



Ministry of Textiles

Helpline for Handloom Weavers 'BunkarMitra' starts functioning

A great mix of technology, youth and tradition: Union Textiles Minister

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"BunkarMitra", the Government of India's Helpline for Handloom Weavers, went live today. The helpline was launched by the Union Textiles Minister Smt. Smriti Zubin Irani on December 25, 2016 on the occasion of "Good Governance Day".

The poster is for the 'Bunkar Mitra' helpline. It features the Indian national emblem at the top left. The main text in Hindi says 'आपकी कोई भी परेशानी हल आपकी जुबानी' (Any of your problems solved in your own words). Below this is a graphic of two hands shaking. The text continues 'बुनकरों का दोस्त बुनकर मित्र हेण्डलूम हेल्पलाइन' (Friend of weavers, Bunkar Mitra Handloom Helpline). The toll-free number '18002089988' is prominently displayed. Below the number, it states 'यह सुविधा 7 भाषाओं में उपलब्ध है (हिन्दी, अंग्रेजी, तमिल, असामीज, कन्नड़, बंगाली एवं तेलुगु)' (This facility is available in 7 languages). It also mentions the operating hours: 'पूरे भारत देश में किसी भी न० से बुनकर अपने सवाल 365 दिन प्रातः 10.00 बजे से शाम 6.00 बजे तक इस हेल्पलाइन न० से पूछ सकते हैं।' (Weavers can call from anywhere in India, from any number, from 10.00 AM to 6.00 PM, 365 days a week). A row of icons represents various services: technical assistance, raw material supply, credit facility, quality control, marketing linkages, and grievance redressal. At the bottom, it lists the services available through the helpline and the Ministry of Textiles logo.

Interacting with an official of the call centre housing the helpline agents, the Minister said that the helpline is a great mix of technology, youth and tradition. She told the officials of the Ministry to monitor issues on which maximum complaints are received, so that corrective actions can be taken accordingly. Smt. Irani congratulated the Development Commissioner (Handlooms) and appreciated the time-bound manner in which the helpline is designed to address to respond to weavers' queries and grievances.

The helpline provides a single point of contact to handloom weavers across the country for addressing queries and providing guidance. This helpline can be accessed by dialing the toll free number 1800-208-9988. Weavers can call from anywhere in India, from any number. The service is available from 10.00 A.M to 06.00 P.M, on all 7 days of the week, in seven languages: Hindi, English, Tamil, Telugu, Bengali, Kannada and Assamese.

The following services are available through this helpline:

- Assistance on technical issues.
- Guidance for:
- Raw material supply.
- Availing credit facility.
- Quality control.
- Access to marketing linkages.
- Information about various schemes and procedure to avail benefits.

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