

**Key-initiatives/achievements for promotion of handloom sector**  
**from 2014-15 to 2023-24 (as on 31.01.2024)**

**Handloom Census 2019-20:** As per Handloom Census 2019-20, there are 35.22 lakh handloom workers across the country.

**Handloom schemes:**

1. National Handloom Development Programme
2. Raw Material Supply Scheme

Under the above schemes, financial assistance is provided to the eligible handloom agencies/weavers for raw materials, looms & upgraded accessories, infrastructure development, design & product development, marketing of handloom products in domestic/overseas markets, weavers MUDRA loans etc.

**Progress under Handloom Schemes across the country (2014-15 to 2023-24 as on 31.01.2024):**

**1. National Handloom Development Programme**

**i) Small Cluster Development Programme**

- 713 Handloom Clusters have been taken up for financial assistance of Rs. 519.24 crore.
- 97,001 weavers provided improved looms and accessories under Hathkargha Samvardhan Sahayata.
- 81,392 handloom workers imparted Skill up-gradation training.
- 5,063 weavers provided Workshed.
- 13,581 weavers provided Lighting units.

**ii) Handloom Marketing Assistance**

- 2,308 marketing events organised to facilitate and promote sales of Handloom Products.
- 37 Urban Haats are functional across the country, a sum of Rs.23.21 crore released.
- To enhance productivity, marketing capabilities and facilitate better incomes, 157 Handloom Producer companies have been formed.
- To integrate Craft promotion with tourism, 8 Craft Handloom Villages are being set up at Sharan (Himachal Pradesh), Kanihama (J &K), Mohpara (Assam), Kovlam (Kerala), Rampur, Bodh Gaya (Bihar), Pranpur (Madhya Pradesh), Moirang (Manipur) and Kunbi (Goa).
- 16 Design Resource Centres have been set up in Weavers' Service Centres at Delhi, Mumbai, Varanasi, Ahmedabad, Jaipur, Bhubaneswar, Guwahati, Kancheepuram, Kolkata, Indore, Nagpur, Panipat, Meerut, Hyderabad, Bengaluru and Chennai with the objective to build and create design-oriented excellence in the Handloom Sector and to facilitate weavers, exporters, manufacturers and designers access design repositories for sample/product improvisation and development.
- 74 handloom products & 6 product logos have been registered under GI Act 1999.
- About 1.50 lakh weavers/handloom entities on-boarded on GeM for marketing of handloom products of weavers to the Government Departments.

- Since 2015, National Handloom Day is celebrated every year on 7<sup>th</sup> of August to generate awareness about Handloom industry and its contribution to the socio-economic development of the country & increase income of weavers.

**iii) Mega Cluster Development Programme:** 10 Mega Handloom Clusters have been taken up and financial assistance of Rs.264.06 crore released.

**iv) Weavers' MUDRA Scheme:** 2,87,568 beneficiaries provided loans under this Scheme.

**(v) Handloom Weavers Welfare:**

- 18,22,659 beneficiaries enrolled under Mahatma Gandhi Bunkar Bima Yojana/converged MGBBY.
- 5,78,493 beneficiaries enrolled under Pradhan Mantri Jeevan Jyoti Bima Yojana and Pradhan Mantri Suraksha Bima Yojana.

## **2. Raw Material Supply Scheme(RMSS)**

- Total 8436.34 lakh kg of yarn supplied under Transport Subsidy & Price Subsidy.
- 5.30 lakh handloom weavers benefitted.
- 511 yarn depots and 46 warehouses are functioning.

## **3. Other initiatives**

- Electronic jacquards with solar power lifting device: Conventional jacquard requires that designs created initially on graph to be punched on cards. Electronic jacquard is free from long & costly punched cards. It allows changes in designs in single loom setting by simple programming. It reduces development period of new product and economical.
- To create awareness among handloom workers, 2345 chaupals/awareness camps organised during 2020-21 to 2023-24 across the country.
- The soft launch of the E-Commerce portal viz. indiahandmade.com on 22.04.2023 with approx. 1000 products and 556 sellers. As on 06.02.2024 the no. of products uploaded is 11,802 with 1555 sellers.

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