

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:568
ANSWERED ON:23.07.2015
Marketing and Export Promotion Scheme
Meghwal Shri Arjun Ram

Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government is running Marketing and Export Promotion Scheme for the promotion of handloom sector;
- (b) if so, the salient features of the scheme;
- (c) whether the Government proposes to amend scheme in the event of non-completion of targets under the said scheme; and
- (d) if so, the details thereof and if not the reasons therefor?

Answer

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

(a) & (b): Marketing Export Promotion Scheme implemented in the 11th plan period has been merged as a component of Handloom Marketing Assistance (HMA) into Comprehensive Handloom Development Scheme (CHDS) which is part of National Handloom Development Programme (NHDP). Under Handloom Marketing Assistance, financial assistance is provided to eligible implementing agencies to organise domestic marketing events, participation in international fairs, buyer seller meets, setting up of urban haats, promotion of 'Handloom Marks', brand building and miscellaneous promotional activities.

(c) & (d): No, Sir. The scheme is continued to be implemented in the 12th plan period.
