

Need to take necessary action for promoting export of Kancheepuram Sarees-Laid

SHRI G. SELVAM (KANCHEEPURAM): Kancheepuram, in Tamil Nadu, is world-renowned for its exquisite handwoven silk sarees. This heritage art form not only showcases India's textile legacy but also provides livelihood to thousands of skilled weavers and artisans. However, despite the global appeal and high quality of Kancheepuram sarees, their export potential remains underutilized due to several challenges such as lack of direct market access, inadequate branding, limited participation in international trade fairs, absence of e-commerce export infrastructure and Low Awareness About GI Protection Internationally. To address these issues and promote Kancheepuram sarees globally, I urge Government to take following steps: Establish a dedicated Silk Export Promotion Hub in Kancheepuram with warehousing, testing, and branding support. Include Kancheepuram sarees under One District One Product (ODOP) with special export incentives. Facilitate global marketing through GI-tag based branding and digital platforms. Organize road-shows and participation in international textile expos under the India Handloom Brand. Provide financial assistance to weavers' cooperatives and entrepreneurs for capacity building and compliance with export standards. Therefore, I request the Hon'ble Minister of Commerce & Industry and Textiles to consider this matter with due seriousness and take necessary action for promoting export of Kancheepuram sarees.