

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-794
ANSWERED ON- 03/12/2021

INDIA HANDLOOM BRAND

794. DR. AMAR PATNAIK:

Will the Minister of TEXTILES be pleased to state:

- (a) the objectives behind launching the India Handloom Brand (IHB) on 7th August 2015;
- (b) the number of units that have been registered under IHB year-wise and State-wise;
- (c) the details of the business done by the IHB registered units, year-wise;
- (d) the amount of handloom sold digitally on e-commerce, year-wise after launching of IHB;
- (e) whether handloom business done on IHB adequately justifies the objective behind its launch; and
- (f) whether Government will take specific measures for popularising the IHB for promoting e-commerce on a large scale, if so, details thereof?

ANSWER

THE MINISTER OF STATE FOR TEXTILES
(SMT. DARSHANA JARDOSH)

(a) to (f): The 'India Handloom' Brand (IHB) was launched for branding and promotion of high quality, niche handloom products with zero defects and zero effect on environment. 1714 registrations have been issued as on 31.10.2021 & the State-wise registration figures is at Annexure-I. IHB products are largely sold by the private enterprises & reporting of sale figures by these handloom enterprises is voluntary in nature. Sales of Rs. 1102.69 crore has been reported by these agencies as on 31.10.2021.

In order to promote e-marketing of handloom products including IHB products, 23 e-commerce entities have been engaged. Total sales of Rs. 134.35 crore have been reported by these e-commerce portals as on 31.10.2021. IHB registered holders are also facilitated for participation in domestic and international marketing expos/events for brand promotion.

State-wise registration of IHB Products	
Andhra Pradesh	99
Assam	15
Bihar	169
Chhattisgarh	117
Delhi	30
Gujarat	14
Haryana	54
Himachal Pradesh	45
Jammu & Kashmir	33
Jharkhand	33
Karnataka	18
Kerala	170
Madhya Pradesh	167
Maharashtra	68
Manipur	3
Odisha	31
Rajasthan	68
Tamil Nadu	179
Telangana	189
Tripura	2
Uttar Pradesh	104
West Bengal	106
TOTAL	1714
