

(b) The total subsidy disbursed so far amounts to Rs. 11,104 crore.

(c) and (d) No, Sir. As per the existing system, quarter-wise claims are submitted online and based on availability of funds, the funds are released to the beneficiaries through nodal agencies/nodal banks within three working days.

#### **Steps to revive dying traditional weaving art**

1696. SHRI ANIL MADHAV DAVE: Will the Minister of TEXTILES be pleased to state the efforts made by Government to revive the dying traditional weaving art for textiles across the country?

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRIMATI PANABAKA LAKSHMI): Sir the Government of India is determined and committed for the revival of the dying traditional weaving art for the textiles across the country. For revival of the handloom industry and to popularize the products in the national and international market following steps are taken by the Government of India:—

**(a) Registration of Handloom items under the Geographical Indications of Goods (Registration and Protection) Act, 1999:**

The Geographical Indications of Goods (Registration and Protection) Act, 1999 provides legal protection to only such authorized users who have exclusive rights to produce the goods in respect of which it has been registered. Under this Act, measures are taken for protection of traditional handloom items e.g. Banarasi brocade, Jamdani of Bengal etc. It is proposed to cover about 110 traditional handloom products of various States during the Eleventh Plan period @ Rs. 1.50 lakh per product. So far following handloom items have been registered under the GI Act:—

- Chanderi Sarees (**Madhya Pradesh**) and Pochampally Sarees (**Andhra Pradesh**), Kotpad Handloom fabric, Kota Doria (**Rajasthan**), Solapur Chaddar, Solapur Terry towel (**Maharashtra**); have already been registered under the said Act;
- Narayanpet, Siddipet Gollabama, Mangalagiri and Venkatagiri Sarees of **Andhra Pradesh**;
- Sambalpuri Tie and Dye, Nuapatna Tie and Dye, Habaspuri Design, Bomkai Design, Posapally design, Khandua Nuapatna, Berhampur Kumbha Sarees (silk), Dhalapathar Temple Design fabrics of **Orissa**;
- Santipuri, Tangail, Tangail Jamdani, Dhaniakhali, Baluchari, Korial, Garad Saree and Muslin of **West Bengal**;
- Silk Patola Sarees — single Ikat and Wollen acrylic shawl—Kutch/Masharoo of Gujarat; Guledgud Khana, Udupi Saree of **Karnataka**;
- Banarasi Saree and Banarasi Brocades of **Uttar Pradesh**;

- Maheshwari handloom items of **Madhya Pradesh**;
- Kasargod, Kuthampully, Chendamangalam, Balaramapuram sarees and Kannur handloom furnishings of **Kerala**;
- Wangkhei Phee, Safi Lanphee/Sami Lamphee, Moirang Phee of **Manipur** State.
- In addition to the above **Tamil Nadu State** registered Kancheepuram silk saree, Bhavani Jamukalam, Madurai Sungudi Sarees and action to register (1) Kovai cotton sarees (2) Salem silk and (3) Arani silk sarees of Tamil Nadu is under process.

**(b) Promotion of use of HANDLOOM MARK:**

The Handloom sector faces many challenges and with the technological developments, the handloom products are being increasingly replicated on powerlooms at a much lower cost. While the Government's endeavor is to create conditions for the harmonious growth of the entire textile industry, at the same time it would also like to ensure that there is well defined and delineated areas for handlooms which is not unduly encroached by the powerlooms and mills. Hence, the "Handloom Mark" has been introduced to provide a collective identity to the handloom products which serves as a guarantee for the buyer that the product being purchased is genuinely hand woven and provides a distinct identity to the handloom products, both in India and abroad. The Handloom Mark has been registered under the Trade Marks Act, 1999 as well as for Copyright under the Copyright Act, 1957.

7420 Individual weavers, master weavers, handloom cooperative societies, handloom corporations, retailers and exporters, Self Help Groups, Joint Liability Groups, Consortia, Producer Company, Handloom Weavers Groups or any other legal entity, organization involved in Handloom activities and approved by the Development Commission for Handlooms are using the Handloom Mark labels with a one time registration fee.

745 retail outlets are selling the products with Handloom Mark label and 175.73 lakh handloom mark labels have been sold since 2006.

**(c) Implementation of the Handloom (Reservation of Articles for Production) Act, 1985:—**

With a view to protect the interests and livelihood of the handloom weavers in the country, the Government of India promulgated the Handlooms (Reservation of Articles for Production) Act, 1985, dated 29.3.1985. Under the Act, protection to the handlooms sector was extended by way of reserving certain textile articles for exclusive production by handlooms. On the recommendation of the Advisory

Committee, 11 articles were reserved exclusive production by handlooms *vide* Notification No. 2160(E) dated 3.9.2008. The items reserved are:—

- i. Saree;
- ii. Dhoti;
- iii. Towel, Gamcha and Angavastram;
- iv. Lungi;
- v. Khes, Bedsheet, Bedcover, Counterpane, Furnishing (Incl. tapestry, upholstery);
- vi. Jamakkalam Durry or Durret;
- vii. Dress Material;
- viii. Barrack Blankets, Kambal or Kamblies;
- ix. Shawls, Loi, Muffler, Pankhi etc.;
- x. Woollen Tweed;
- xi. Chadar, Mekhala/Phanek.

The Office of the Development Commissioner for Handlooms implements the Act; Weavers Service Centres and Officers of the State Directors in charge of Handlooms implement the Act. During the Eleventh Plan period upto October, 2010, 8,37,151 powerloom inspections have been conducted.

**(d) Sant Kabeer Awards:**

In order to give accreditation to the talented weavers and craft persons, the Government of India has introduced Sant Kabeer Awards *w.e.f.* the year 2009, under which one mounted gold coin, one shawl and a citation is given to each Awardee, which may number upto 10 in a year. In addition, financial assistance to the extent of Rs. 6.00 lakh will also be given to each of the Sant Kabeer Awardee to innovate and create 10 new products of high level of excellence of high asthenic value and high quality.

**(e) Organising Design Exhibitions-cum-Dyeing Workshops:**

The Weavers Service Centres of this office organise Design Exhibitions-cum-Dyeing Workshops so as to educate the weavers and allied workers to improve their skills and to meet the market challenges by way of weaving new designs with different colour combinations. During the Eleventh Plan upto October, 2010, 741 Design Exhibitions-cum-Dyeing Workshops have been organized.

**(f) Providing new designs through National Centre for Textile Design:**

The National Centre for Textile Design provides ethnic and contemporary designs developed by the Weavers' Service Centres to the textile sector through the web

portal [www.designdiary.nic.in](http://www.designdiary.nic.in) through the design pool available in 12 Indian regional languages, including Tamil. There are 1081 designs available on the website which are downloadable free of cost. More than one lakh viewers have visited this site.

(g) Apart from the above, to protect the handloom weavers and their traditional art, the Government of India is implementing following Schemes for the development of handloom sector and welfare of weavers:

- **Integrated Handlooms Development Scheme**

This scheme provides need based inputs to develop “**Clusters**” of **300-500 Handloom** or “**Groups**” of **10-100 weavers** for making them self-sustainable by providing them financial assistance for margin money, working capital, new looms and accessories, skill-upgradation training in weaving, dyeing and processing, designing, marketing opportunities and for providing assistance for construction of workshed.

- **Handloom Weavers’ Comprehensive Welfare Scheme**

This comprises of two separate schemes viz. the **Health Insurance Scheme (HIS)** for providing Health Insurance to the Handloom weavers and **Mahatma Gandhi Bunkar Bima Yojana (MGBBY)** for providing Life Insurance Cover in case of natural/accidental death, total/partial disability due to accident.

- **Marketing and Export Promotion Scheme**

This scheme provides marketing opportunities and infrastructure support through design development and marketing linkages to assist in the sale of the Handloom products both in domestic and international market.

- **Mill Gate Price Scheme**

This scheme makes available all types of yarn at **Mill Gate Price** to the eligible handloom agencies to facilitate regular supply of basic raw material to the handloom weavers and to optimize their employment potential.

- **Diversified Handloom Development Scheme**

This Scheme provides assistance for technological and skill up gradation of weavers of design and product development through **25 Weavers’ Service Centres** and **05 Indian Institutes of Handloom Technology** all over the country to improve the productivity and earnings of the handloom weavers.