

**EXPORT OF TEXTILE PRODUCTS**

2971. SHRI ADHALRAO PATIL SHIVAJIRAO:  
SHRI ANANDRAO ADSUL:  
SHRI VINAYAK BHAURAO RAUT:  
DR. PRITAM GOPINATH MUNDE:  
SHRI SHRIRANG APPA BARNE:

Will the Minister of TEXTILES वस्त्र मंत्री  
be pleased to state:

- (a) whether India is the second largest exporter of textiles and apparel in the world and if so, the percentage share of India in the world trade;
- (b) whether the Union Government has identified some countries as target markets where products like handicrafts, jute, cotton, textiles and apparel can be showcased through exhibitions to increase their visibility and exports;
- (c) if so, the names of these countries and the criteria adopted for selection of these countries;
- (d) whether there exists a huge potential for the country to increase its market share in various markets by aligning the products with specific markets and if so, the details thereof; and
- (e) whether the Union Government has approved Integrated Marketing Plan 2017-18 for textiles and apparel sector and if so, the details thereof?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री अजय टम्टा)

MINISTER OF STATE FOR TEXTILES  
(SHRI AJAY TAMTA)

- (a): Yes, Madam, India is the second largest exporter of textiles and apparel in the world. In 2016, India had a share of 5 percent in world textiles and apparel exports.
- (b): Certain markets have been identified for export promotion activities through participation in exhibitions and B2B meetings to increase exports.
- (c) & (d): New markets identified include Germany, France, Italy, USA, China, Hong Kong, Turkey, Australia, Russia, UAE, , Egypt, Brazil and Chile. These markets have been identified on the basis of their imports of textiles and apparel from the world including apparel and handicrafts where India is competitive.
- (e) Yes, Madam. Government has approved an Integrated Marketing plan for 2017-18 for textiles and apparel sector. Details of the same are available at:

[http://texmin.nic.in/sites/default/files/Marketing%20Plan01122017\\_0.pdf](http://texmin.nic.in/sites/default/files/Marketing%20Plan01122017_0.pdf)

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