

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

UNSTARRED QUESTION NO:3509
ANSWERED ON:16.12.2005
MARKET COMPLEXES FOR HANDLOOM
Barad Shri Jashubhai Dhanabhai

Will the Minister of TEXTILES be pleased to state:

- (a) whether Government has set up Market Complexes for the development of handloom/handicraft sector in the country;
- (b) if so, the details thereof, location-wise;
- (c) whether any target has been fixed for the Tenth Five Year Plan in this regard;
- (d) if so, the details thereof, State-wise; and
- (e) the other measures taken by the Government for the development of handloom/handicraft sector in the country?

Answer

MINISTER OF TEXTILES (SHRI SHANKERSINH VAGHELA)

(a) & (b) : Yes, Sir.

Handloom Sector:

The Scheme for Setting up of Marketing Complexes was started in 1985-86. It has been continued in the 10th Plan as a component of the Marketing Promotion Programme. This component of programme aims at providing marketing assistance by setting up Marketing Complex with a view to creating permanent marketing outlets for handloom weavers.

This component of the Programme envisages setting up Marketing Complexes in major cities/towns of India catering to the concept of "One Stop Shopping".

Till date, the activity is being implemented by National Handloom Development Corporation. However, other National or State level Handloom Organisations, with adequate financial and organizational resources may also be approved for implementing the project.

Under the scheme Central Government provides 50% grant assistance to handloom agencies for purchase of showroom and for interior decoration of the showroom thus purchased. Recurring cost for renovation, maintenance and upkeep of the showroom will be met by the owner of the showroom

The location-wise details of such Marketing Complexes is as per Annexure-I.

Handicraft Sector:

Under the Marketing infrastructure component of Marketing Support and Services Scheme, Urban Haats are being set up through agencies recommended by State Governments across the country to provide marketing facility to craftpersons round the year for direct marketing of their products. Under the scheme 70% of the cost of the Urban Haat (subject to the ceiling of Rs.2.00 crores per Urban Haat) is shared by the Government of India and the remaining 30% are borne by State Governments/ Implementing Agencies.

34 Urban Haats (16 during 9th Plan and 18 during 10th Plan) have been sanctioned so far in various parts of the country, out of which 5 Haats at Bhubneshwar, Karnal, Ahmedabad, Jammu and Bhopal have become functional. The location-wise details of such haats is as per Annexure-II

In addition to above Rajiv Gandhi Handicraft Bhavan has been set up at Baba Kharak Singh Marg, New Delhi with a view to provide space to house showroom of those States and Union Territories, which do not have any emporia of their own in Delhi and also to provide periodic facilities on rotational basis for direct marketing to individual craftsperson, Self Help Groups, Producer Groups, National Awardees, Shilp Gurus and Handicrafts Artisans etc. working in collaboration with exporters and designers etc.

(c) & (d) : No target has been fixed for the Tenth Five Year Plan for Setting up of Marketing Complexes in the Handloom Sector. However, a target for sanction of 20 Urban Haats has been fixed for the 10th Plan under Handicraft Sector.

(e) : The Government is implementing a number of schemes for the development of the handloom sector, with a view to promote product diversification, provide marketing support and technological upgradation. The main developmental schemes are Deen Dayal

Hathkargha Protsahan Yojana, Integrated Handloom Training Project, Marketing Promotion Programme, Mill Gate Price Scheme, Handloom Export Scheme. Further more, new schemes of Integrated Handloom Cluster Development (IHCD), Mahatama Gandhi Bunkar Bima Yojna and Health Insurance Scheme have been launched in the current financial year.

The other measures taken/ being taken for the development of handicrafts sector in the country include: implementation of Baba Saheb Hastshilp Vikas Yojana (AHVY) for integrated development of craft clusters; Design & Technology Upgradation; Marketing & Support Services; Export Promotion; Training & Extension, Research & Development & Credit Guarantee Scheme etc.

Annexure-I

Location of Marketing Complexes

Location	No.of Marketing Complexes set up	No.of Emporia in each Marketing Complex
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Jaipur at Paanch Batti, Crossing, MI Road, Ashok Marg.	1	11
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Kolkata at CIT Complex, VIP Road, Maniktala	1	20
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Hyderabad at Chenetha Bhavan, Nampally.	1	06
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Ahmedabad at Kamdhenu Complex, Opp.Sahjanand College.	1	13
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Kanpur at M.G.Road, Chnniganj	1	16
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Indore at Palika Plaza MTH Compound M.G.Road.	1	09
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Navi Mumbai at 1st floor, Phase -II, Sec.-08, Nerul	1	09
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New Delhi at August Kranti Bhavan, Bhikaji Cama Place.	1	17
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Annexure-II

Statewise Location of Urban Haats

Region	State	No.of Urban	Locaitons
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Haat Sanctioned

Northern Haryana 1 Uchana(Karnal)
J&K 2 Jammu and Srinagar
Himachal Pr. - -
Punjab 1 Patiala
Rajasthan 2 Jodhpur, Jaipur
Delhi 2 Delhi
Central Uttar Pradesh 4 Agra, Kanpur, Lucknow and Varanasi
Uttaranchal 1 Dehradun
Eastern West Bengal 1 Kokata
Orissa 3 Bhubaneshwar, Konark and Puri
Bihar - -
Jharkhand 2 Ranchi & Hazaribagh
Southern Andhra Pradesh 1 Tirupati
Tamilnadu - -
Kerala 1 Thiruvananthapuram
Pondicherry 1 Pondicherry
A & N Islands - -
Karnataka 1 Mysore
Western Gujarat 3 Gandhinagar, Surat and Bhuj
Maharashtra 2 Pune (approved in principal) & Mumbai
Madhya Pradesh 2 Bhopal and Indore
Chhatisgarh 1 Raipur
North Eastern Assam 1 Guwahati
Meghalaya - -
Manipur - -
Mizoram - -
Nagaland 1 Dimapur
Tripura 1 Agartala

Total:- 34