

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:4263
ANSWERED ON:29.08.2011
HANDLOOM MARKETING SCHEME
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Will the Minister of TEXTILES be pleased to state:

- (a) the details of funds sanctioned/released under the Handloom Marketing Scheme in the country including Andhra Pradesh during the last three years and the current year, State-wise;
- (b) the number of exhibitions showcasing textiles designs organised in the country during the last three years and the current year and the outcome thereof; and
- (c) the details of export orders received and foreign exchange earned through such exhibitions?

Answer

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

- (a): The details of funds released under the Marketing and Export Promotion Scheme to various States including Andhra Pradesh during the last three years and the current year is given at Annexure-I.
- (b): The details of number of marketing events showcasing textiles designs organised/sanctioned during the last three years and the current year and the outcome in the form of sales generated through these events are given below:

Year	No. of domestic events organised/sanctioned	Sales Generated(Rs. In crores)
2008-09	399	221
2009-10	561	340
2010-11	680	410
2011-12	(upto 23.08.11)	618

most of the events are organised during the period from September to February.

- (c): To facilitate the handloom exporters for participation in International Exhibitions both in India and abroad, the Government of India provides financial assistance through Handloom Export Promotion Council. The details of number of events participated, spot orders booked and enquiries generated through these exhibitions for the last 3 years and the current year is given below:

S. No.	Year	No. of fairs participated	Spot Orders Booked (Rs. In crore)	Enquiries generated (Rs. In crore)	Total (Rs. In crore)
1	2008-09	16	27.39	76.00	103.39
2	2009-10	17	24.04	59.68	83.72
3	2010-11	23	25.36	69.68	95.04
4.	2011-12	05	06.07	15.99	22.06

(upto July 2011)