

Q.No.1590 Question was cancelled.

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-1591
ANSWERED ON- 29/07/2022

PROMOTION OF LOCAL TRADITIONAL ARTISANS

1591. SHRI TIRUCHI SIVA:

Will the Minister of TEXTILES be pleased to state:

- (a) whether Government has taken steps to promote the local traditional artisans and their art;
- (b) if so, the details thereof;
- (c) whether steps have been taken to promote their art more in the mainstream commerce and market;
- (d) if so, the details thereof; and
- (e) if not, the reasons therefor?

ANSWER

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

(a) & (b): The Government of India has taken many steps to promote the local traditional artisans and their art. The Office of Development Commissioner (Handicrafts) implements National Handicrafts Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS) for development of handicrafts.

(c) to (e): Government implements various schemes and programmes for promotion of art and crafts. One specific scheme namely Marketing Support and Services scheme has exclusively been crafted to promote their art and crafts more in the mainstream commerce and market. It provides Grant-in-aid to eligible implementing agencies for organizing various domestic and international marketing events for the benefit of handicrafts artisans. They have also been on boarded on Government e-Marketplace (GeM) Portal which provides marketing platform for selling handicraft products directly. The details of the domestic marketing events organized during last 3 years is given in **annexure- I**.

Annexure referred to the reply of Part (c) to (e) of Rajya Sabha Unstarred Question no. 1591 to be answered on 29.07.2022

Domestic Marketing events organized during last three financial years

Sl. No.	States/UTs	2019-20	2020-21	2021-22
1	A & N Islands	1	0	0
2	Andhra Pradesh	8	11	6
3	Assam	11	3	15
4	Bihar	5	3	2
5	Chandigarh	5	0	2
6	Chhattisgarh	7	1	9
7	Delhi	8	0	4
8	Goa	2	0	1
9	Gujarat	9	15	23
10	Haryana	7	8	15
11	Himachal Pradesh	4	5	13
12	Jammu and Kashmir	0	1	5
13	Jharkhand	2	2	3
14	Karnataka	7	5	8
15	Kerala	0	0	9
16	Ladakh	0	1	5
17	Madhya Pradesh	12	5	8
18	Maharashtra	11	3	3
19	Manipur	0	2	8
20	Meghalaya	3	0	1
21	Mizoram	0	0	2
22	Nagaland	1	0	5
23	Odisha	8	12	7
24	Puducherry	1	3	3
25	Punjab	6	6	9
26	Rajasthan	4	27	15
27	Sikkim	3	0	1
28	Tamil Nadu	3	0	4
29	Telangana	1	2	1
30	Tripura	0	1	2
31	Uttar Pradesh	18	23	45
32	Uttarakhand	5	4	11
33	West Bengal	7	2	7
	Total	159	145	252
