

**GOVERNMENT OF INDIA
MICRO, SMALL AND MEDIUM ENTERPRISES
LOK SABHA**

UNSTARRED QUESTION NO:3897
ANSWERED ON:25.08.2011
DEMAND OF TERRACOTTA
Mahato Shri Narahari;Roy Shri Nripendra Nath

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether Terracotta Products of West Bengal, Orissa and Assam are in great demand in European countries;
- (b) if so, the details thereof;
- (c) whether the Government has taken any steps to assist small artisans of these States to provide modern training to the potters; and
- (d) if so, the details thereof?

Answer

MINISTER OF MICRO, SMALL AND MEDIUM ENTERPRISES (SHRI VIRBHADRA SINGH)

- (a) Yes, terracotta products are reported to be in great demand in European markets.
- (b) The quantum of demand in European market for terracotta products from these States is not been available. However, the artisans and entrepreneurs are now exporting terracotta products through exporters.
- (c) & (d) Government has taken several steps to assist small artisans of these States to provide modern training to the potters. Various activities like Design Development Programmes, Skill Development Programmes, Exposure visits, etc., for terracotta artisans are being organized in different clusters every year in these States. Besides, the professional organizations like Central Glass & Ceramic Research Institute and National Institute of Design have been engaged for organizing Design Development Programmes to help the potters to manufacture products according to the requirement of modern customers both inside and outside the country. In order to provide marketing support to the terracotta artisans, State / district level exhibitions are being organized every year. Artisans are also encouraged to participate in the exhibitions organized by other agencies outside the State to extend marketability of their products.