

**GOVERNMENT OF INDIA  
TEXTILES  
LOK SABHA**

UNSTARRED QUESTION NO:826

ANSWERED ON:27.11.2014

ONLINE MARKETING PLATFORM TO HNDLOOM WEAVERS

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**Will the Minister of TEXTILES be pleased to state:**

- (a) whether the Government proposes to provide online marketing platform to handloom weavers to boost the handloom sector and to empower the handloom weavers and uplift the handloom manufacturing in the country;
- (b) if so, whether the Government has signed Memorandum of Understanding (MoU) with any relating companies in this regard; and
- (c) if so, the details thereof?

**Answer**

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF TEXTILES (SHRI SANTOSH KUMAR GANGWAR)

(a) Yes, Madam.

(b) A Memorandum of Understanding (MoU) was signed between the Development Commissioner for Handlooms, Ministry of Textiles, Govt. of India and M/s. Flipkart Internet Private Limited, Karnataka on 25th August 2014 in this regard.

(c) As per the MoU, M/s. Flipkart Internet Private Limited will provide handloom weavers in India online marketing platform and customer acquisition to help them get remunerative prices for their products and scale up their business. It will also help the weavers in accounting, cataloging, inventory and invoice management, packaging transporting returns from buyers, brand buildings, assured automated payment, providing customer service etc. The Agency will charge 3-4% of the product value sold through online. This arrangement will facilitate the handloom weavers to earn more income by eliminating the middlemen and the handloom weavers can sell their product under their brand name and evolve as an entrepreneur selling his products directly to buyers across the country without stepping out of their workplace.