

VOCAL FOR LOCAL CAMPAIGN

Posted On: 12 AUG 2025 3:15PM by PIB Delhi

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.

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.

The information was provided by THE MINISTER OF STATE FOR TEXTILES **SHRI PABITRA MARGHERITA** in a written reply to a question in Lok Sabha today.

MAM/SMP/NM

(Lok Sabha US Q3730)

(Release ID: 2155454)