

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:4954
ANSWERED ON:26.08.2010
MARKETING AND EXPORT PROMOTION SCHEME
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Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government has recently introduced a marketing and export promotion scheme for the Handloom sector;
- (b) if so, the details thereof;
- (c) the details of handloom clusters where the scheme would be implemented, State-wise;
- (d) the number of handloom products and the artisans that would be covered/benefited under the scheme in Andhra Pradesh State and Khammam district in particular; and
- (e) the total amount earmarked and spent under the scheme during 2009-10, State-wise?

Answer

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

(a) & (b): Yes, Madam. With a view to develop and promote the marketing channels in domestic as well as international markets, a scheme under the name of Marketing & Export Promotion Scheme has been introduced for the handloom sector for implementation during the 11th Five Year Plan in the country. The Scheme has following two components: -

1. Marketing Promotion
2. Handloom Export Promotion

The Marketing Promotion covers the following activities:

- # Organisation of exhibitions, events and Craft Melas
- # Setting up of Urban Haats
- # Setting up of Marketing Complexes
- # Publicity and Awareness
- # Geographical Indication Act
- # Handloom Marketing Complex, Janpath, New Delhi
- # Handloom Mark

The Handloom Export Promotion covers the following activities:

- # Export Projects to develop export worthy handloom products.
- # Participation in International Fairs & Exhibitions
- # Setting up of Design Studios
- # Miscellaneous Promotional events/activities

(c): The scheme is being implemented throughout the country and the scheme is not cluster specific.

(d): A wide range of handloom products are being produced in the country including Andhra Pradesh and all products are eligible for coverage under the scheme. During the year 2009-10, 45,563 handloom weavers were covered / benefitted in Andhra Pradesh under the Marketing & Export Promotion Scheme. In Khammam district, 275 weavers were covered/benefitted and Carpets, Bedsheets, Dhoties, towels and livery items are widely produced in the district.

(e): State-wise allocation of funds is not made under the scheme.

However, State-wise amount released for activities covered under the scheme during the year 2009-10 is as under: -

S. No.	Name of State	Amount Released
	(Rs. In Crore)	

1	Andhra Pradesh	2.10
2	Assam	4.11
3	Bihar	0.05
4	Chhattisgarh	0.37
5	Delhi	0.62
6	Gujarat	0.76
7	Haryana	0.28
8	Himachal Pradesh	0.51
9	Jharkhand	0.02
10	Karnataka	1.20
11	Madhya Pradesh	0.68
12	Maharashtra	1.37
13	Manipur	0.47
14	Meghalaya	0.89
15	Nagaland	3.73
16	Orissa	0.74
17	Rajasthan	0.73
18	Sikkim	0.04
19	Tamil Nadu	0.80
20	Tripura	0.36
21	Uttar Pradesh	1.73
22	Uttrakhand	0.45
23	West Bengal	0.60
	Total	22.61