

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

UNSTARRED QUESTION NO:117
ANSWERED ON:01.08.2011
EXPORT OF FASHION JEWELLERY
Ponnam Shri Prabhakar

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

- (a) whether the Government has asked the exporters to engage in aggressive and vigorous marketing strategies to increase the country's share in the global fashion jewellery market;
- (b) if so, the details thereof and response received so far;
- (c) whether India's share in global export market is less than one per cent;
- (d) if so, the details thereof and the reasons therefor; and
- (e) the steps taken by the Government to increase its share in the global fashion jewellery exports?

Answer

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

- (a) to (e) Information is being collected and will be laid on the Table of the House.