

LOK SABHA  
UNSTARRED QUESTION NO. 4505  
TO BE ANSWERED ON 20.03.2020

HANDLOOM DEVELOPMENT PROGRAMME

4505. SHRI SANJAY KAKA PATIL:  
SHRIMATI CHINTA ANURADHA:

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

- (a) the status of implementation of Comprehensive Handloom Development Programme;
- (b) if so, physical and financial targets and achievement during the last six years and reasons for non-achievement of targets in each district, district-wise;
- (c) if not, the reasons therefor; and
- (d) the steps taken by the Government to boost the handicraft sector across the country and generate employment in the sector?

उत्तर

ANSWER

वस्त्र मंत्री (श्रीमती स्मृति ज़ूबिन इरानी)

MINISTER OF TEXTILES  
(SMT. SMRITI ZUBIN IRANI)

(a): The Government of India, Ministry of Textiles, is implementing the following schemes across the country :-

- 1) National Handloom Development Programme
- 2) Handloom Weavers' Comprehensive Welfare Scheme
- 3) Yarn Supply Scheme
- 4) Comprehensive Handloom Cluster Development Scheme

Under the above schemes, financial assistance is provided for raw materials, purchase of looms and accessories, design innovation, product diversification, infrastructure development, skill upgradation, lighting units, marketing of handloom products and loan at concessional rates.

**A. NATIONAL HANDLOOM DEVELOPMENT PROGRAMME**

- (i) **BLOCK LEVEL CLUSTER:** Introduced in 2015-16 as one of the components of National Handloom Development Programme (NHDP). Financial assistance upto Rs.2.00 crore per BLC for various interventions such as skill upgradation, Hathkargha Samvardhan Sahayata, product development, construction of workshed, project management cost, design development, setting up of common facility centre (CFC) etc. is provided. Besides, financial assistance upto Rs.50.00 lakh is also available for setting up of one dye house at district level. The proposals are recommended by the State Government.
- (ii) **HANDLOOM MARKETING ASSISTANCE** is one of the components of National Handloom Development Programme. In order to provide marketing platform to the handloom agencies/weavers to sell their products directly to the consumers, financial

assistance is provided to the States/eligible handloom agencies for organising marketing events in domestic as well as overseas markets.

- (iii) **WEAVERS' MUDRA SCHEME:** Under the Weavers' Mudra Scheme, credit at concessional interest rate of 6% is provided to the handloom weavers. Margin money assistance @ 20% of the loan amount subject to a maximum of Rs. 10,000 per weaver and credit guarantee for a period of 3 years is also provided. **MUDRA portal** has been developed in association with Punjab National Bank to cut down delay in disbursement of funds for margin money and interest subvention.
- (iv) **HATHKARGHA SAMVARDHAN SAHAYATA (HSS):** Hathkargha Samvardhan Sahayata (HSS) was introduced on 1st December 2016 with an objective to provide looms/accessories to the weavers to enhance their earnings through improved productivity and quality of the handloom products. Under the scheme, 90% of the cost of loom/accessory is borne by the Government of India while remaining 10% is borne by the beneficiary. The Government of India's share is released directly in the Bank account of the beneficiary through designated agency.
- (v) **"INDIA HANDLOOM" BRAND-** During the celebration of 7th August 2015 as National Handloom Day, 'India Handloom' Brand was launched by Hon'ble Prime Minister for branding of high quality handloom products. It promotes production of niche handloom products with high quality, authentic traditional designs with zero defect and zero effect on environment. Since its launch, 1333 registrations have been issued under 184 product categories and sale of Rs. 861.93 crore has been generated. Initiatives with various leading brands has been undertaken to bring out a separate range of handloom garments in their brand.
- (vi) **URBAN HAATS** are set up in the big towns/metropolitan cities to provide adequate direct marketing facilities to the craft persons/weavers and eliminate middle agencies. 38 such Urban Haats have been sanctioned across the country so far.
- (vii) **E-COMMERCE-** In order to promote e-marketing of handloom products, a policy frame work was designed and under which any willing e-commerce platform with good track record can participate in online marketing of handloom products. Accordingly, 23 e-commerce entities have been engaged for on-line marketing of handloom products. A total sales of Rs. 80.76 crore has been reported through the e-commerce entities.

## **B. HANDLOOM WEAVERS' COMPREHENSIVE WELFARE SCHEME**

Weavers Comprehensive Welfare Scheme (HWCWS) is providing life, accidental and disability insurance coverage under the components Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Converged Mahatma Gandhi Bunkar Bima Yojana (MGBBY).

## **C. YARN SUPPLY SCHEME:**

Yarn Supply Scheme is being implemented throughout the country to make available all types of yarn at Mill Gate Price. The scheme is being implemented through National Handloom Development Corporation. Under the Scheme freight is reimbursed and depot operating charges @2% is given to depot operating agencies. A component of 10% price subsidy also exists on hank yarn, which is applicable on cotton, domestic silk, wool and linen yarn with quantity caps.

**D. COMPREHENSIVE HANDLOOM CLUSTER DEVELOPMENT SCHEME:**

The Comprehensive Handloom Cluster Development Scheme (CHCDS) is implemented for development of Mega Handloom Clusters in clearly identifiable geographical areas/locations covering atleast 15000 handlooms with the Government of India (GoI) contribution upto Rs.40 crore per cluster over a period of 5 years. 8 mega handloom clusters taken up as announced in the Budgets i.e. Varanasi & Sivasagar (2008-09), Virudhunagar & Murshidabad (2009-10), Prakasam & Guntur districts and Godda & neighbouring districts (2012-13) and Bhagalpur & Trichy (2014-15).

Under the scheme, components like conducting Diagnostic Study, engaging Designer, Product Development, Corpus for raw material, Construction of Worksheds (for BPL/SC/ST/Women weavers), Skill up-gradation etc. are fully funded by Government of India, while the components like Technology up-gradation, lighting units funded 90% and other common infrastructural projects like Design Studio, Marketing Complex, Value Addition Centres, Publicity etc., are funded by the GOI to the extent of 80%.

**(b):** Statement showing State-wise physical targets and physical and financial achievements for last three years and current year is annexed as Annexure-I. The outgo of funds in a year depends upon the number of viable proposals recommended by State Government. With respect to Weavers Mudra Loan, the outgo of funds in a year depends upon the number of viable proposals received by participating banks.

**(c):** Does not arise.

**(d):** The Government of India, Ministry of Textiles implements various schemes for promotion and development and generation of employment of artisans of handicraft sector through “National Handicraft Development Programme (NHDP)” and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) to emphasize integrated approach for development of handicraft in a holistic manner.

**The NHDP has following components:**

- i. Base Line Survey & Mobilization of Artisans under Ambedkar Hastshilp Vikas Yojana
- ii. Design & Technology Up gradation,
- iii. Human Resource Development ,
- iv. Direct Benefit to Artisans,
- v. Infrastructure and Technology Support,
- vi. Research and Development,
- vii. Marketing Support & Services.

**The CHCDS has following components**

- i. Mega Cluster
- ii. Special projects under Integrated Development and Promotion of Handicraft (IDPH).

## Statement showing state-wise physical target and physical &amp; financial achievement under NHDP during last three years and current year

S. No.	State	Block Level Clusters - NHDP			Handloom Marketing Assistance			Weavers MUDRA loan	
		Physical Target	Physical achievement	Financial achievement (Rs.in lakh)	Physical Target	Physical achievement	Financial achievement (Rs.in lakh)	No of loan sanctioned	Financial achievement (Rs.in lakh)
1	Andhra Pradesh	30	20	699.82	31	24	190.99	22991	11838.76
2	Arunachal Pradesh	12	9	266.76	11	8	36.45	0	0.00
3	Assam	50	46	3099.03	57	56	720.93	596	267.93
4	Bihar	5	2	100.91	13	3	81.20	453	118.80
5	Chhattishgarh	7	3	115.26	11	6	64.29	649	326.50
6	Delhi	2			20	7	21.59	0	0.00
7	Gujarat	5	3	55.80	8	0	0.00	289	94.52
8	Haryana	2	0	4.31	2	0	0.00	206	74.22
9	Himachal Pradesh	12	7	219.63	13	0	34.00	173	165.95
10	Jammu & Kashmir	14	11	401.53	11	8	90.61	9770	5969.71
11	Karnataka	4	7	248.07	4	0	0.00	239	62.60
12	Kerala	17	2	182.71	26	22	123.93	3264	1551.80
13	Ladakh	7	1	6.65	9	0	0.00	663	314.61
14	Madhya Pradesh	5	1	156.44	13	12	204.88	242	55.30
15	Maharashtra	7	6	143.47	22	18	209.58	193	182.94
16	Manipur	14	6	680.45	17	14	119.71	18	20.00
17	Meghalaya	5	0	0.00	8	1	7.85	0	0.00
18	Mizoram	8	3	136.08	13	17	134.52	9	4.50
19	Nagaland	14	8	272.65	29	16	210.09	55	27.80
20	Orissa	16	15	734.13	21	21	254.87	2912	965.68
21	Punjab	2			0	0	0.00	1	2.00
22	Rajasthan	3	1	37.54	9	4	43.10	314	61.50
23	Sikkim	2	0	5.33	14	12	118.14	0	0.00
24	Tamilnadu	12	4	1004.41	26	25	207.20	72147	34550.74
25	Telangana	17	7	183.03	27	27	195.25	3351	1833.29
26	Tripura	6	1	24.90	28	28	204.59	9	2.70
27	Uttar Pradesh	41	35	1342.70	34	39	360.30	3554	1919.18
28	Uttarakhand	4	2	35.79	23	14	64.68	84	86.00
29	West Bengal	13	5	216.11	19	5	34.00	1080	520.08

\*\*\*\*