

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:2285
ANSWERED ON:11.03.2010
BRAND PROMOTION OF INDIAN TEXTILES
Gandhi Shri Feroze Varun

Will the Minister of TEXTILES be pleased to state:

- (a) the details of steps being taken by the Government for brand promotion of Indian textile and global market penetration;
- (b) whether the Government proposes to take steps to develop a Public-Private Partnership (PPP) approach for creating globally acceptable Indian apparel brands;
- (c) if so, the details thereof;
- (d) whether the Government has taken steps to encourage the Indian apparel industry to create a Special Purpose Vehicle (SPV) for the purpose of brand creation and promotion;
- (e) if so, the details thereof; and
- (f) if not, the reasons therefor?

Answer

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

- (a): The Government is providing support to the Textiles Export Promotion Councils in various segments of the textiles and clothing sector, through administrative and facilitation support by the Embassies of India and by funding support through Market Development Assistance Scheme, to deepen penetration of India's textiles and clothing products in foreign markets, globally, and also towards promotion of the "Brand India" image in global markets.
- (b) & (c): There is no proposal to develop a Public-Private Partnership (PPP) approach for creating globally acceptable Indian apparel brands.
- (d) & (e): The Government is not considering any steps towards creation of Special Purpose Vehicle (SPV), for the purpose of brand creation and promotion.
- (f): The Textiles Export Promotion Councils concerned are the agencies working in close cooperation and direction of the Government for the purpose of brand creation and promotion, and hence, no SPV for the purpose is contemplated.