

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-442
ANSWERED ON- 22/07/2021

IMPACT OF COVID-19 ON HANDLOOM MARKET

442. SHRI PRASANNA ACHARYA:

Will the Minister of TEXTILES be pleased to state:

- (a) whether the handloom market has been severely affected due to COVID-19 pandemic, if so, to what extent and the number of weavers affected particularly in Odisha;
- (b) the steps initiated by Government to mitigate the prices and give relief to weavers engaged in the institutional sector; and
- (c) whether Government will consider to revise the guidelines for market development assistance and introduce special rebate scheme to support the marketing of handloom fabrics in the wake of present crisis?

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF TEXTILES
(SMT. DARSHANA JARDOSH)

(a) to (c): To overcome the challenges being faced by handloom weavers due to Covid-19 pandemic, the Government has taken the following steps for their welfare:

- i) Since it is not feasible to hold conventional marketing events such as exhibitions, melas, etc. due to COVID-19 pandemic, Handloom Export Promotion Council (HEPC) has been organizing International Fairs in virtual mode, facilitating marketing and sales of Handloom Products in the domestic as well as international markets. During the year 2020-21, 12 handloom fairs were organized by HEPC in virtual mode. The fairs have been attracting considerable attention from both domestic as well as international business entities. Besides, 53 domestic marketing events were also organized in different parts of the country for the weavers to market and sell their products.
- ii) During August-October 2020, 534 number of Chaupals were organized in various States to apprise the weavers about benefits under various handloom schemes.
- iii) To support the handloom and handicraft sectors and to enable wider market for handloom weavers/artisans/producers, steps have been taken to on-board weavers/artisans on Government e-Market place (GeM) to enable them to sell their products directly to various Government Departments and organizations. So far about 1.5 Lakh weavers have been on-boarded on the GeM portal.
- iv) To enhance productivity, marketing capabilities and ensure better incomes, 124 Handloom Producer companies have been formed in different States.
- v) Design Resource Centres (DRCs) have been set up in Weavers' Service Centres (WSCs) at Delhi, Mumbai, Varanasi, Ahmedabad, Jaipur, Bhubaneswar and Guwahati, through NIFT with the objective to build and create design-oriented excellence in the Handloom Sector and

to facilitate weavers, exporters, manufacturers and designers access design repositories for sample/product improvisation and development.

Apart from the above initiatives taken for development of handloom sector, the Ministry of Textiles is also implementing following schemes for overall development & promotion of handlooms and welfare of handloom weavers across the country, including in the State of Odisha:

- 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, getting loans at concessional rates, etc. Revision of guidelines is a need-based ongoing process.
