

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:3978
ANSWERED ON:13.08.2015
Mainstreaming/Recognition to Textile Artists
Jaiswal Dr. Sanjay

Will the Minister of TEXTILES be pleased to state:

- (a) whether the Government has any plans of mainstreaming and recognising the various textile artists especially in remote locations of the country;
- (b) if so, the details of the schemes being implemented for the said purpose;
- (c) whether the Government proposes to extend monetary support to such artists with a view to safeguard their interests; and
- (d) if so, the details thereof?

Answer

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

(a) to (d): Yes, Madam. Handloom Marketing Assistance, one of the component under National Handloom Development Programme (NHDP) is implemented all over India for providing market platform to the handloom weavers/agencies to sell their products directly to the consumers. The objective of the scheme is to develop and promote the marketing channels in domestic as well as export market in holistic and integrated manner. Under the scheme, financial assistance is provided to organize marketing events like National Handloom Expo (NHE)/Special Handloom Expo (SHE)/ State Level Handloom Expos, District Level Event (DLE), to sell their handloom products. The weavers have also been facilitated to participate in the various crafts melas held in different parts of the country and in Dilli Haat to sell their products.

In addition to that Sant Kabir Award, National Award and National Merit Certificates are also given for the mainstreaming and recognizing the outstanding textiles artists (weavers) including weavers from remote locations of the country. Sant Kabir Award is conferred to outstanding handloom weavers including weavers from remote locations of the country who are carrying on with the tradition and have made valuable contribution to the development of the sector. National Award is conferred to handloom weavers including weavers from remote locations of the country in recognition of their outstanding craftsmanship contribution and development of handloom weaving, Apart from this National Merit Certificate is also given to the outstanding weavers including weavers from remote locations of the country.

Government also provides monetary assistance to handloom weavers for acquiring loom and accessories, construction of workshops, margin money to avail credit from bank and 10% subsidy in yarn supplied by government company.
