

**GOVERNMENT OF INDIA  
TEXTILES  
LOK SABHA**

UNSTARRED QUESTION NO:2429

ANSWERED ON:27.08.2012

MARKETING OF HANDICRAFTS

Choudhry Smt. Shruti;Dhotre Shri Sanjay Shamrao;Rama Devi Smt. ;Rawat Shri Ashok Kumar;Tanwar Shri Ashok;Vijayan Shri A.K.S.;Wankhede Shri Subhash Bapurao;Yadav Shri Om Prakash

**Will the Minister of TEXTILES be pleased to state:**

- (a) whether Government has taken initiative for encouraging the marketing of handicrafts in the country;
- (b) if so, the details thereof along with the steps taken by the Government to set up urban haats in the country for marketing of handicrafts during the last three years including funds allocated/spent, State-wise;
- (c) whether the relief packages for handicrafts and artisans on the lines of handloom package has been announced/to be announced by the Government along with the funds allocated/spent during the last three years, State-wise and if so, the details thereof;
- (d) whether handicrafts industry is suffering due to rising import of Chinese handicrafts;
- (e) if so, the details thereof along with safeguard duty imposed on these items by the Government to protect the domestic producers;
- (f) whether the demand of Indian handicrafts in western countries is on the rise;
- (g) if so, the exports of handicrafts during the last three years, year-wise, country-wise along with the steps taken by the Government to explore new markets for exports; and
- (h) the measures taken by the Government to promote traditional handicrafts industry in the country including Bihar?

**Answer**

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

(a) & (b): Yes Madam. For encouraging the Marketing of handicrafts in the Country, the Govt. is implementing the Scheme of Marketing Support & Services Scheme with components of organizing of Gandhi Shilp Bazar, Craft Bazaars, exhibition, Sourcing Shows. Beside for providing permanent marketing infrastructure with a view to provide direct Marketing facilities to handicraft artisans under the same scheme there is a provision to set up Urban Haat, Emporia, Marketing Hubs in Metros and Sourcing Hub and Warehousing facilities in important location.

During the last three years 04 Urban Haat have been sanctioned at Salt Lake, Shantiniketan, Ayodhya and Surat. The amount sanctioned and released for setting up of these Urban Haats is as under:-

Sl.No.	Venue of Urban Haat	Year of sanction	Amount sanctioned	Amount released
--------	---------------------	------------------	-------------------	-----------------

1.	Salt Lake	2010-11	Rs.105.00 lakh	Rs.52.50 lakh
----	-----------	---------	----------------	---------------

2.	Shantiniketan	2010-11	Rs.105.00 lakh	Rs.52.50 lakh
----	---------------	---------	----------------	---------------

3.	Ayodhya	2010-11	Rs.102.68 lakh	Rs.51.34 lakh
----	---------	---------	----------------	---------------

(c): No Madam.

(d): No Madam.

(e): Not applicable

(f): Yes Madam, As reported by the Export Promotion Council for Handicrafts and Carpet Export Promotion Council, the demand of Indian Handicraft as well as Handmade Carpets & other Floor Coverings in Western Countries is having rising trend during 2011-12.

(g): As reported by Export Promotion Council for Handicrafts and Carpet Export Promotion Council, the year and country-wise available data on export of handicrafts as well as Handmade Carpets & other Floor Coverings for three years i.e. 2008-09 to 2010-11 is enclosed as per Annexure.

The steps taken by the Government to explore new markets for exports of handicrafts as well as handmade carpets and other floor coverings include: participations in fairs/exhibitions abroad; thematic display and live demonstration of handicrafts in exhibitions abroad; organizing buyer-seller meets in India and abroad; brand image promotion of Indian handicrafts abroad through seminars and publicity, awareness programmes about technology, packaging and export policies in India to exporters; organizing Indian Handicrafts & Gifts Fairs, product specific shows and Made in India show and providing assistance under Market Development Assistance and Market Access Initiative Schemes of Ministry of Commerce to exporter members.

(h): Several measures are being undertaken by the Government to promote traditional handicrafts in the country including Bihar by way of implementation of six generic schemes viz.(i) Baba Saheb Ambedkar Hastshilp Vikas Yojana (AHVY); (ii) Design and Technological Up-gradation; (iii) Marketing Support & Services; (iv) Research and Development; (v) Human Resource Development and (vi) Comprehensive Welfare Scheme for Handicrafts Artisans.