

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:5486
ANSWERED ON:29.04.2013
SETTING UP OF TRAINING INSTITUTES
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Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government proposes to set up institutes in each of the States for providing training to the persons in different fields of handicraft;
- (b) if so, the details thereof;
- (c) whether the Government proposes to promote brand image of Indian handicraft in the global market; and
- (d) if so, the details thereof?

Answer

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

(a) & (b) The Government doesn't propose to setup institutes in each of the states for providing training to persons in different fields of handicrafts. However Government is providing financial assistance to various institutes/organizations for imparting training in handicrafts sector.

(c) & (d) The steps taken by the Government to promote the brand image of Indian Handicrafts in the global market is as under:-

Participations in fairs/ exhibitions abroad.

Thematic display and live demonstration of crafts in exhibitions abroad.

Organizing buyer-seller meets in India and abroad.

Brand image promotion of Indian Handicrafts abroad through seminars and publicity as well as awareness programmes about technology, packaging, policies in India to exporters.

Organizing Indian Handicrafts & Gift Fair twice a year besides products specific shows.

Display of new designs through exporters for creating awareness and marketing.

Providing participation under assistance of MDA/MAI Scheme of Ministry of Commerce to Exporter Members.