

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

STARRED QUESTION NO:280
ANSWERED ON:12.08.2010
PROMOTION OF HANDLOOM SECTOR
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Will the Minister of TEXTILES be pleased to state:

- (a) the new initiatives taken, if any, for promotion of the handloom sector in the country, in the recent past;
- (b) whether the Government has impressed upon the handloom sector to produce textiles which meet the requirement of the youth and the high end consumers;
- (c) if so, the details thereof; and
- (d) the growth of the handloom sector anticipated in this regard?

Answer

MINISTER OF TEXTILES (SHRI DAYANIDHI MARAN)

(a) to (d): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF THE LOK SABHA STARRED QUESTION NO. 280 FOR ANSWER ON 12.08.2010.

(a): To promote the Handloom Sector, the Government of India has taken a number of new initiatives such as training programmes for skill upgradation and technological upgradation and managerial training, aggressive marketing efforts and by taking unique social security measures like providing Health Insurance and Life Insurance to these weavers and their families. The Government of India has been implementing the following schemes for promotion of the Handloom Sector in the country: -

1. Integrated Handlooms Development Scheme (IHDS)

This scheme provides need based inputs to a "Cluster" of 300-500 Handloom or a "Group" of 10-100 weavers for making them self-sustainable by providing them financial assistance for margin money, working capital, construction of worksheds, new looms and accessories, skill upgradation and marketing opportunities.

Under IHDS, so far 468 clusters and 1098 Group Approach Proposals have been sanctioned all over the country during the 11th Five Year Plan and a sum of Rs. 143.32 crore has been released. During 2009-10, 52 clusters and 411 Group Approach proposals were sanctioned and Rs 27.24 crore was released.

2. Handloom Weavers' Comprehensive Welfare Scheme

This comprises of two separate schemes viz. the Health Insurance Scheme (HIS) for providing Health Insurance to the Handloom weavers and Mahatma Gandhi Bunkar Bima Yojana (MGBBY) for providing Life Insurance Cover in case of natural/ accidental death, total/partial disability due to accident.

Under Health Insurance Scheme (HIS), 1611837 handloom weavers and under Mahatma Ghandi Bunkar Bima Yojana (MGBBY), 510492 handloom weavers were enrolled during 2009-10 all over the country.

3. Marketing & Export Promotion Scheme (MEPS)

This scheme provides marketing opportunities and infrastructure support through focussed design development and marketing linkages to assist in the sale of the Handloom products both in domestic and international market.

Under the Scheme, 561 exhibitions of various levels were organised during the year 2009-10.

4. Mill Gate Price Scheme

This scheme makes available all types of yarn at Mill Gate Price to the eligible handloom agencies to facilitate regular supply of basic raw material to the handloom weavers in order to optimize their employment potential.

Under the Scheme during 2009-10, 1080.96 lakh kgs. of yarn valuing Rs. 987.11 crore was supplied throughout the country.

5. Diversified Handloom Development Scheme

This scheme provides assistance for technological and skill upgradation of weavers for design and product development through 25 Weavers' Service Centres and 05 Indian Institutes of Handloom Technology all over the country to improve productivity and earnings of

the handloom weavers.

6. Mega Cluster Scheme

Comprehensive Handloom Cluster Development Scheme (CHCDS) for development of Mega Handloom Clusters aims to empower handloom weavers and build their capacity to enhance competitiveness of their products in the domestic as well as global market. The scheme is inclusive and holistic in nature to take care of the entire value chain i.e. procurement, production, marketing, common facilities etc., and also to make use of the higher scale of economies of production.

Under the Scheme, the Government of India has taken up 4 Mega Handloom Clusters at Varanasi (UP), Sivasagar (Assam), Virudhunagar (Tamilnadu) and Murshidabad (West Bengal) with a maximum project cost of Rs. 70.00 crore each for overall holistic development of about 25000 handlooms.

Apart from the above schemes, the Office of the Development Commissioner for Handlooms has been taking new initiatives to promote the handloom sector and for the welfare of the handloom weavers of the country. Some of the initiatives taken in the recent past are: -

(i) Handloom Mark website www.handloommark.gov.in has been launched in December 2009. The one time Registration fee under the Handloom Mark scheme in case of weaver has been reduced from Rs.100/- to Rs.25 and in case of Master Weaver from Rs.2000/- to Rs.500/-. The price of handloom mark label has also been brought down to Rs.0.20.

(ii) To create awareness about traditional handloom textiles, 4 commemorative postage stamps on Banarasi Silk, Kanchipuram Silk, Kalamkari and Apa Tani weaves were released by the Hon'ble President of India on 10th December 2009.

(iii) E-marketing linkage has been provided to 20 Handloom Clusters on commercial website to facilitate marketing of handloom products.

(iv) To create awareness about Handloom products especially amongst the youth and high end consumers and age old Indian heritage of hand-weaving, Ministry of Textiles has declared a 'Handloom Week' to be held from 21st to 27th December every year beginning from 2009.

(v) In order to honour outstanding handloom weavers, Sant Kabir Award has been introduced from the year 2009. 10 Sant Kabir Awardees have been selected for the year 2009.

(vi) In order to enhance export of handloom products, the Handloom Export Promotion Council has brought out a sourcing guide titled "Handloom Atlas of India" in 4 international languages covering the entire handwoven textile scenario of our country.

(vii) Free of cost download facility of textile designs with technical specification in regional languages has been provided through National Centre for Textile Design. About 1150 designs are available at the web site: www.designdiary.nic.in.

(viii) All Handloom schemes have been translated in 14 Regional languages in order to facilitate the stakeholders to understand the schemes and avail benefits under the same.

(ix) New HS Code has been introduced w.e.f. October 2009 in order to capture export data on Handlooms.

(x) New category of users of Handloom Mark labels has been included in the Scheme i.e. Self Help Groups, Joint Liability Groups, Consortiums, Handloom Weavers Groups, Producer Companies identified under Integrated Handloom Development Scheme.

(xi) The one time Registration fee under the Handloom Mark Scheme in case of weaver has been reduced from Rs.100/- to Rs.25/- and in case of Master Weaver from Rs.2000/- to Rs.500/-. The price of handloom mark label has been brought down to Rs.0.20.

(b) & (c): The handloom sector has taken up the following initiatives with respect to the youth and high end consumers:

1. Suitable product diversification and product development have been taken up by appointing designers from acclaimed institutions such as NID and NIFT with a prime focus on youth and new consumers in the Handloom Clusters identified by the Office of Development Commissioner for Handlooms. Such qualified designers have been appointed in most of the 20 large clusters and 468 medium sized clusters.

2. The Handloom Week Celebration, at its outset in the month of December 2009 has been customized as a flagship show by the Office of Development Commissioner for Handlooms to sensitize and showcase the applicability of handlooms, diversity of choice and fashion options for the youth. The Handloom Week celebration had a special gallery of Journey of Handloom Clusters depicting the looms, its intricacies of weave and also several set of products which can either be diversified or have been taken up on a pilot basis.

(d): Overall 3 to 5% growth is anticipated in the Handloom sector.