

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:3028
ANSWERED ON:12.08.2010
MASS AWARENESS CAMPAIGN
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Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government has taken measures to create mass awareness regarding various schemes being implemented for the development of textiles in the country, particularly among scheduled castes and scheduled tribes (SCs/STs);
- (b) if so, the details thereof;
- (c) whether the Government provide any specific promote/incentive for SC/ST engaged in textile sector; and
- (d) if so, the details of assistance provided during each of the last three years and the current year in this regard?

Answer

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

(a) & (b): Yes, Madam. In some sectors, Government have specific schemes for Scheduled Tribes. Otherwise all schemes cover all people including SCs/STs. In order to Create mass awareness among the public/beneficiaries/ (including SC/STs) about the economic viability of sericulture activities, Central Silk Board (CSB) provides assistance/incentives under the Centrally Sponsored scheme "Catalytic Development Programme" (CDP) under the component for "Publicity for Sericulture Sector". The said scheme covers the following sub-components:

- 1) Printing and supply of publications like brochures, pamphlets & booklets etc, organizing Awareness Programmes, Seminars, Workshops etc.,
- 2) Production of audio-visual publicity materials
- 3) Advertising in press and electronic media
- 4) Participation/organizing exhibitions and trade fairs
- 5) Organizing multi-media campaigns
- 6) Press & media relation activities

To create awareness about Handloom Schemes, Office of the Development Commissioner for Handlooms (O/o DC(HL)) had celebrated "Handloom Week" by organising Handloom Expos, Fashion Shows at various places in the country, organising Health Camps, Seminars & workshops, awareness campaign etc. in December, 2009. To create awareness about traditional handloom textiles, four commemorative postage stamps on Banarasi Silk, Kanchipuram Silk, Kalamkari and Apa Tani weaves were released by the President of India on 10th December 2009.

The O/o DC(HL) also confers National Awards and Sant Kabir Awards to the weavers for their outstanding excellence in the field of handlooms. The handloom is being promoted through "Handloom Mark" Scheme. In order to provide design inputs to the handloom sector, a website has also been launched wherein designs with technical specifications are available in vernacular languages.

The Regional Office of the Textile Commissioner & Powerloom Service Centre of the Office of the Textile Commissioner, Textile Research Associations (TRAs), and State Government's PSC have been conducting awareness programme regarding various schemes being implemented for development of textiles which also covers Scheduled Castes / Scheduled Tribes in the country.

Number of awareness programme conducted during the last three years are as under :-

Year Awareness programme conducted

2007 - 08 410
2008 - 09 497
2009 - 10 554

For promoting the Jute Technology Mission (JTM) scheme in Jute, National Jute Board organizes workshops amongst potential beneficiaries (such as artisans, Self Help Groups, etc). The said workshops also target the SC & ST. However, there are no specific schemes for SC & ST.

(c) & (d): Central Silk Board is implementing a Centrally sponsored scheme viz. Catalytic Development Programme (CDP) for the development of silk industry. The schemes/components formulated under CDP are mainly aimed to benefit these category of stakeholders. The SC/ST coverage envisaged under the CDP ranges from 30-90% depending on the nature of the programme/component. The actual number of beneficiaries will however depend on the schemes/components implemented by the State Governments. It is estimated that about 30% of the SC/STs are engaged in mulberry sericulture while 30-90% of SC/STs are engaged in Vanya (non-mulberry) sericulture. Under this CDP, the funds allocated and spent exclusively for the benefit of SC/STs during the XI Plan is given in the table:

(in crores)
 Year Approved Funds released/ Funds earmarked
 outlay spent by CSB for SC/STs

| | | | |
|---------|--------|----------|--------|
| 2007-08 | 81.01 | 80.82 | 16.57 |
| 2008-09 | 76.73 | 90.74 | 15.71 |
| 2009-10 | 146.12 | 144.06 | 29.22 |
| 2010-11 | 275.33 | 149.80\$ | 30.00# |

\$ upto July, 2010 # estimated

CSB is also implementing a new component namely "Emphasis on tribal areas" under the CDP, particularly for non-mulberry sector, for the benefit of tribals. During the XI Plan, a sum of Rs.1.00 crore has been allocated for implementation of this programme. The following funds have been released/spent by CSB during the last three years:

Year Amt. released/spent
 (in lakhs)

| | |
|---------|-------|
| 2008-09 | 0.88 |
| 2009-10 | 11.77 |
| 2010-11 | 10.93 |

The office of the Development Commissioner for Handlooms (O/o DC(HL)) has been implementing following schemes for the overall development of the handloom sector as a whole, including SC/ST handloom weavers. These schemes are given wide publicity through electronic and print media.

- i) Integrated Handloom Development Scheme
- ii) Handloom Weavers Comprehensive Welfare Scheme
- iii) Marketing & Export Promotion Scheme
- iv) Diversified Handloom Development Scheme
- v) Mill Gate Price Scheme