesh	Other States	For participation in international trade events	Total
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2006-07	Rs. 85.80#	Rs. 74.39	Rs. 289.45	Rs. 449.64
2007-08	Rs. 10.10#	Rs. 27.48	Rs. 197.56	Rs. 235.14

The amount provided to the State of Uttar Pradesh accounts for 53.56% of the total amount released during 2006-07 for Export Projects and it accounts for 26.87% during 2007-08.

The Exporters of silk textiles, including fabrics for furnishings, sarees and other finished made-up items such as curtains, cushions etc. are encouraged to participate in international fairs as well as in Tex-Styles India Fair in New Delhi. Although the scope of export of sarees as such to USA or EU is very limited, the exporters from Varanasi also participate in different international trade events to sell those items as fabrics for different end uses. During the last two years, participants from the country including Varanasi had participated in the following international fairs and exhibitions under the banner of Handloom Export Promotion Council:-

1. Hong Kong Houseware Fair, Hong Kong- April 2006

- 2.EVTEKS Fair 2006, Istanbul, Turkey- May 2006
- 3.17th India Home Furnishing Fair, Osaka, Japan- May 2006
- 4.Domotex Middle East, Dubai, UAE- May 2007
- 5.TIP Fair 2006, Brussels, Belgium- September 2006
- 6.TITAS Fair 2006, Taipei, Taiwan- October 2006
- 7.FATEX Fair 2006, Paris, France- November 2006
- 8.Spring Fair, Birmingham, UK- February 2007
- 9.Heimtextil India, Mumbai-October 2006 and 2007
- 10.Tex-Styles India Fair, New Delhi-February/March 2007 and 2008
- 11.Indian Handicrafts and Gift Fair (Autumn)- October 2006 and 2007
- 12.Indian Handicrafts and Gift Fair (Spring) –March 2007 and 2008
- 13.Global Home Textiles Fair, USA- May 2007
- 14.Pret-a-Porter Fair 2007- September 2007

The Indian Silk Export Promotion Council keeps the exporters/weavers informed about the latest fashion/colour trends through SILKNET & other publications and conducts seminars to inform latest export trends.

(e): The data on demand and supply of Banarsi Sarees is not available as the export data is maintained under the broad product group i.e. "Sarees" and not as per different styles/techniques of weaving of Sarees.