

GOVERNMENT OF INDIA
MINISTRY OF TEXTILES
RAJYA SABHA
UNSTARRED QUESTION NO-951
ANSWERED ON- 09/02/2024

NEW SCHEME FOR THE RURAL AND URBAN AREAS OF PUNJAB

951. SHRI SANT BALBIR SINGH:

Will the Minister of TEXTILES be pleased to state:

- (a) whether Government is planning for any new schemes or projects for the rural and urban areas of Punjab in upcoming years;
- (b) if so, the details thereof;
- (c) the intended beneficiaries or target demographics for these proposed schemes or projects; and
- (d) the measures or strategies to ensure effective implementation and outreach to the intended beneficiaries of these upcoming initiatives?

ANSWER

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

(a) to (d): The Government of India is implementing various schemes/initiatives aimed at promoting the textiles sector across the country including the State of Punjab. The major schemes/initiatives include Pradhan Mantri Mega Integrated Textile Region Apparel (PM MITRA) Parks scheme, Production Linked Incentive (PLI) Scheme, SAMARTH- Scheme for Capacity Building in Textile Sector, National Technical Textiles Mission (NTTM), Scheme for Integrated Textile Parks (SITP), Silk Samagra 2.0, Raw Material Supply Scheme, National Handloom Development Programme, National Handicraft Development Programme, Comprehensive Handicrafts Cluster Development Scheme and Integrated Wool Development Programme etc. The above initiatives/schemes have the potential to create additional sources of livelihood and generate employment opportunities.

Some of the key interventions for the State of Punjab include, setting up of 3 Textile Parks under SITP; interventions benefitting 8,620 artisans under National Handicrafts Development Programme during last three years; skilling of 759 beneficiaries under SAMARTH scheme etc.

Government is constantly engaging with all stakeholders for better dissemination and effective implementation of various interventions. Under Handloom/Handicrafts Schemes chaupals/awareness camps are regularly organized to ensure outreach and create awareness.
