

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:1309
ANSWERED ON:04.03.2010
HANDLOOM CLUSTERS EXPO
Ponnam Shri Prabhakar

Will the Minister of TEXTILES be pleased to state:

(a) whether Handloom Clusters Expo is being organised to showcase the finest and exclusive handloom products developed by the existing handloom clusters;

(b) if so, the details thereof; and

(c) the role of each State in such Expo and incentives being given to them for organising more such Expos in different parts of the country especially in rural areas under the XIth Five Year Plan?

Answer

MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SMT. PANABAAGA LAKSHMI)

(a) & (b): The Government of India through Office of the Development Commissioner (Handlooms), Ministry of Textiles is implementing the Cluster Development Programme since 2006-07 in 20 handloom clusters, spread in 12 States. These clusters have participated/organized exhibitions in different parts of the country, generating sales & orders worth Rs. 43.52 crores. The recent Cluster Expo was organized at Pragati Maidan, New Delhi from 21st to 28th December 2009.

(c): During the XI Plan, the Cluster Development Programme is implemented under a Centrally Sponsored Scheme, called Integrated Handlooms Development Scheme (IHDS). The proposals, under the Scheme are received from the respective State Governments, duly recommending the Implementing Agency, the Action Plan etc. on need basis. Implementing Agency may be the State Government/State Handloom Corporation/State Apex Handloom Weavers Co-operative Society etc. The financial assistance for each cluster is sanctioned/released to the State Government concerned. So far, 419 clusters have been sanctioned under the Scheme. This includes financial assistance towards various components like; design development and product diversification, setting up of Common Facility Centre/dye house, publicity & marketing, basic input, skill upgradation etc. Some States/Implementing Agencies have already organized/participated in the Expo. Under the scheme, provision of Rs.6.00 lakhs exists for conducting three exhibitions/fairs, out of which, share of the Government of India is Rs.4.50 lakh. Similarly, provision of Rs.3.00 lakh exists for organizing six buyer- seller meets, out of which, share of the Government of India is Rs.2.25 lakh. Besides, assistance is also provided towards release of advertisement, preparation of brochure & catalogue, market survey, awareness & exposure visit, development & hosting of website etc. The Implementing Agency can organize the Expo jointly with other clusters or can participate in other Expos, depending upon the availability of budget, product range etc. These clusters can also participate in the District Level Events (DLEs), which are financially assisted by Government of India and held generally in the rural areas.