

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:5043
ANSWERED ON:09.12.2010
E MARKETING
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Will the Minister of TEXTILES be pleased to state:

- (a) the details of progress achieved so far after the launch of E-marketing web portal in the field of handloom and handicraft marketing;
- (b) the details of shortcomings faced in the operation of said portal; and
- (c) the steps taken/proposed to be taken by the Government to address these shortcomings if any and to further enhance the effectiveness of the E-marketing web portal?

Answer

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

(a): Progress achieved in terms of visits on the web portals launched by various organisations under the Ministry of Textiles and business generated thereon is as under: -

S. No.	Web Portal	Visits by buyers/ visitors	Business generated
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1	Handicrafts & Handlooms Exports Corporation of India Ltd. (HHEC)	48,780	Rs.35.36 lakh
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2	Central Cottage Industries Corporation of India Ltd. (CCIC), New Delhi	73,737	Rs.1.09 lakh
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Apart from the above web portals for E-marketing, web portals have also been launched by the Office of the Development Commissioner for Handlooms and Office of the Development Commissioner for Handicrafts, where the handloom and handicrafts products developed by various clusters have been uploaded for gathering response of the buyers.

(b) & (c): No major shortcomings are being faced in the operation of said portals.