

SCHEMES FOR SALE OF HANDLOOM PRODUCTS

657. SHRI OM PRAKASH YADAV:

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

- (a) whether the Government has any proposal/any scheme with regard to sale of the items produced by handloom weavers, if so, the details thereof along with the names of the cities where sale centres have been set up in Bihar; and
- (b) if not, the reasons thereof?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री अजय टम्टा)

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES
(SHRI AJAY TAMTA)

(a) & (b): To facilitate sale of items produced by handloom weavers/producers, Government of India has been providing marketing facilities all across the country including State of Bihar under Handloom Marketing Assistance (HMA), a component of National Handloom Development Programme (NHDP).

Under the scheme, financial assistance is provided to National Level Handloom Organizations and nominated handloom agencies of the State Government to organize the marketing events like National Handloom Expos (NHEs), Special Handloom Expos (SHEs) and District Level Events (DLEs) etc. to sell all handloom products from district to national level. At the international level marketing is promoted through participation in major international fairs/events. The weavers have also been facilitated to participate in various craft melas held in different parts of the country including DilliHaat, New Delhi to sell the handloom products. In addition, 23e-commerce entities have been engaged for on-line marketing of handloom products.

There are three handloom sale centres functioning in the State of Bihar, two at Patna and one at Aurangabad. Government of India has policy to assist handloom marketing organizations through various schemes.
