

**GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA**

UNSTARRED QUESTION NO:4077
ANSWERED ON:03.08.2009
FOOT WEAR INDUSTRIES
Singh Shri Dushyant

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) whether there is a vast scope to promote Foot Wear Industries in Rajasthan;
- (b) if so, the details thereof; and
- (c) the steps taken by the Government to promote such industries in Rajasthan?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY(SHRI JYOTIRADITYA M. SCINDIA)

(a) to (c): Yes, Madam. Rajasthan is famous for footwear manufactured by artisans. The footwear units are found in clusters and there is vast scope to promote these footwear clusters in Rajasthan. These clusters need support for standardization, capacity building, marketing support and improvising their designs as per the changing trends in fashion. The Central Government has taken initiatives to support the leather clusters from the 10th Five Year Plan period. During that Plan period under the sub-scheme, "Support to Rural Artisans" under Indian Leather Development Programme (ILDP) design and marketing were provided to footwear artisans in and around Jaipur. A Centralized Distribution Centre at Jaipur in Rajasthan was also established. The products have been written about and advertised in various national and international magazines/journals. The products have also been displayed in various National and International fairs of footwear to attract buyers. A website with e-commerce facility has been set up and is available under the URL: www.mojari.com which provides artisan households exposure to collective manufacturing and marketing in niche urban markets. Training was also imparted to the artisans under the sub-scheme, "Human Resource Development". Mojari has been registered as a trade mark and developed as a brand. As a result of strong marketing support provided to Mojari, it is able to build a clientele in both domestic and international market.

During the 11th Five Year Plan period also the Central Government has approved interventions at Jaipur, Alwar and Jodhpur under the sub-scheme, "Support to Artisans" under ILDP. Two Common Resource Centres, one each at Jodhpur and Alwar have been established. Training, marketing support, design development, etc. are also being provided to the footwear artisans in Rajasthan.