

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:2454
ANSWERED ON:03.12.2009
E- MARKETING
Pradhan Shri Nityananda

Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government has launched E-Marketing web portal that will enable an interested customer to buy different varieties of handlooms and handicrafts products across the world;
- (b) if so, the details thereof; and
- (c) the details of built-in-system under this project to acquaint the weavers and others associated with this sector about the demand of the consumers across the world?

Answer

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

(a) & (b): Yes, Madam. Web portals for E-Marketing have been launched by various organisations under the Ministry of Textiles viz. Office of the Development Commissioner for Handlooms, Central Cottage Industries Corporation of India Ltd., (CCIC), New Delhi Handicrafts & Handlooms Exports Corporation of India Ltd., (HHEC), New Delhi, where the buyers across the country and the world can place online orders for different varieties of handicraft and handloom products.

(c): There is an in-built vendor console module in the web portal of HHEC for artisans to register themselves and list their products on website. All artisans are provided with unique username and password so that they can also login to the vendor console section to see the demand of their products from the consumers across the world. Automatically an email is sent to artisans wherever an online order is placed for their products.