

LOK SABHA  
UNSTARRED QUESTION NO. 5568  
TO BE ANSWERED ON 06.04.2022

PROMOTING HANDLOOM PRODUCTS

5568. SHRI PATEL HASMUKHBHAI SOMABHAI:

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

- (a) whether the Government provides any support for promoting E-marketing, Media-marketing of handloom products;
- (b) if so, the details thereof, State-wise; and
- (c) the details of benefits availed by industries in Gujarat?

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

**(a) to (c):** The Handloom weavers/agencies are facilitated to sell their products online and 23 e-commerce platforms have been associated with Ministry of Textiles under a policy framework. In addition, steps have been taken to on-board Handloom weavers/agencies on Government e-Marketplace (GeM) to enable them to sell their products directly to various Government Departments and organizations. As of now, 1,49,429 weavers and handloom organizations have been on-boarded on the GeM portal, including 6,252 weavers already on-boarded on the date of initiation of the exercise. The State/UT- wise details of weavers and Handloom organizations on-boarded on the portal through this initiative is as follows:

Name of State	No. of Weavers/Handloom Agencies on-boarded
Andhra Pradesh	32,435
Arunachal Pradesh	2,183
Assam	3,816
Bihar	1,270
Chhattisgarh	2,578
Delhi	160
Gujarat	3,422
Haryana	1,896
Himachal Pradesh	393
Jammu And Kashmir	28
Jharkhand	911

Karnataka	8,533
Kerala	7,007
Madhya Pradesh	5,686
Maharashtra	893
Manipur	3,423
Meghalaya	961
Mizoram	505
Nagaland	1,178
Odisha	4,145
Punjab	240
Rajasthan	1,187
Tamil Nadu	16,495
Telangana	22,440
Tripura	4,088
Uttar Pradesh	6,865
Uttarakhand	1,593
West Bengal	8,846

To support handloom weavers, social media campaigns were organised under the #Vocal4Handmade in the year 2020 and #MyHandloomMyPride in 2021. Central Ministers and State Chief Ministers, besides others, were requested to participate and support these social media campaigns. Marketing events, Quiz Contests etc. were organised to popularize handlooms, stimulating interest of the Indian public and creation of sales opportunities for the weavers.

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