GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

RAJYA SABHA
UNSTARRED QUESTION NO - 1874
ANSWERED ON 07/08/2024

INTERNET TRAINING FOR LOCAL ENTREPRENEURS

1874   SMT. PRIYANKA CHATURVEDI:

Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:

(a)   whether any training or skill development programme is available for small or local entrepreneurs to learn to use the internet effectively for their businesses, such as online transactions, online selling and purchasing of goods or skill enhancement through online courses;

(b)   if so, the details thereof, State-wise; and

(c)   if not, whether such an initiative is planned in light of the Digital India programme?

ANSWER

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

(SHRI JAYANT CHAUDHARY)

(a) to (c)   The Government has taken various initiatives to promote skill development training through the use of information technology across all sections of the society including small and local entrepreneurs to make them use the internet effectively for their businesses. Ministry of Skill Development and Entrepreneurship is taking various initiatives in this direction through its Autonomous Institutes i.e National Institute for Entrepreneurship and Small Business Development (NIESBUD) and Indian Institute of Entrepreneurship (IIE).

National Institute for Entrepreneurship and Small Business Development (NIESBUD) signed a Memorandum of Understanding (MoU) with Meta on 4th September, 2023 to support the Indian entrepreneurial ecosystem. The aim of the MoU is to provide aspiring and current small business owners with the necessary tools, knowledge, and resources to thrive in today's dynamic market environment and to train budding and existing entrepreneurs in digital marketing skills by Meta platforms like Facebook, WhatsApp and Instagram in seven regional languages. Further, NIESBUD organizes Entrepreneurship Development Programmes (EDP), for different target groups who wish to become self-reliant and start their nano and micro enterprises. The module of Digital Literacy and Digital Marketing is incorporated in the curriculum of EDPs. The details of beneficiaries imparted training on Digital Literacy under different projects is at **Annexure-I.**

Indian Institute of Entrepreneurship (IIE), Guwahati, an Autonomous Institute under the administrative control of Ministry of Skill Development and Entrepreneurship (MSDE) has conducted various skill development programs to help small or local entrepreneurs to use the internet effectively for their businesses, such as online transactions, online selling and purchasing of goods. IIE has conducted various Entrepreneurship Development Training programmes under the aegis of Central

Government Departments as well as State Government Departments under various schemes like Digi-Bunai skill training programmes sponsored by the Digital India Corporation, Entrepreneurship Development Training under PM-DAKSH Scheme sponsored by National Backward Classes Finance and Development Corporation (NBCFDC), National Scheduled Castes Finance and Development Corporation (NSFDC), Skills Strengthening for Industrial Value Enhancement (STRIVE) project sponsored by Directorate General of Training (MSDE). IIE has developed a series of course curriculum focusing on various topics of entrepreneurship development along with digital literacy, so that small or local entrepreneurs are able to use digital marketing platforms, internet, digital transaction platforms for making their growth of their business.

Further, in order to promote skilling in emerging technologies and integrate them with the existing vocational training framework, IT-ITeS Sector Skill Council has developed 54 NSQF (National Skills Qualification Framework) aligned job roles in areas like Artificial Intelligence, Big Data Analytics, Internet of Things, Cloud Computing, Robotic Process Automation, Block Chain and Augmented Reality & Virtual Reality. Also, Directorate General of Training (DGT) under MSDE has signed Memorandum of Understanding (MoU) with big companies like IBM, CISCO, Quest Alliance, and Microsoft for short term training courses in new age technologies including Artificial Intelligence (AI). Course content of these programs are available online on Bharat Skills Portal.

The National Institute of Electronics & Information Technology (NIELIT), an autonomous Scientific Society under the administrative control of Ministry of Electronics and Information Technology (MeitY), through its own centres and associated training partners is implementing various skill development and capacity building projects/schemes funded by MeitY wherein the beneficiaries includes small or local entrepreneurs. The details of such projects /schemes are at **Annexure-II**.

Further, MeitY implemented the project titled "Skill Development of Youth in Digital Technologies in Tier-II and Tier-III Cities in Uttar Pradesh and Uttarakhand" for skill-oriented training in different IT and ITES-related technologies to the youth in the states of Uttar Pradesh and Uttarakhand with the purpose of improving their employability and entrepreneurial capabilities for training in Digital marketing, Animation, Designing, Editing, etc. So far, 800 candidates were trained in digital (Marketing/Advertising Sales/ Traffic) in various districts of Uttar Pradesh and Uttarakhand**.** The details of the project are at **Annexure–III.**

ANNEXURE REFERRED TO RAJYA SABHA UNSTARRED QUESTION NO. 1874 REGARDING "INTERNET TRAINING FOR LOCAL ENTREPRENEURS" TO BE ANSWERED ON 07.08.2024

(i)   The State-wise number of trainees imparted training under the project during 2021-24 under the Skill Acquisition and Knowledge Awareness of Livelihood Promotion (SANKALP) Programme.

Sl No.	State	Number of trainee
1.	Andhra Pradesh	515
2.	Bihar	2504
3.	Chhattisgarh	1012
4.	Goa	335
5.	Gujarat	509
6.	Haryana	1000
7.	Himachal Pradesh	509
8.	Jammu and Kashmir	548
9.	Jharkhand	2000
10.	Karnataka	500
11.	Kerala	201
12.	Madhya Pradesh	1944
13.	Maharashtra	1616
14.	Odisha	1635
15.	Punjab	1024
16.	Rajasthan	1239
17.	Tamil Nadu	516
18.	Telangana	928
19.	Uttar Pradesh	2653
20.	Uttarakhand	1875
21.	West Bengal	900
		23963

(ii) The State-wise number of Jan Shikshan Sansthan (JSS) trainees imparted Entrepreneurship Development Programme (EDP) training during 2022-23.

Sl No.	State	Number of trainee
1	Bihar	457
2	Chandigarh	35
3	Chhattisgarh	398
4	Haryana	128
5	Himachal Pradesh	348
6	Jharkhand	723
7	Madhya Pradesh	31
8	Maharashtra	547

9	Odisha	505
10	Punjab	70
11	Uttar Pradesh	593
12	Uttarakhand	237
Total		**4072**

(iii) The State-wise number ofNational Skill Training Institutes (NSTI)/ Industrial Training Institutes (ITIs) trainees imparted training under Skills Strengthening for Industrial Value Enhancement (STRIVE) project during 2022-24 (till May 2024) is as under:

Sl No.	State	Number of trainee
1.	Bihar	2111
2.	Chandigarh	126
3.	Chhattisgarh	2899
4.	Delhi	711
5.	Goa	252
6.	Gujarat	4252
7.	Haryana	781
8.	Himachal Pradesh	709
9.	Jammu and Kashmir	562
10.	Jharkhand	1909
11.	Karnataka	1013
12.	Madhya Pradesh	1965
13.	Maharashtra	1390
14.	Odisha	709
15.	Punjab	324
16.	Rajasthan	1099
17.	Telangana	1245
18.	Uttar Pradesh	6106
19.	Uttarakhand	433
20.	West Bengal	418
Total		**29014**

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S. No.	State	Implementing NIELIT Centres	Project Name	Remarks
1.	Arunachal Pradesh Assam Manipur Meghalaya Mizoram Nagaland Sikkim Tripura	Itanagar Guwahati Imphal Shillong Aizawl Kohima Gangtok Agartala	Capacity Building in IECT including training in Digital Skill sets and Current Industry Demanding Technologies for various sections of society in the NE States	25 Startups have been set up/supported as envisaged in the target
2.	Sikkim	Gangtok	ICT intervention in Travel & Tourism (T&T) Industry Through Capacity Building in New Age Digital Technologies	184 youths/stakeholders have been trained as on 30.06.2024
3.	Nagaland	Kohima	Digital Intervention of Handloom and Handicraft Sector for Livelihood enhancement of artisans of NE States	5640 candidates have been trained as on 31.07.2024

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S No.	State	Implementing Agency	Project Name	Remarks
1	Uttar Pradesh and Uttarakhand	Banaras Hindu University	Skill Development of Youth in Digital Technologies in Tier-II and Tier-III Cities in Uttar Pradesh and Uttarakhand	So far, 800 candidates were trained in digital (Marketing/Advertising Sales/ Traffic) in various districts of Uttar Pradesh and Uttarakhand

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