

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:4483
ANSWERED ON:22.04.2010
PROMOTION OF SILK TEXTILES
Pandey Saroj

Will the Minister of TEXTILES be pleased to state:

(a) whether the Government has formulated any special scheme for promoting and marketing of textile products made from silks produced from various States at National and International level; and

(b) if so, the details thereof?

Answer

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

(a): Yes, Madam.

(b): The Government through Central Silk Board in an effort to promote Vanya silks (Tasar, Eri and Muga Silks) has established "Product Design, Development and Diversification"- (P3D) Cell and "Vanya Silk Marketing and Promotion Cell " - (VSMPC) to design and develop marketable products through R&D and collaborative efforts. These schemes have been formulated under the support service sector component of the Catalytic Development Programme being implemented by the Central Silk Board in collaboration with different States during XI Plan. Under this scheme varieties of designer Vanya silk apparels, home furnishings, life style products, denims and knitwear products of different combinations, structure and textures have been developed in collaboration with National Institute of Fashion Technology (NIFT) Bangalore, Army Institute of Fashion and Design, Bangalore and NIFT-TEA Knitwear Fashion Institute, Tiruppur. These improved silk products provide better value realisation to vanya silk producers mainly in the States of Jharkhand, Chhattisgarh, Orissa, Assam and other North Eastern States. The newly developed eri silk knitwear products have been launched in knitwear clusters like Ludhiana and Tiruppur. Further efforts are also being made to promote tribal motif in different silk products and replace the zari with golden yellow coloured muga silk of Assam in Kanchipuram sarees. All the newly developed silk products are being displayed in Silk Expos organised by Central Silk Board in different cities so as to promote the demand for these products in Domestic and Export markets.

Further the Central Silk Board is organising Expos in various cities through the Silk Mark Organisation of India (SMOI) wherein the silk manufacturers from different States are being promoted to sell their pure silk products. SMOI is also participating in international exhibitions to promote pure silk products from India. The Central Silk Board has established Vanya Silk Shoppees in Bangalore and Delhi to provide a market platform to vanya silk manufacturers from rural areas to have direct access to the consumers of metro cities.

The Government through Central Silk Board is supporting the States in identifying various prominent traditional silk designs in different silk weaving clusters in the country for documenting the traditional knowledge (TK), design genesis, technology used, finishing practices, etc. so as to enable them to get GI registration.

The Indian Silk Export Promotion Council (ISEPC), Mumbai undertakes activities relating to promotion of exports of natural silk goods from India and acts as the registering authority for silk exporters.

The office of Development Commissioner for Handlooms has also been providing financial assistance to the State Governments and Handloom agencies under the Marketing and Export Promotion Scheme to conduct National Handloom Expos, Special Handloom Expos, District Level Events etc., where all Handloom products including silks from various States are sold. The National Handloom Development Corporation Ltd. (NHDC) and Association of Corporations and Apex Societies of Handlooms (ACASH) hold National Level Special Handloom Expos exclusively for silk products of various States. The Handloom Export Promotion Council (HEPC) and Handicrafts & Handlooms Exports Corporation of India Ltd. (HHEC) also assist their member exporter to participate in various international textile exhibitions where all handloom products including silk are displayed/ sold.