

**GOVERNMENT OF INDIA  
TEXTILES  
LOK SABHA**

UNSTARRED QUESTION NO:3795  
ANSWERED ON:02.12.2010  
BRAND PROMOTION OF INDIAN TEXTILES  
Gandhi Shri Feroze Varun

**Will the Minister of TEXTILES be pleased to state:**

- (a) the details of steps being taken by the Government for brand promotion of Indian textile and global market penetration;
- (b) whether the Government proposes to take steps to develop a Public-Private Partnership (PPP) approach for creating globally acceptable Indian brands;
- (c) if so, the details thereof;
- (d) whether the Government has taken steps to encourage the Indian apparel industry to create a Special Purpose Vehicle (SPV) for the purpose of brand creation and promotion;
- (e) if so, the details thereof; and
- (f) if not, the reasons therefor?

**Answer**

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

- (a): Government has embarked upon a orchestrated plan involving all the textiles EPCs for mounting Mega Textiles Shows in India and abroad, particularly in Focus Countries, as well as participation in all major Textiles & Clothing Fairs organised abroad. Mega Textiles Shows were organized during 2009-10 in Brazil, Argentina, Australia and Japan. The Government of India is encouraging such Mega Textiles Fairs to showcase the entire spectrum of the textiles industry's capacities and capabilities in the textile sector and for global market penetration.
- (b): No such proposal is under consideration.
- (c): Does not arise.
- (d): Creation of a Special Purpose Vehicle for brand creation and promotion has not been contemplated by the Government.
- (e): Does not arise.
- (f): No proposal has been received from the textiles industry.