

LOK SABHA
UNSTARRED QUESTION NO. 4427
TO BE ANSWERED ON 30.03.2022

STRENGTHENING HANDLOOM INDUSTRY

4427. SHRI M. BADRUDDIN AJMAL:

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

- (a) whether the handloom industry is facing numerous problems due to inadequate process, supply chain, lack of sales support and non-existent of proper branding for the finished goods and if so, the details thereof;
- (b) whether the price fluctuations in the open market eat up the profit margins of the weavers as more than 60% of the sales happen in the local markets;
- (c) if so, the remedial measures taken by the Government to strengthen the handloom industry in India during last five years including the current year; and
- (d) the detail of the schemes being implemented and funds allocated/ utilized for strengthening and promotion of handloom industry during the said period, year-wise and scheme-wise?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्रीमती दर्शना जरदोश)
THE MINISTER OF STATE FOR TEXTILES
(SMT. DARSHANA JARDOSH)

(a) to (d): To support the Handloom sector and remove the difficulties faced by the handloom weavers, the Ministry of Textiles is implementing the following schemes across the country:

1. National Handloom Development Programme;
2. Raw Material Supply Scheme;

Under the above schemes, financial assistance is provided to the eligible handloom agencies/weavers for raw materials, common infrastructure development, marketing of handloom products in domestic/overseas markets, Weaver MUDRA Loans etc.

Prices of handloom are market driven, and therefore price fluctuations reflect in the profit margins of weavers. The Government endeavours to create an ecosystem of marketing platforms, domestic as well as international, physical as well as virtual so as to improve the outreach and enhance saleability of handloom products.

The Govt. also endeavours to enhance the profit margins of weavers through Raw Material Supply scheme, by providing freight reimbursement on transportation of all types of yarn, and 15% price Subsidy on cotton hank yarn, domestic silk, woollen and linen yarn and blended yarn of natural fibres with quantity restrictions. This scheme also endeavours to set the benchmark price and quality of yarn in the open market so that prices remain within reasonable limits and consistent supply and quality parameters are maintained in the market, thus helping to arrest profiteering by the intermediaries.

In addition to the above,

- To support direct product selling to handloom customers, marketing expos and events are organised. This helps alleviate intermediaries, arrest price fluctuations due to the same and ensures remunerative prices to Handloom weavers. Also, price subsidy of 15% is provided on certain types of yarns, bringing down input cost for the weavers.
- Under Weaver MUDRA/Concessional Credit Scheme, margin money assistance at 20% of the loan amount subject to a maximum of Rs. 25,000/- for individual weaver/Weaver Entrepreneur and Rs. 20 lakh for Handloom Organizations, interest subvention upto 7% and credit guarantee fees on loans for a period of three years are provided.
- Steps have been taken to on-board weavers and artisans on Government e-Market (GeM) place to enable them sell their products directly to various Government Departments and organizations. So far about 1.5 lakh weavers have been on-boarded on the GeM portal.
- Weavers are facilitated to sell their products online and 23 e-commerce platforms have been associated by Ministry of Textiles under a policy framework.
- For export promotion of handloom products, Handloom Export Promotion Council has been organizing International Fairs. During the year 2021-22, various international marketing fairs/events have been organised.
- To enhance productivity, marketing capabilities and ensure better incomes, 135 Handloom Producer companies have been formed in different States.
- 'India Handloom' brand (IHB) has been launched for branding of high quality handloom products. The main objective of IHB is to promote production of niche handloom products with high quality, authentic designs with zero defects, and zero effect on environment.
- Design Resource Centres have been set up in Weavers' Service Centres at Delhi, Mumbai, Varanasi, Ahmedabad, Jaipur, Bhubaneswar, Guwahati and Kancheepuram to build and create design-oriented excellence in the Handloom Sector and to facilitate weavers, exporters, manufacturers and designers access design repositories for sample/product improvisation and development.

The scheme-wise and year-wise funds allocated/utilized during the last five years including the current year in Handloom Sector is as below:

Scheme-wise and year-wise funds allocated/utilized during the last five years including current year											
(Rs. in Crores)											
Sl. No.	Name of Schemes	2017-18		2018-19		2019-20		2020-21		2021-22 (upto 22.03.2022)	
		Allocated	Utilised*	Allocated	Utilised*	Allocated	Utilised*	Allocated	Utilised*	Allocated	Utilised*
1	National Handloom Development Programme (Revenue)	184.74	182.87	142.08	113.82	166.71	149.14	161.49	159.53	165.50	152.48
2	Raw Material Supply Scheme	200	199.84	155.41	126.84	165.21	142.21	70.00	60.32	105.00	86.34
Total		384.74	382.71	297.49	240.66	331.92	291.35	231.49	219.85	270.50	238.82

* The funds utilized/released are based on receipt of proposals from the State Governments and other Handloom organisations, and utilizations of previously released funds etc.
