

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:3377
ANSWERED ON:15.04.2010
MARKETING SUPPORT AND SERVICES SCHEME
Dhotre Shri Sanjay Shamrao;Wankhede Shri Subhash Bapurao

Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government has launched a Marketing Support and Services Scheme for the Handicrafts, in the country;
- (b) if so, the details thereof; and
- (c) the funds allocated and released under the said scheme during each of the last three years, State-wise?

Answer

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

(a) & (b): Yes, Madam. Marketing Support & Services Scheme has been launched with the aim to harness the demand potential of handicrafts both in Domestic & International Marketing. The Marketing Support and Services Scheme have three broad components, namely (i) Domestic Marketing
(ii) International Marketing and (iii) Publicity.

(c): No State-wise funds are allocated. However the details of funds released during each of the last three years, State-wise, is as per Annexure attached.