

ARANI SILK SAREE

Prelims: Governance- Institutional Reforms, Policies; Social Issues- Health

Mains: GS-II- Government policies and interventions for development in various sectors and issues arising out of their design and implementation.

Context:

- ▶ Information about Arani Silk Saree was given by the Union Minister of Textiles in a written reply to the Lok Sabha

About:

- ▶ Arani Silk Saree produced on handloom is of high quality and in good demand.
- ▶ **Arani Sari** is a traditional sari made in **Arani, Tamil Nadu**

Handloom Marketing Assistance (HMA) scheme:

- ▶ For providing marketing facility to all the handloom products including Arani Silk, Government of India is implementing Handloom Marketing Assistance (HMA) scheme,
- ▶ It is a component of National Handloom Development Programme (NHDP), all across India. The scheme provides marketing platform to the handloom weavers/organisations to sell their products directly to the consumers.
- ▶ Under the scheme, financial assistance is provided to National Level Handloom Organisations and nominated handloom agencies of the State Governments to organize the marketing events like National Handloom Expos (NHEs), Special Handloom Expos (SHEs) and District Level Events (DLEs).

Other Programmes;

- ▶ Central Silk Board through Silk Mark Organisation of India is organising "Silk Mark Expo" in various towns and cities including Chennai near Arani.
- ▶ Silk Mark Expos provide excellent platform to promote silk products of different silk clusters of India including Arani cluster.
- ▶ under Section 8 of the Companies Act 2013, Arani Master Weavers have created and registered a non-profit company "Arani Handloom Silk Park" and a MoU have been signed with the Government of Tamil Nadu in 2015.

Schemes related to Textile:

- ▶ Scheme For Integrated Textile Park (SITP)

Objective

- ▶▶ To provide financial assistance to a group of entrepreneurs to establish state-of-the-art
- ▶▶ infrastructure facilities in a cluster for setting up their textile units, conforming to international environmental and social standards and thereby mobilize private investment in the textile sector and generate fresh employment opportunities

Features:

- ▶▶ The Scheme targets industrial clusters and locations with high growth potential, which require strategic interventions for developing world-class infrastructure support.
- ▶▶ An ITP under the scheme should preferably have 25 integrated units with components like Land (registered under the name of SPV), common infrastructure (compound, road, drainage, electricity, etc), buildings for common facilities (creche, canteen, laboratories, etc), and factory buildings for production purposes.
- ▶▶ The total project cost shall be funded through a mix of Equity/Grant - from the Ministry of Textiles, State Government, State Industrial Development Corporation, Industry, Project Management Consultant and Loan - from Banks/ Financial Institutions.
- ▶▶ The Government support under the Scheme by way of Grant or Equity will be limited to 40% (90% for first two projects in N.E states and J&K) of the project cost subject to a ceiling of Rs. 40 crore.
- ▶▶ The combined equity stake of GOI/State Government/State Industrial Development Corporation, if any, should not exceed 49%.
- ▶▶ The release of GoI assistance to the SPV shall be done in 3 (three) installments in the **ratio of 30:40:30 depending upon fulfillment of terms and conditions.**
- ▶▶ Each project will normally be completed in 3 years from the date of release of the first installment of government grant. (Delays can lead to cancellation of project and imposition of penalty).
- ▶▶ The ITPs can also get benefits from Amended Technology Upgradation Fund Scheme (ATUFS), SAMARTH, etc.

Integrated Scheme for Development of Silk Industry:

Objective:

- ▶▶ To improve the productivity and quality of silk through R&D intervention.
- ▶▶ To promote improved cross-breed silk and the import substitute
- ▶▶ Bivoltine silk so that Bivoltine silk production in India enhances to such a level that raw silk imports become nil by 2022 thereby making India self-sufficient in silk.
- ▶▶ To increase productive employment from 85 lakhs to 1 crore persons by 2020.

Powertex India Scheme:

- ▶▶ To provide financial assistance to economically weaker low-end powerloom units for their modernisation and Infrastructure development.
- ▶▶ To improve quality and productivity of the fabrics being produced and enable them to face the competition in domestic and international markets.
- ▶▶ To boost development cluster-based
- ▶▶ Organize Buyer-Seller Meets and Reverse Buyer-Seller Meets to promote market for powerloom product.
- ▶▶ To avoid middle man/local supplier brokerage charge on sales of yarn.
- ▶▶ To give thrust to renewable energy (solar).

Amended Technology Upgradation Fund Scheme (ATUFS):

- ▶▶ To promote Ease of doing Business in the country and to achieve the vision of general employment and promoting exports through Make in India and Zero Effect and Zero Defect in manufacturing.
- ▶▶ To facilitate augmentation of investment, productivity, quality, employment, exports along with import substitution in textile industry and to indirectly promote investment in the textile machinery manufacturing.

Scheme for Capacity Building In Textile Sector (SAMARTH):

- ▶▶ To provide demand driven, placement oriented NSQF (National Skills Qualification Framework) Compliant skilling programme to incentivize organized textile and related sectors excluding Spinning and Weaving.
- ▶▶ To promote skilling and skill up-gradation in the traditional sectors of Handlooms, Handicrafts, Sericulture and Jute
- ▶▶ To provide Sustainable livelihood to all sections of the society across the country via wage or self-employment.