

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:2726

ANSWERED ON:25.11.2010

HANDLOOM MARK

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Will the Minister of TEXTILES be pleased to state:

- (a) the objective of the Government behind evolving handloom mark brand scheme;
- (b) the number of stakeholders who have purchased handloom mark so far;
- (c) the norms adopted and eligibility prescribed for selling handloom mark under the handloom mark brand scheme;
- (d) whether the weavers have been benefited through handloom mark scheme; and
- (e) if so, the details thereof?

Answer

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

(a): The Handloom Mark Scheme was launched by the Government on 28th June 2006 to guarantee the buyers that the product being purchased is genuinely hand woven and provide a distinct identity to the handloom products, both in India and abroad.

(b): As on 31st October 2010, there are 7240 stakeholders under the Handloom Mark Scheme, who have purchased 175.72 lakh Handloom Mark labels.

(c): The Handloom Mark scheme covers all handloom fabrics and products. The followings are entitled to participate in the Scheme and avail benefits thereof:-

- i) Individual weaver
- ii) Master Weaver
- iii) Cooperative Societies
- iv) Apex Handloom Societies, Handloom Development Corporations
- v) Retailers/Traders
- vi) Manufacturer and Merchant Exporters
- vii) Others, which include Self Help Groups, Consortia, Producers Companies, Joint Liability Groups, Handloom Weavers Groups.

(d) & (e): Yes, Madam. The scheme has 7240 registered stakeholders who use Handloom Mark labels which facilitate the weavers to provide uninterrupted work throughout the year. The Handloom Mark label distinguishes the handloom products from powerloom and mill products. The buyers who intend to buy handloom products, will be sure that he/she is buying genuine handloom product, if there is handloom mark label affixed on it. This generates demand for genuine handloom products and helps to improve the earnings of the weavers by improved price realisation of the products both in India and abroad.