

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

STARRED QUESTION NO:107

ANSWERED ON:08.08.2011

MARKETING OF PRODUCTS OF WEAVERS

Ananth Kumar Shri ;Das Shri Ram Sundar

Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government has prepared any scheme for marketing of products of the weavers and artisans to protect them from middlemen;
- (b) if so, the details thereof alongwith the total number of handloom/handicraft marketing complexes set up/to be set up in the country and the quantum of products exported/sold by the weavers and artisans during the last three years;
- (c) whether the Government proposes to open multi-State textiles permanent exhibition centres on the lines of Dilli Haat in various parts of the country;
- (d) if so, the details thereof; and
- (e) the steps taken/proposed to be taken by the Government to encourage inter-State and inter-region marketing of traditional textiles, jewellery and handicrafts?

Answer

(MINISTER OF TEXTILES)(SHRI ANAND SHARMA)

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (e) OF THE LOK SABHA STARRED QUESTION NO.107 TO BE ANSWERED ON 08.08.2011.

(a) & (b):

(i) The Ministry of Textiles is implementing the following schemes for marketing of products of handloom weavers and handicraft artisans:

(a) Marketing & Export Promotion Scheme for Handloom weavers and

(b) Marketing Support Services Scheme for artisans.

Under these schemes, National Handloom Expos, Special Handloom Expos (National, Regional and State level), District Level Events, Crafts Melas, Gandhi Shilp Bazars, Crafts Bazars, Exhibitions, Sourcing Shows are organized all over the country in order to provide a platform to the weavers, artisans and their organisations to sell their products directly to the consumers avoiding the middlemen.

(ii) The details of marketing events sanctioned during the last three years under both the schemes are as under:

Year	Handloom sector	Handicraft sector
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2008-09	399	275
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2009-10	561	252
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2010-11	680	371
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(iii) 20 Urban Haats and 14 Marketing Complexes have been set up so far. Further, 16 Urban Haats and 1 Marketing Complex are being set up in different parts of the country for promotion and marketing of products made by weavers and artisans.

(iv) The Handlooms and Handicrafts are un-organised sectors and as such, the total value of products sold by the weavers and

artisans during the last three years are not available. However, the volume of sales generated through the marketing events sanctioned for the last three years is given as under:

(Rs. in crore)

Year	Handloom sector	Handicraft sector
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2008-09	220.87	83.32
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2009-10	340.00	92.21
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2010-11	410.00	135.11
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(v) The value of exports of handloom and handicraft item for the last three years is given as under:

(Rs. in crore)

Year	Handloom items	Handicraft items
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2008-09	#	10891.85
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2009-10	1252.80	11224.27
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2010-11	752.21	13526.66
(April-Nov'10)##		

In the absence of ITC(HS) codes for handloom products, the export data on handlooms is not available for the periods from 2003 to 2008.

Export data is compiled by the Directorate General of Commercial Intelligence & Statistics, Kolkata. The compiled data upto November, 2010 is available with DGCIS for 2010-11.

(c) & (d): Yes, Madam. The viable proposals received from State Governments and eligible agencies are considered on merit on cost sharing basis between the Central Government and State Government and their Agencies. The State /Union Territory-wise details of Urban Haats presently functioning and those under progress are given in Annexure.

(e): 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), Craft Bazaars, Gandhi Shilp Bazaars/ Buyer-Seller Meets/ Sourcing Shows etc., where the products of weavers and artisans from various parts of the country are sold. The weavers and artisans from one region are encouraged to participate in marketing events in other region. Such participation is also welcomed by the public during events such as fairs and festivals etc. As a result, various handloom and handicraft products such as Kanjivaram and Chanderi sarees, Panipat's home furnishing, Moradabad's brassware, Bhadohi's carpets, eri/muga and bamboo products of North East etc., have gained popularity all over the country.