

LOK SABHA
UNSTARRED QUESTION NO.2933
TO BE ANSWERED ON 04.01.2018

MARKETING FACILITIES FOR WEAVERS

2933. SHRI HARI OM PANDAY:

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

- (a) whether the Government has ensured adequate facilities and provide some financial package to weavers to enable them market their produces at a profitable rate at national and international levels;
- (b) if so, the details thereof and the manner in which this initiative is likely to help for the development of the weaving industry particularly in Ambedkar Nagar, Uttar Pradesh; and
- (c) if not, the reasons therefor?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री अजय टम्टा)
MINISTER OF STATE FOR TEXTILES
(SHRI AJAY TAMTA)

(a) & (b): To enable the weavers to market their produces at a profitable rates and to develop the handloom sector across the country including Ambedkar Nagar (Uttar Pradesh), Ministry of Textiles, Government of India has taken the following steps:-

- National/Special Handloom Expos, District Level Events are organized to provide marketing platforms to the weavers. Weavers are also facilitated to participate in various crafts melas held in the different parts of the country to sell the handloom products. E-commerce platforms have been engaged as new marketing initiatives to boost the handloom sector.
- India Handloom Brand has been launched for branding of high quality handloom products.
- Memorandum of Understandings (MoUs) has been signed with reputed designers for working in the handloom clusters and design fashionable garments using the local woven fabrics.
- Initiative with various leading brands has been undertaken to bring out a separate range of handloom garments in their brand. BIBA, Peter England and ONAYA have launched a separate range of handloom garments.

(c): Does not arise.
