

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

STARRED QUESTION NO:123
ANSWERED ON:04.03.2011
MARKETING FACILITIES FOR WEAVERS ARTISANS
Shankar Alias Kushal Tiwari Shri Bhisma

Will the Minister of TEXTILES be pleased to state:

- (a) the details of permanent marketing/exhibition centres presently functioning for the promotion and marketing/sale of products made by weavers and artisans, State/UT-wise;
- (b) the financial and other assistances provided by the Union Government to the State Governments and other eligible agencies for organising such marketing/exhibition centres in their States during each of the last three years and the current year alongwith the number of such exhibitions organised during the said period, State/UT-wise;
- (c) the manner in which such centres are beneficial to the weavers and artisans for the promotion of their skills;
- (d) whether the Government proposes to open more such centres on the lines of Dilli Haat in various parts of the country including Uttar Pradesh;
- (e) if so, the details and the locations thereof; and
- (f) the steps taken/to be taken by the Government to encourage inter-State and inter-region marketing of traditional textiles, jewellery and handicrafts?

Answer

MINISTER OF THE STATE IN THE MINISTRY OF TEXTILES (SHRI DAYANIDHI MARAN)

(a) to (f): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (f) OF THE LOK SABHA STARRED QUESTION NO: 123 FOR ANSWER ON 04.03.2011.

(a) State/Union Territory-wise details of Urban Haats & Marketing Complexes, which are permanent marketing centres, presently functioning in the country for promotion and marketing/sale of products made by weavers and artisans are given at Annexure-I.

(b) A statement showing State/UT-wise details of financial assistance provided to the State Governments/ eligible agencies for setting up of Urban Haats and Marketing Complexes in the last three years and the current year is at Annexure-II (A).

Apart from the above, the Development Commissioner (Handlooms) and the Development Commissioner (Handicrafts) provide funds for organising marketing events. The details of number of such marketing events and release of funds for 2007-08, 2008-09, 2009-10 and 2010-11 (till date) are given in Annexure-II(B), II(C), II(D) and II(E) respectively.

(c) Urban Haats and Marketing Complexes provide an opportunity to the weavers and artisans to sell their products directly to the consumers.

(d) & (e) Yes, Madam. The viable proposals received from the State Governments/eligible agencies, including Uttar Pradesh are considered on merit. During the current year 2010-11, 4 proposals for setting up of Urban Haat at Ayodhya (Uttar Pradesh), Surat (Gujarat) and Salt Lake and Shantiniketan (West Bengal) have been approved.

(f) In order to encourage inter-state and inter-region marketing of traditional textiles, jewellery and handicrafts, the Government of India provides financial assistance to State Governments and eligible agencies for organising marketing events such as National Handloom Expos/Special Handloom Expos (National, Regional and State Level)/District Level Events, Craft Bazars, Gandhi Shilp Bazars/Buyer-Seller-Meets/ Sourcing Shows etc., where the products of weavers and artisans from various parts of the country are sold.