

Key-initiatives/achievements for promotion of handloom sector
from 2014-15 to 2023-24 (as on 31.03.2024)

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 31.03.2024):

1. National Handloom Development Programme

i) Small Cluster Development Programme

- 715 Handloom Clusters have been taken up for financial assistance of Rs. 533.16 crore.
- 1,03,361 weavers provided improved looms and accessories under Hathkargha Samvardhan Sahayata.
- 84,045 handloom workers imparted Skill up-gradation training.
- 6,257 weavers provided Workshed.
- 14,564 weavers provided Lighting units.

ii) Handloom Marketing Assistance

- 2,316 marketing events organised to facilitate and promote sales of Handloom Products.
- To enhance productivity, marketing capabilities and facilitate better incomes, 151 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 (Kerela), 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 7th 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.

iv) Weavers' MUDRA Scheme: 2,90,212 beneficiaries provided loans under this Scheme.

(v) Handloom Weavers Welfare:

- 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 8508.83 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, 2531 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 01.04.2024 the no. of products uploaded is 11,865 with 1185 sellers.
