

Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY)/Pradhan Mantri Suraksha Bima Yojana (PMSBY) and 3348 beneficiaries have been covered under converged MGBBY.

- (vii) 17.07 lakh kg. of yarn worth ₹ 138.42 crore has been supplied at mill Gate Price and 12.56 lakh kg. of Yarn worth ₹ 107.21 crore has been supplied under 10% subsidy component of Yarn Supply Scheme.

**Promotion of handloom sector in Mahatma Gandhi's
150th Birth Anniversary**

619. SHRI HARNATH SINGH YADAV:
SHRI VIJAY PAL SINGH TOMAR:

Will the Minister of TEXTILES be pleased to state:

- (a) whether Government is making any plan to encourage handloom sector on the occasion of 150th Birth Anniversary of Mahatma Gandhi;
- (b) if so, the details thereof;
- (c) whether Government would encourage people to use more handloom cloths, if so, what measures have been taken by Government in this regard including other programmes to be initiated by Government on the 150th Birth Anniversary of the Father of the Nation; and
- (d) if not, the reasons therefor, if so, details of the work done?

THE MINISTER OF TEXTILES (SHRIMATI SMRITI ZUBIN IRANI): (a) and (b) On the occasion of 150th Birth Anniversary of Mahatma Gandhi, the Government has made plan to develop samples using Khadi yarn on handlooms, popularizing natural and native grown fibres for clothing in handloom sector to create eco-friendly environment, organizing camps in handloom concentrated areas for creating awareness about the importance of wearing handloom cloths etc., for implementation through Weavers' Service Centres (WSCs) spread across the country.

(c) and (d) Apart from the above plan, the Government of India, Ministry of Textiles is implementing the following schemes for promotion and development of handlooms and welfare of handloom weavers across the country:—

- (1) National Handloom Development Programme (NHDP)
- (2) Comprehensive Handloom Cluster Development Scheme (CHCDS)

- (3) Handloom Weavers' Comprehensive Welfare Scheme (HWCWS)
- (4) Yarn Supply Scheme (YSS)

Under the above schemes, financial assistance is provided for raw materials, purchase of looms and accessories, design innovation, product diversification, infrastructure development, skill upgradation, lighting units, marketing of handloom products and loan at concessional rates.

A. National Handloom Development Programme (NHDP)

- (i) **Block Level Cluster:** Introduced in 2015-16 as one of the components of National Handloom Development Programme (NHDP). Financial assistance upto ₹ 2.00 crore per BLC for various interventions such as skill upgradation, Hathkargha Samvardhan Sahayata, product development, construction of workshed, project management cost, design development, setting up of common facility centre (CFC) etc. is provided. Besides, financial assistance upto ₹ 50.00 lakh is also available for setting up of one dye house at district level. The proposals are recommended by the State Government.
- (ii) **Handloom Marketing Assistance** is one of the components of National Handloom Development Programme. In order to provide marketing platform to the handloom agencies/weavers to sell their products directly to the consumers, financial assistance is provided to the States/eligible handloom agencies for organising marketing events in domestic as well as overseas markets.
- (iii) **Weavers' Mudra Scheme:** Under the Weavers' Mudra Scheme, credit at concessional interest rate of 6% is provided to the handloom weavers. Margin money assistance to a maximum of ₹ 10,000 per weaver and credit guarantee for a period of three years is also provided. MUDRA portal has been developed in association with Punjab National Bank to cut down delay in disbursement of funds for margin money and interest subvention.
- (iv) **Hathkargha Samvardhan Sahayata (HSS):** Hathkargha Samvardhan Sahayata (HSS) was introduced on 1st December, 2016 with an objective to provide looms/accessories to the weavers to enhance their earnings through improved productivity and quality of the handloom products. Under the scheme, 90% of the cost of loom/accessory is borne by the

Government of India while remaining 10% is borne by the beneficiary. The Government of India's share is released directly in the bank account of the beneficiary through designated agency.

- (v) **Education of Handloom Weavers and their Children:** Ministry of Textiles has signed Memorandums of Understanding with Indira Gandhi National Open University (IGNOU) and National Institute of Open Schooling (NIOS) to secure educational facilities for the weavers and their families. NIOS offers Secondary and Senior Secondary level education with specialized subjects on design, marketing, business development, etc. through distance learning mode for handloom weavers, whereas IGNOU offers continuing education programs through accessible and flexible learning opportunities relevant to the aspirations of handloom weavers and their children for career progression.

Ministry of Textiles is providing reimbursement of 75% of the fee towards admission to NIOS/IGNOU courses in case of SC, ST, BPL and women learners belonging to handloom weavers' families.

- (vi) **"India Handloom" Brand:** During the celebration of 7th August, 2015 as National Handloom Day, 'India Handloom' Brand was launched by Hon'ble Prime Minister for branding of high quality handloom products. It promotes production of niche handloom products with high quality, authentic traditional designs with zero defect and zero effect on environment. Since its launch, 1232 registrations have been issued under 122 product categories and sale of ₹ 722.57 crore has been generated.

Initiatives with various leading brands has been undertaken to bring out a separate range of handloom garments in their brand.

- (vii) **E-Commerce:** In order to promote e-marketing of handloom products, a policy frame work was designed and under which any willing e-commerce platform with good track record can participate in online marketing of handloom products. Accordingly, 23 e-commerce entities have been engaged for on-line marketing of handloom products. A total sales of ₹ 66.20 crore has been reported through the online portal.
- (viii) **Urban Haats** are set up in the big towns/metropolitan cities to provide adequate direct marketing facilities to the craft persons/weavers and

eliminate middle agencies. 38 such Urban Haats have been sanctioned across the country so far.

- B. **Comprehensive Handloom Cluster Development Scheme:** The Comprehensive Handloom Cluster Development Scheme (CHCDS) is implemented for development of Mega Handloom Clusters covering atleast 15000 to 25,000 handlooms and financial assistance as GoI share from ₹ 40.00 to ₹70.00 crore is in a period of five years. Eight mega handloom clusters taken up as announced in the Budgets *i.e.* Varanasi, Sivasagar (2008-09), Virudhunagar, Murshidabad (2009-10), Prakasam and Guntur districts and Godda & neighbouring districts (2012-13), Bhagalpur and Trichy (2014-15).

Under the scheme, components like conducting Diagnostic Study, engaging Designer, Product Development, Corpus for raw material, Construction of Worksheds (for BPL/SC/ST/Women weavers), Skill up-gradation etc. are fully funded by Government of India, while the components like Technology up-gradation, lighting units funded 90% and other common infrastructural projects like Design Studio, Marketing Complex, Value Addition Centres, Publicity etc., are funded by the GOI to the extent of 80%.

- C. **Handloom Weavers' Comprehensive Welfare Scheme:** Weavers Comprehensive Welfare Scheme (HWCWS) is providing life, accidental and disability insurance coverage under the components Pradhan Mantri Jivan Jyoti Bima Yojana (PMJJBY), Pradhan Mantri Suraksha Bima Yojana (PMSBY) and Converged Mahatma Gandhi Bunkar Bima Yojana (MGBBY).
- D. **Yarn Supply Scheme:** Yarn Supply Scheme is being implemented throughout the country to make available all types of yarn at Mill Gate Price. The scheme is being implemented through National Handloom Development Corporation. Under the scheme freight is reimbursed and depot operating charges @ 2% is given to depot operating agencies. A component of 10% price subsidy also exists on hank yarn, which is applicable on cotton, domestic silk, wool and linen yarn with quantity caps.

The Weavers' Service Centres (WSCs) have developed samples using Khadi yarn, live demonstrations of handloom weaving activities have been organized, natural dyes have been used in samples to create eco-friendly environment, exhibitions have been organized displaying khadi handlooms and sale of handloom products, training/live demo given to school children and youngsters for awareness about handloom fabrics/cloths.