

**GOVERNMENT OF INDIA  
TEXTILES  
LOK SABHA**

UNSTARRED QUESTION NO:1322  
ANSWERED ON:04.03.2010  
PROMOTION OF HANDLOOM SECTOR  
Panda Shri Baijayant;Pradhan Shri Nityananda

**Will the Minister of TEXTILES be pleased to state:**

(a) whether the Government has devised any action plan to provide market linkages to handloom clusters and also for spreading awareness about handloom products in order to make this sector economically viable; and

(b) if so, the details thereof?

**Answer**

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

(a) & (b): The Government of India under Cluster Development Programme is extending financial assistance to various clusters on need basis to implement the Action Plan. This includes engagement of designer, advertisement, preparation of brochure and catalogue, holding exhibitions/fairs and buyer- seller meets, market survey, awareness and exposure visit etc. In accordance with the Action Plan of the respective cluster/s, Implementing Agency/ies are implementing the Cluster Development Programme, including marketing of the handloom products and their awareness. Some clusters have established market linkages with different buyers and are getting the orders from time to time. Besides, the Government of India is implementing Marketing & Export Promotion Scheme to assist the handloom agencies in sale of the handloom products by organizing National Handloom Expos, Special Expos, Craft Melas, setting up of Urban Haats etc. As a special effort, the Government of India, for the first time had celebrated "Handloom Week" from 21st to 28th December 2009 for creating awareness and promoting handloom products.