

**GOVERNMENT OF INDIA  
TEXTILES  
LOK SABHA**

UNSTARRED QUESTION NO:3767  
ANSWERED ON:19.03.2015  
DEALS WITH ONLINE MARKET COMPANIES  
Singh Shri Dushyant;Subbareddy Shri Yerram Venkata

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

- (a) whether the Government has inked deals with online market companies for promotion of various crafts and textiles;
- (b) if so, the details thereof including the number of deals signed and the provisions of each of these deals, deal-wise;
- (c) the process followed for the selection of e-commerce company in each of these deals; and
- (d) the extent to which roping in e-commerce major Flipkart is likely to boost weavers sale in the country with particular reference to Andhra Pradesh and Telangana?

**Answer**

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF TEXTILES (SHRI SANTOSH KUMAR GANGWAR)

(a): Yes, Madam. A Memorandum of Understanding (MoU) was signed between the Office of the Development Commissioner for Handlooms, Ministry of Textiles and M/s Flipkart Internet Private Limited, Karnataka on 25th August 2014.

(b) & (c): As per the MoU, M/s Flipkart Internet Private Limited will provide online marketing platform and customer acquisition to handloom weavers in India and help them get remunerative prices for their products and scale up their business. The Agency levy a service charge of 3 to 4% of the product value sold through online. So far, 29 handloom products have been sold online. Action Plan was drawn up for revival of handloom wherein it was decided to sign an MoU with web based marketing agency in order to provide marketing support to the handloom weavers. Hence, one of the leading on-line marketing agencies i.e. Flipkart was contacted and after discussion with Flipkart, they agreed to sign MoU. Accordingly, on a pilot basis MoU was signed to explore the possibility of providing on line marketing facility to weavers. There is no financial implication of Govt. of India in facilitating the weavers to sell their products on line through Flipkart. In order to expand the ambit of on-line marketing an advertisement was published in leading English and Hindi newspapers on 1st March, 2015 for engaging more active online marketing agencies.

(d): The handloom weavers in India are facing constraints on market intelligence and logical support to market their products. The objective of the arrangement with M/s Flipkart is to help handloom weavers to earn more income by eliminating the middlemen, selling their product under their brand name directly to buyers across the country and get remunerative prices. All State Governments including Andhra and Telangana have been informed about the MoU signed and advised to encourage weavers/ weavers cooperatives to take up on line marketing.