

Sl. No.	State	Total looms
13.	Tamil Nadu	562513
14.	Andhra Pradesh	48176
15.	Karnataka	68795
16.	Kerala	4463
TOTAL		2486418

Diversifying market for handloom and handicraft products

3511. PROF. M. V. RAJEEV GOWDA: Will the Minister of TEXTILES be pleased to state:

(a) whether the Ministry plans to incentivize local artisans and weavers in the handloom and handicraft clusters across the country to diversify their markets beyond the local sale of their products, if so, the details thereof;

(b) whether Government has officially partnered with e-commerce companies for marketing and sale of handloom and handicraft products from local artisans and weavers; and

(c) if so, the details thereof, especially the Memoranda of Understanding, if any, in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI AJAY TAMTA): (a) Yes Sir. Ministry of Textiles has launched digital marketing portal www.indiahandmadebazar.com, in order to connect local artisans and weavers in handicrafts and handloom clusters across the country with buyers beyond the local sale of their products. This initiative is to provide direct market access facility to genuine handicrafts and handloom artisans working in the far flung areas. Any handicrafts artisan or handloom weaver registered under PEHCHAN or Handloom Office can utilize this portal for marketing his product.

(b) and (c) Yes Sir. Ministry of Textiles has framed an e-marketing policy frame work for Handicrafts and Handloom Sectors under which any willing e-commerce platform entities with good track record can participate in online marketing of handicrafts and handloom products. At present 23 e-commerce entities have been engaged for online marketing of handloom products as per the e-commerce policy frame work. Apart from this, organizations like Handicrafts and Handlooms Export Corporation of India

Ltd. (HHEC), Central Cottage Industries Corporation of India Ltd. (CCIC) and some State Government Handicrafts Development Corporations are using e-marketing platform to facilitate buyers and sellers to procure/sell as well as to promote product categories both in domestic as well as international markets.

**Clearance of proposals of Chhattisgarh Government
for development works**

†3512. SHRIMATI CHHAYA VERMA: Will the Minister of TEXTILES be pleased to state:

- (a) the number of proposals received by the Ministry for development works during the last three years from Government of Chhattisgarh and the amount involved therein, scheme-wise and the details of action taken thereon;
- (b) the reasons for which proposals received from the State Government are still pending;
- (c) whether any time-limit has been stipulated for disposal of the proposals;
- (d) whether delay in the execution of proposals hampers the development works; and
- (e) how the cost overruns are adjusted, the details thereof?

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES (SHRI AJAY TAMTA): (a) and (b) In handloom sector, six viable proposals have been received under Block Level Cluster, a component of National Handloom Development Programme during 2015-16 from Government of Chhattisgarh. All the proposal have been considered and a sum of ₹ 889.344 lakhs sanctioned as total project cost, consisting of Central Share of ₹ 811.754 lakhs, Beneficiaries' Share of ₹7.590 lakhs. This sanction is for setting up of 6 Block Level Clusters at Balod Block, Distt Balod; Balauda Block, Distt Janjgir-Champa; Navgarh Block, Distt Janjgir Champa; Chhuriya Block, Distt Rajnandgaon; Dabhara Block, Distt Janjgir Champa and Bamnidh Block, Distt Janjgir Champa. A sum of ₹ 342.500 lakhs has been released as 1st installment out of Government of India Share.

Details of Scheme-wise proposals received/sanctioned in handicrafts sector are given in Statement (*See below*).

Based on the proposals received from the Department of Sericulture, Government

†Original notice of the question was received in Hindi.