

VOCAL FOR LOCAL CAMPAIGN

3730. SHRI JAI PARKASH:
SHRI SATPAL BRAHAMCHARI:

Will the Minister of TEXTILES वस्त्र मंत्री
be pleased to state :

- (a) whether the Government has taken any special initiative to promote the "Vocal for Local" campaign in Hisar Lok Sabha constituency of Haryana;
- (b) if so, the number of local weavers, artisans, handicraftsmen and MSME units which have benefited under this campaign so far;
- (c) whether the Government has organised exhibitions, fairs or training programmes for promotion, marketing and branding of local products in Hisar region and Sonipat Lok Sabha constituency; and
- (d) if not, whether any schemes are likely to be implemented in future to strengthen "Vocal for Local" in Hisar and Sonipat Lok Sabha constituency?

उत्तर
ANSWER
वस्त्र राज्य मंत्री (श्री पबित्र मार्घेरिता)
THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a) & (b): The Ministry of Textiles enhances public awareness and promotes pride in the handloom and handicraft sectors through targeted social media campaigns and awareness programs that highlight the importance and uniqueness of the sector through its social media handles and by organizing chaupals across the country, including in Hisar, Haryana. During last three years, a total of 27 chaupals and one Hiring of Stall programme were organized in the state of Haryana, benefiting 731 beneficiaries.

(c) & (d): The Government of India, Ministry of Textiles is implementing following schemes for the promotion and development of handloom and handicraft sectors in the country, including the State of Haryana:

1. National Handloom Development Programme;
2. Raw Material Supply Scheme;
3. National Handicraft Development Programme;
4. Comprehensive Handicrafts Cluster Development Scheme

Under the above schemes, apart from other initiatives the Government provides financial assistance for upgrading looms, accessories, and toolkits; design innovation; product development for Handloom and Handicrafts under the Cluster Development initiative; and support for marketing platforms to promote local handmade products with branding by organizing expos/events under Marketing initiatives.

These schemes explicitly promote cluster development to enhance quality, design, infrastructure, and market reach of locally handmade products with the aim to empower weavers and artisans across India including those in Sonipat and Hisar Lok Sabha constituencies to sell their products directly to consumers.