

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

STARRED QUESTION NO:625
ANSWERED ON:21.05.2012
TEXTILE PRODUCTS IN TRIBAL AND BACKWARD AREAS
Bhagat Shri Sudarshan

Will the Minister of TEXTILES be pleased to state:

- (a) whether textiles and or other related products made in the tribal or backward areas have adequate marketing facilities;
- (b) if so, the details thereof;
- (c) if not, whether the Government proposes to provide any assistance for that purpose; and
- (d) if so, the details thereof alongwith the proposals/ schemes chalked out in this regard?

Answer

MINISTER OF TEXTILES (SHRI ANAND SHARMA)

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 625 FOR ANSWER ON 21.05.2012 REGARDING TEXTILE PRODUCTS IN TRIBAL AND BACKWARD AREAS BY SHRI SUDARSHAN BHAGAT.

(a) to (d): Yes, Madam, Government has provided marketing facilities and financial assistance for textiles and other related products of tribal and backward areas in several ways:-

Urban Haats are operational in Raipur (Chhattisgarh), Dimapur (Nagaland), Agartala (Tripura) and Imphal (Manipur). Tribal artisans are also given exposure in domestic marketing events through Gandhi Shilp Bazaars, Craft Bazaars, Exhibitions and sourcing shows. In addition Government implements the Marketing and Export promotion scheme wherein financial assistance is provided for organizing market events at various levels i.e. District level events, State level Expos, National handloom Expos participation in international fairs creating of infrastructure facilities like Urban Haats, marketing complexes etc.

TRIFED markets tribal products through its retail network of 25 own 'TRIBES INDIA' outlets and a outlets on consignment basis located across the country. TRIFED also organizes exhibitions by the name of Aadishilp and Aadichitra.

Buyer seller Meets are organized at Guwahati for market development of powerloom products of North Eastern states.

Textiles and other related products made in the tribal and backward areas have been provided adequate export marketing facilitation by Ministry of Textiles and Department of Commerce. Opportunity has been given to textiles exporters and designers of North East Region (NER), which is predominantly a tribal and backward region for participation in 'Tex- Trends India', one of Asia's largest shows of Apparel, Fashion Jewellery and Accessories; Home Furnishings and Floor Coverings; Fibres, Yarns, Wool, Threads & Fabrics, Carpets, Silk, Synthetic, Rayon and Cotton textiles, Jute, Woollen garments, etc. Participants from NER were provided space free of cost and return airfare plus 40% was also provided to participants to encourage their participation. In addition, special attention was provided to North Eastern Region by setting-up the Theme pavilion to promote the textile and handicrafts of that region.