

LOK SABHA  
STARRED QUESTION NO. \*394  
TO BE ANSWERED ON 30.03.2022

HANDLOOM CLUSTER

\*394. SHRIMATI GODDETI MADHAVI:  
SHRI M.V.V. SATYANARAYANA:

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

- (a) the status of allocation of funds for establishing a handloom cluster in Ponduru, Andhra Pradesh;
- (b) whether the Government has devised any plan for international recognition and remunerative prices for products made using Ponduru Khadi; and
- (c) if so, the details thereof and if not, the reasons therefor?

उत्तर  
ANSWER  
वस्त्र मंत्री (श्री पीयूष गोयल)  
MINISTER OF TEXTILES  
(SHRI PIYUSH GOYAL)

**(a) to (c):-** A statement is laid on the Table of the House.

Statement referred to in reply to part (a) to (c) of the Lok Sabha Starred Question No. \*394 for answer on 30.03.2022.

**(a) to (c):** Ponduru in Srikakulam district of Andhra Pradesh is a known centre for Khadi weaving, which falls under the purview of Ministry of Micro, Small and Medium Enterprises (MSME). However, need based schematic interventions under schemes of Ministry of Textiles in synergy with MSME schemes can be undertaken for development of handloom cluster in Ponduru, based on proposals from the state Government. Two handloom clusters, namely Tilaru and Akkulapeta in Srikakulam district have been provided financial assistance of Rs. 75.52 lakh so far by Ministry of Textiles.

The following steps have been taken for promotion of products made using Ponduru Khadi:

- i. Khadi and Village Industries Commission (KVIC) is in the process of filing application for Geographical Indication (GI) tag for Ponduru Khadi to prevent unauthorized replication, as well as provide international recognition.
- ii. KVIC popularizes its products including Ponduru Khadi through exhibitions to make them accessible in the domestic and international markets, a cost-effective medium for publicity, by creating public awareness, and providing marketing opportunities for Khadi products.
- iii. KVIC also provides marketing support for selling of khadi products through online sales platforms, ekhadiindia.com and khadiindia.gov.in. More than 3,300 products have been on-boarded on the portal. A Mobile app has been created for the portal, and KVIC products are delivered at the doorstep of the customers.

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