

Block level clusters in Andhra Pradesh

744. SHRI PRABHAKAR REDDY VEMIREDDY: Will the Minister of TEXTILES be pleased to state:

(a) whether the Ministry has sanctioned two block level clusters at Chennur and Venkatachalam in Nellore district of Andhra Pradesh under National Handloom Development Programme;

(b) if so, to what extent the above clusters have helped the handloom weavers in those blocks and surrounding areas in increasing their income and also upgrading their skill, looms and product development; and

(c) in what manner the Ministry, with the help of the Ministry of Commerce and Industry plans to promote, propagate and market Ventakagiri Saree from Nellore which have got Geographical indication?

THE MINISTER OF TEXTILES (SHRIMATI SMRITI ZUBIN IRANI): (a) and (b) Government of India has sanctioned two block level clusters at Chennur and Venkatachalam in Nellore district, Andhra Pradesh under National Handloom Development Programme. To improve the skill of the weavers and increasing their income, various interventions such as training programmes in weaving, designing have been conducted and technology upgradation items identified for distribution in the clusters by State Government of Andhra Pradesh. Further benefits such as support for new innovative product diversification, Design innovation, Worksheds and lighting units are also provided.

(c) Geographical Indication (GI) Registry has registered 'Venkatagiri Saree' (GI No. 189) on 11/05/2011 and is valid till 12/11/2019. The Government has undertaken several steps to promote propagate and market Venkatagiri Saree such as participation in events to promote and create awareness on GIs, promotion of GI through social media, seminars, workshops, organizing Hastkala Sahyog Shivir and awareness camps involving State Governments for facilitation of GI producers.

Generation of employment for unskilled youth

745. SHRI RAJMANI PATEL: Will the Minister of TEXTILES be pleased to state:

(a) whether there is a need to create more jobs in textile, garments and leather industry to generate employment for the unskilled youth in the country, particularly in Madhya Pradesh;