

**GOVERNMENT OF INDIA  
TEXTILES  
LOK SABHA**

UNSTARRED QUESTION NO:3198  
ANSWERED ON:31.07.2014  
HANDLOOM SECTOR  
Ram Mohan Naidu Shri Kinjarapu

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

- (a) whether the Government has approved a marketing and export promotion scheme for the Handloom sector;
- (b) if so, the details thereof; and
- (c) the total funds earmarked for the scheme?

**Answer**

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

(a): Yes, Madam.

(b): Marketing and Export Promotion Scheme implemented in the 11th Plan has been merged as andloom a Handloom Marketing Assistance into Comprehensive Handlooms Development Scheme (CHDS), which is part of National Handlooms Development Programme. 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 Mark, brand building and miscellaneous promotional activities.

(c): A sum of Rs.39.35 crore has been earmarked for Handloom Marketing Assistance during the 2014-15 under National Handloom Development Programme.