

LOK SABHA
UNSTARRED QUESTION NO. 1077
TO BE ANSWERED ON 07.02.2020

E-MARKETING AND E-COMMERCE

1077. SHRIMATI RITA BAHUGUNA JOSHI:

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

- (a) whether the Government has prepared a roadmap to enhance e-marketing and e-commerce opportunities for the textile sector;
- (b) if so, the details thereof;
- (c) the steps taken by the Government to make the handloom industries self reliant and competitive; and
- (d) the special steps taken by the Government to technologically integrate the handicraft techniques and traditional handicraft artisan villages and to promote their art form?

उत्तर

ANSWER

वस्त्र मंत्री (श्रीमती स्मृति जूबिन इरानी)
MINISTER OF TEXTILES
(SMT. SMRITI ZUBIN IRANI)

(a) to (c) In order to promote e-marketing and e-commerce of handloom products, a policy frame work was designed in August, 2015, under which any willing e-commerce platform with good track record can participate in online marketing of handloom products. Accordingly, the following **23 e-commerce entities** have been engaged for on-line marketing of handloom products.

1.	M/s. 'Weavesmart' Online Services	2.	M/s. ebay India Pvt. Ltd.
3.	M/s. Crafts Villa Handicrafts Pvt. Ltd.	4.	M/s. Pegarse Technologies Pvt. Ltd.
5.	M/s.. GoCoop Solutions & Services Pvt. Ltd.	6.	M/s. Seniorita Creations (P) Ltd.
7.	M/s. Amazon Seller Services Private Ltd.	8.	M/s. Techwider Network India Pvt. Ltd.
9.	M/s. Venus Shoppee	10.	M/s. Modee Software R & D Pvt. Ltd.
11.	M/s. EramInfotech Private Ltd.	12.	M/s. Dee's Alley
13.	M/s. AARMART E-Commerce LLP	14.	M/s. Big Foot Retail Solutions
15.	M/s. Clues Network Pvt. Ltd.	16.	M/s. OrpaxQualtra
17.	M/s. Surekha Arts	18.	M/s. Bind Bind Ecommerce Pvt. Ltd
19.	M/s. Flipkart Internet Pvt. Ltd.	20.	M/s. Denim Club India
21.	M/s. Myntra Designs Pvt. Ltd.	22.	M/s. Shoppingkart 24 Online Services Pvt. Ltd.
23.	M/s Charu Creation Pvt. Ltd.		

In addition, "Handloom Marketing Assistance (HMA) a component of National Handloom Development Programme (NHDP)" is operational all over the country for providing marketing platform to the handloom weavers/agencies at District, State and National levels to

sell their products directly to the consumers as well as to develop and promote marketing channels in domestic as well as export market.

(d) The Government provides technology support to the handicraft sector through

1. Technology up-gradation: Under Technology upgradation component, the traditional toolkits of artisans are being improved with the help of expert technical agency and new toolkits are being developed and distributed to artisans.

2. Design Development and & diversification: Under Design Development and diversification component the existing set of traditional designs are being diversified and new designs are being developed with the help of National Institute of Fashion Technology (NIFT)/ National Institute of Design (NID).

3. Establishment of crafts village to holistic development of crafts: The Office of the Development Commissioner (Handicrafts) provides financial assistance both towards setting up of new craft villages and also for improving infrastructure in existing Craft villages.
