

PROMOTION OF SWADESHI AND ATMANIRBHAR BHARAT

1564. SHRI PRATAP CHANDRA SARANGI:

Will the Minister of TEXTILES वस्त्र मंत्री
be pleased to state :

- (a) whether the Government has any plans to promote swadeshi/Atmanirbhar Bharat in the textile sector thereby augmenting the economic opportunities of the weavers & artisans in the country enhancing domestic consumption of textile products particularly from Odisha and Balasore region and if so, the details thereof;
- (b) whether any specific interventions for reskilling & upskilling the human resources engaged in the production of ethnic traditional attairs having Geographic Identity upholding the local traditions & cultural diversity, to attract international markets for Indian products and designer 66 apparels and if so, the details thereof; and
- (c) the specific efforts in identifying specific ethnic knowledge and creating enabling ecosystem for patenting such products & processes?

उत्तर

ANSWER

वस्त्र राज्य मंत्री (श्री पबित्र मार्घेरिता)

THE MINISTER OF STATE FOR TEXTILES
(SHRI PABITRA MARGHERITA)

(a): Ministry of Textiles, Government of India has launched various schemes/initiative including the Swadeshi campaign to boost the domestic demand for handloom, handicrafts and textile products in the country including the State of Odisha. The aim and objective of the campaign is to stimulate Domestic Demand, embed Textile Heritage in National Identity, Empower Producers and MSMEs, implement initiatives like PLI for Textiles, PM MITRA Parks, ODOP which align with Atmanirbhar Bharat, encourage Ministries, PSUs and educational institutions to adopt Indian-made textiles in uniforms, furnishings etc.

(b): The Ministry of Textiles is implementing Samarth (Scheme for Capacity Building in Textiles Sector) with the objective to provide demand driven, placement-oriented skilling programmes to supplement the efforts of the industry in creating jobs in the organized textile and related sectors, covering the entire value chain of textiles.

In addition to the above, for traditional Textiles, skilling and upskilling training is provided to handloom workers in technical areas i.e. weaving, designing, dyeing/printing etc. under Samarth (Scheme for Capacity Building in Textiles Sectors).

(c): Ministry of Textiles under the scheme, National Handloom Development Programme (NHDP) promotes the provision of Geographical Indication (GI) of Goods (Registration & Protection) Act 1999, in respect of handloom products pan India. Under this scheme, financial assistance is provided for meeting the expenses in registering the designs/products, imparting training to personnel of implementing agencies and effective enforcement of G.I. registration.

The act provides legal protection to the GI of goods etc. and prevents unauthorized use of these by others. In case of any violation by producing duplicate product similar to GI registered, the authorized users can resort to civil and criminal remedies available under the Act.
