

# For the symphony in weaves <sup>9</sup>/<sub>2</sub>

Staff Reporter

**NEW DELHI:** To give a fillip to the handloom sector, the second largest employer in country providing jobs to 65 lakh people, the Union Textiles Ministry is celebrating "Handloom Week-2009" in the Capital in a grand way beginning this coming Monday.

The Ministry has also decided to celebrate the event every year from December 21 to 27. For the first time, "Handloom Expo" will be organised at Crafts Museum. The Capital will also witness a two-day fashion show at Kadambari Theatre in the Crafts Museum near Pragati Maidan beginning Monday in which well-known models and celebrities will sashay down the ramp to display the ensemble.

"The handloom sector representing the continuity of age-old Indian heritage of hand-weaving and 425 clusters has been adopted by the Textiles Ministry through the Office of Development Commissioner for Handlooms for holistic development and welfare of handloom weavers and allied workers. During the ensuing "Handloom Week", national-level handloom expos, fashion shows and health camps would be organised in major cities of the country," said Ministry of Textiles Secretary Rita Menon here on Friday.

## "Handloom Week-2009" begins in the Capital from December 21

An exclusive series of fashion shows "Symphony in Weaves: The Handloom Ensemble" using products developed from the cluster initiatives of the Textiles Ministry and being designed by designers from North-East Institute of Fashion Technology has been planned in Delhi, Chennai, Hyderabad, Patna and Guwahati.

Fashion designers from NIFT and the textile designers of the clusters together have created various traditional and diversified products of innovative and contemporary designs in the handloom sector.

Pointing out that India has the richest history of textile production spanning around 5,000 years, Ms. Menon says Indian hand-woven fabrics are renowned for their sheer weaves and elaborate patterns. "This tradition of handcrafted textiles has been handed down by skilled weavers, from generation to generation. The government is committed to promote and protect the sector in view of the traditional value it enjoys all over the world and its socio-economic importance."

## ऑनलाइन खरीदारी में दिल्लीवासी आगे जयपुर चौथे नंबर पर

नई दिल्ली, 17 दिसम्बर (ब्यूरो)। ऑनलाइन खरीदारी के मामले में राष्ट्रीय राजधानी दिल्ली के उपभोक्ताओं ने देश की आर्थिक राजधानी मुंबई को पछाड़ दिया है। दिल्ली और मुंबई को क्रमशः पहला और दूसरा स्थान हासिल होने के बाद तीसरा स्थान एक और महानगर चेन्नई को हासिल हुआ। चौथा स्थान गैर महानगरीय शहर जयपुर को मिला है। बंगलुरु, हैदराबाद, कोलकाता, पुणे, अहमदाबाद और चंडीगढ़ क्रमशः पांचवें से दसवें स्थान पर हैं।

ऑनलाइन शॉपिंग फर्म ईबे इंडिया सेंसस गाइड में इसका खुलासा हुआ है। इबे इण्डिया की रिपोर्ट में कहा गया है कि देश में 2,471 ई-कॉमर्स केंद्र हैं जिनमें आंध्र प्रदेश, तमिलनाडु, महाराष्ट्र व गुजरात सबसे अधिक सक्रिय हैं। राज्यों के स्तर पर भी ऑनलाइन कारोबार में महाराष्ट्र, दिल्ली और तमिलनाडु के बाद चौथा रैंक राजस्थान को मिला है। खरीदारी के साथ हस्तशिल्प उत्पादों की ऑनलाइन बिक्री के मामले में राजस्थानी उद्यमियों ने बढ़-चढ़ कर उत्साह दिखाया है।

### Haryana to give fillip to sericulture

Chandigarh, Dec. 18

In an effort to give a major fillip to sericulture in the State, the Haryana Horticulture Department has sent a proposal of Rs 48.50 lakh to the Union Textile Ministry. Stating this here today, a spokesman of the Department said that Centrally-sponsored scheme Catalytic Development Programme was being implemented by the Central Silk Board in collaboration with the respective State departments to increase productivity and quality of silk. He said that the districts of Panchkula, Ambala and Yamunangar were included in the proposal, which had been sent for the Central Silk Board's approval. Farmers would be given 75 per cent subsidy for Shahtoos farming and the cost of 300 Shahtoos plants would be Rs 5,500 under the programme. Similarly, they would get a subsidy of 75 per cent for the units set up at a cost of Rs 50,000 for production of silk cocoons. The farmers would be provided implements worth Rs 20,000 at a subsidy of 75 per cent. — PTI

# Govt. calls tripartite meet to end jute strike <sup>24</sup>/<sub>5</sub>

Special Correspondent

**KOLKATA:** To resolve the stalemate caused by the indefinite jute strike in West Bengal since Monday, the State government has called a tripartite meeting on Saturday, resuming the reconciliatory process.

The chairman of the Indian Jute Manufacturers Association (IJMA), Sanjay Kajaria, confirmed this development saying that this was a positive move.

The strike was called by 20 trade central unions including the

Bharatiya Mazdoor Sangh after the breakdown of five rounds of talks between the State Labour Department, the management and the trade unions over the last three weeks.

The Trinamool Congress-affiliated Indian National Trinamool Trade Union Congress has opposed the strike saying that they were against such forms of agitation which harmed the cause of the industry and the workers alike.

The trade unions, led by the Centre of Indian Trade Unions, held meet-

ings in the jute belt in North 24 Parganas culminating in a meeting near the Meghna Jute Mill, whose 8000-odd workers affiliated to the INTTUC have remained outside the purview of the strike.

The meeting held on Friday, which is aimed at appealing to the workers to join cause with the striking fraternity went off well, Gobindo Guha, leader of the CITU-affiliated Bengal Chatkal Mazdoor Union said. He hoped that a solution would emerge out of the tripartite meet.

INTERVIEW



**RITA MENON**  
TEXTILE SECRETARY

## 'RISING CURVE ON STRONG HOME SHOW'



*The textile sector, which was severely hit by the global slowdown and the contraction in world demand, seems to be slowly getting back on its feet. In an interaction with Anwesh Koley and Amiti Sen, textile secretary Rita Menon talks about what lies ahead for the sector. Excerpts:*

**Export growth has finally turned positive in November. How do you see the future for textile exports?**

Textile exports have gone up in November. The heartening thing is that handicraft exports have increased by 34%. Hand-made carpet exports are showing very good growth, too.

The textile industry is also contributing to country's industrial production. We have shown an average growth of 10% in fabric textile production. So, there is a positive dimension to the future in terms of textiles.

**What role did the stimulus package announced by the government play in helping the textile sector recover?**

It certainly helped. The interest subvention helped our garment and carpet exports to the US and the EU. That is why we asked for the continuation of these measures till March 31 2010.

We also believe that the action of our ministry in accessing Rs 2,000 crore of funds under the technology upgradation funds scheme (TUFFS) and ensuring that it reached the beneficiary in 72 hours contributed to the industry's cash flow and helped improve things.

**There was some problem with TUFFS some time back with the finance ministry not sanctioning enough funds and the industry saying that they were having difficulty in accessing the funds. What has been the movement there?**

With our last set of approvals of about Rs 300 crores, demands till June 30, 2009 have been taken care of. But, it is a demand-driven scheme. It requires funding all the time since the past investments have to be serviced. So, I can't say that we are satisfied. We are looking for about Rs 1,500 crore in the current fiscal itself.

**Given the slowdown, is the textile industry investing as much in capital equipment, as it was in the past?**

I think it has been investing quite consistently because what really saved India from the throes of real crisis was domestic demand, which is very strong. Domestic demand has been actually the key and we are very enthused about the fact that it has helped buoy up the whole scenario. I imagine it would continue, with the number of Indians in the higher income level and higher middle class growing.

**Traditionally, textile exports have been mainly to the US and the EU countries that were majorly affected during the slowdown. What steps have been taken for diversification and promotion of Indian textiles?**

We did a diagnostic study quite early and in February this year I had decided that we will go into as many new markets as possible. The new markets of South Africa, South America, Australia and New Zealand and Japan were being targeted by us. Happily, the commerce minister understood our point of view and in the enhanced allocation for assistance for major expositions and export initiatives, they had already pitched for a higher level of allocation and got it.

As part of our promotional drive, we are planning a mega India show in Delhi in July next year that would cover the whole gamut of the activities of the textile ministry. We know it would take a couple of year to assume some respectability, but like the defence expo, which has now become such a big brand, we believe that the India textile show will also come of age.

**There is a lot of buzz on cotton exports. Is there a need to ban it?**

We are expecting a minimum of 290-295 lakh bales. We believe that domestic demand is around 240 lakh bales, even with enhancements, factoring the carry over stock. The physical exports so far is still in single digits (lower than 10 lakh bales). There is no room for panic. There is place for exports to take place.

### हस्तशिल्प निर्यातक सम्मानित 18-12-09

नई दिल्ली। एक्सपोर्ट प्रमोशन कौंसिल फॉर हेंडीक्राफ्ट्स द्वारा आयोजित समारोह में केंद्रीय कपड़ा मंत्री दयानिधि मारन ने पिछले तीन वर्षों में उत्कृष्ट प्रदर्शन के लिए 163 हस्तशिल्प निर्यातकों को 16वें वार्षिक 'एक्सपोर्ट अवार्ड' से सम्मानित किया। सर्वश्रेष्ठ निर्यातक का राष्ट्रीय पुरस्कार उत्तर प्रदेश के जेपी नगर स्थित सीएल गुप्ता एक्सपोर्ट्स लि. को दिया गया। समारोह में कपड़ा राज्य मंत्री श्रीमती पनबक्का लक्ष्मी ने कहा कि विश्व बाजार में भारत को चीन से कड़ी टक्कर मिल रही है। ऐसी स्थिति में हस्तशिल्प उत्पाद निर्यातकों से हमारी अपील है कि गुणवत्ता, मूल्य, रंग, डिजाइन, माल डिलिवरी की तारीखों के सिलसिले में विदेशी क्रेताओं की आवश्यकताओं का खयाल रखें। इस क्षेत्र में 60 लाख से ज्यादा लोगों को रोजगार मिल रहा है। ईपीसीएच के अध्यक्ष राजकुमार मलहोत्रा ने कहा कि हस्तशिल्प की 20 श्रेणियों में पांच तरह के पुरस्कारों के लिए सर्वश्रेष्ठ निर्यातकों को ट्रॉफियां और निर्यातकों को योग्यता प्रमाण पत्र सौंपे गए।