

GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP  
**RAJYA SABHA**  
**STARRED QUESTION NO. 166**  
ANSWERED ON 11/12/2024

**PROMOTING DIGITAL SKILLS**

\*166 Dr. SIKANDER KUMAR:

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

- (a) the details of Memorandum of Understanding (MoU) signed between National Institute for Entrepreneurship and Small Business Development (NIESBUD) and Meta to support the Indian entrepreneurial ecosystem;
- (b) whether Government has conducted any development programmes for different target groups who wish to become self-reliant and start their nano and micro enterprises;
- (c) if so, the details thereof; and
- (d) whether Government is taking initiatives to promote skill development training through use of Information Technology in Himachal Pradesh?

**ANSWER**

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

(SHRI JAYANT CHAUDHARY)

(a) to (d) A Statement is laid on the table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (A) TO (D) OF RAJYA SABHA STARRED QUESTION NO. 166 ANSWERED ON 11.12.2024 REGARDING 'PROMOTING DIGITAL SKILLS'**

(a) The National Institute for Entrepreneurship and Small Business Development (NIESBUD), an Autonomous Institute under the administrative control of Ministry of Skill Development and Entrepreneurship (MSDE) has signed a Memorandum of Understanding (MoU) with Meta on 4<sup>th</sup> 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 and Instagram. The session on the use of digital marketing and social media platforms for promoting small businesses is an integral part of the course curriculum for Entrepreneurship Development Programmes (EDPs) and Entrepreneurship-based Skill Development Programmes (ESDPs) organized by NIESBUD.

Under the MoU of NIESBUD and Meta, Meta has conducted online and offline sessions on digital marketing within the following programs organized by NIESBUD:

- i. Entrepreneurship Development Programmes (EDP) and Entrepreneurship based Skill Development Programmes (ESDP) under the project Strengthening Entrepreneurial Climate through Capacity Building, Mentoring, and Handholding supported by the SANKALP Scheme of MSDE.
- ii. Entrepreneurship Development Programmes under the project Creating Entrepreneurial Climate in Jan Shikshan Sansthan (JSS) supported by MSDE.
- iii. Entrepreneurship Awareness Programmes organized with the support of Hindustan Unilever Limited (HUL) under its Corporate Social Responsibility (CSR) initiative.

A total of 22,000 NIESBUD trainees under the above programs have been trained on digital marketing by Meta.

Furthermore, NIESBUD, in collaboration with Meta Small Business Academy (MSBA) which is a one shop stop where entrepreneurs can learn about various tools in a self-paced manner, has developed four online courses on Digital Marketing Skills available in both English and Hindi. The duration of these courses hosted on the Skill India Digital Hub (SIDH) ranges from 20 minutes to 35 minutes. The details of the number of trainees imparted training through these online courses is as under:

<b>SNo.</b>	<b>Course Name</b>	<b>Number of Trainees</b>
1	Grow Your Business with Facebook (English)	1916
2	Grow Your Business with Facebook (Hindi)	579
3	Reels Masterclass (English)	502
4	Reels Masterclass (Hindi)	1607
5	Build and Grow Your Business using Whatsapp (English)	789
6	Build and Grow Your Business using Whatsapp (Hindi)	1509
7	Grow with Instagram (English)	943
8	Grow with Instagram (Hindi)	862
	<b>Total</b>	<b>8707</b>

(b) & (c) The Government realizes the importance of conducting entrepreneurship development programmes for different target groups who wish to become self-reliant and start their nano and micro enterprises. Ministry of Skill Development and Entrepreneurship through its Autonomous Institutes i.e National Institute for Entrepreneurship and Small Business Development (NIESBUD) and Indian Institute of Entrepreneurship (IIE) organizes various programmes, for promoting entrepreneurship amongst different target groups including those who wish to become self-reliant and start their nano and micro enterprises.

The details of the major initiatives undertaken by this Ministry for the promotion of entrepreneurship amongst different target groups including those who wish to become self-reliant and start their nano and micro enterprises is at **Annexure-I**. In addition to these, various Ministries/ Departments of Government of India have also taken several initiatives to promote entrepreneurship amongst different target groups. The details of some of the key initiatives are placed at **Annexure-II**.

(d) Under the Government of India's Skill India Mission (SIM), the Ministry of Skill Development and Entrepreneurship (MSDE) delivers skill, re-skill and up-skill training through an extensive network of skill development centres/ institutes etc. under various schemes, viz. Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Jan Shikshan Sansthan (JSS), National Apprenticeship Promotion Scheme (NAPS) and Craftsman Training Scheme (CTS) through Industrial Training Institutes (ITIs), to all the sections of the society across the country including the State of Himachal Pradesh. The SIM aims at enabling youth of India to get future ready and equipped with industry relevant skills including digital literacy and digital skill training.

Under PMKVY, skill training has been imparted in total 36 sectors with an emphasis on skill training in Information Technology and Information Technology enabled services (IT-ITes) sector to support IT-ITes sector demand across the country including the State of Himachal Pradesh. Since Inception (till 31.10.2024), more than 6.55 Lakh candidates have been trained/oriented in IT-ITes sector under PMKVY across the county including 9,492 candidates trained/oriented in Himachal Pradesh.

Under PMKVY all job-roles have been specially aligned with industry requirement. There are new age/future skills job-roles including digital courses like Drone Technician, Drone Operator, Telecom Rigger - 5G and Legacy Networks, AI - Machine Learning Engineer, which are specially designed for upcoming market demand and industry requirements.

Directorate General of Training (DGT) under the aegis of MSDE has introduced 29 new age /future skills courses under Craftsmen Training Scheme in Industrial Training Institutes (ITIs) and National Skill Training Institutes (NSTIs) to provide digital training in emerging areas such as Artificial Intelligence, Mechatronics, Internet of Things, Cybersecurity, Semiconductor, etc. In the State of Himachal Pradesh, a total of 316 candidates have enrolled for these training courses, since 2023.

MSDE has launched Skill India Digital Hub (SIDH) a mobile first digital platform in September, 2023 to provide a comprehensive and accessible platform for skill enhancement offering industry relevant digital skill courses, job opportunities and entrepreneurship support. It aims to serve India's digital public infrastructure (DPI) for skill development, education and entrepreneurship landscape.

**ANNEXURES REFERRED TO RAJYA SABHA STARRED QUESTION NO. 166 REGARDING 'PROMOTING DIGITAL SKILLS' TO BE ANSWERED ON 11.12.2024**

- 1. Strengthening Entrepreneurial Climate through Capacity Building, Incubation Support, Mentoring, and Handholding under SANKALP Scheme**– MSDE through NIESBUD and IIE is implementing a project for strengthening the entrepreneurship ecosystem of different marginalized sections of the society and women with the support of the Skills Acquisition and Knowledge Awareness for Livelihood Promotion (SANKALP) Programme of MSDE. The project aims at creating, fostering and promoting the spirit of entrepreneurship among the various target groups through Capacity Building, Incubation Support, Mentoring and Handholding. The Institutes have imparted training to 62101 individuals under the project from FY 2022-23 to FY 2024-25, including 45262 women.
- 2. Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyan (PMJANMAN) Project** - MSDE through its autonomous institute - NIESBUD and IIE is implementing the skilling and entrepreneurship component of Pradhan Mantri Janjati Adivasi Nyaya Maha Abhiyaan (PM-JANMAN) – a scheme of Ministry of Tribal Affairs for upliftment of Particularly Vulnerable Tribal Groups (PVTGs). The project is being implemented with support of Tribal Cooperative Marketing Development Federation of India (TRIFED) in 18 States across the country under which a total of 500 VDVVs are to be set up. Training has been imparted to a total of 38396 trainees under the project since its inception in November 2023, of which 32591 are women.
- 3. Skill Strengthening for Industrial Value Enhancement (STRIVE) Project** Under the Skill Strengthening for Industrial Value Enhancement (STRIVE) project of MSDE, NIESBUD and IIE have conducted awareness and sensitization programmes at National Skill Training Institutes (NSTIs) and Industrial Training Institutes (ITIs). These activities were followed by the selection of prospective entrepreneurs to undergo the Entrepreneurship Development Programme (EDP). The Institutes have successfully conducted EDP training for the target groups and is providing mentoring and handholding support to help trainees establish their enterprises. The Institute has imparted training to a total of 101934 trainees under the project in the FY 2023-24 to FY 2024-25, of which 29343 are women.
- 4. Rashtriya Udyamita Vikas Pariyojana on Pilot Basis for PM Svanidhi Beneficiaries** - NIESBUD and IIE have implemented Rashtriya Udyamita Vikas Pariyojana on Pilot Basis for PM Svanidhi Beneficiaries with support of MSDE. The project includes one week of classroom program and 21 weeks of mentoring and hand-holding support. The Institutes have provided training to a total of 1744 trainees under the project in FY 2023 – 24, including 1205 women.
- 5. Establish, Develop and Manage EDC and Incubation Centers (IC) in North East Region's Educational Institutions** - Under this Project, IIE is establishing, developing and managing Entrepreneurship Development Centres (EDCs) and Incubation Centers (ICs) in North East Region's Educational Institutions. The key features of the Project include establishing, developing and managing 30 EDCs and four ICs in eight states of NER, identifying and training 600 mentors from 30 target districts, identifying and training 3600 youth from 30 target districts, incubating 100 business ideas in four ICs, supporting 900 business ideas in 30 EDCs through convergence and Seed fund for top 50 incubates in four ICs. IIE has imparted training to a total of 1909 trainees under the project since F.Y. 2023-24, out of which 1889 are women.

6. **Pradhan Mantri Dakshata Aur Kushalata Sampanna Hitgrahi (PM-DAKSH) Yojana-** PM DAKSH Yojana is a Central Sector Scheme under Ministry of Social Justice and Empowerment which was launched during 2020-21, with the focus to impart high quality training among Scheduled Castes (SCs), Other Backward Classes (OBCs), Economically Weaker Sections (EWSs), etc. The National Institute for Entrepreneurship and Small Business Development (NIESBUD) and Indian Institute of Entrepreneurship (IIE) have implemented trainings under the aegis of National Backward Classes Finance and Development Corporation (NBCFDC), National Scheduled Castes Finance and Development Corporation (NSFDC), and National Safai Karamcharis Finance and Development Corporation (NSKFDC). Under this Scheme, both the Institutes have trained a total of 22427 beneficiaries through Entrepreneurship Development Programmes (EDP), Entrepreneurship and Skill Development Programmes (ESDP) and Upskilling Programmes from FY 2021-22 till FY 2023-24.

1. **Ministry of Micro, Small & Medium Enterprises (MSME)** – Ministry of MSME, through Khadi and Village Industries Commission (KVIC), is implementing Prime Minister’s Employment Generation Programme (PMEGP) for assisting entrepreneurs in setting up of new enterprises in the non-farm sector. It aims to provide employment opportunities to traditional artisans/ rural and urban unemployed youth at their doorstep.

PMEGP being a Central Sector Scheme assists General Category beneficiaries with Margin Money (MM) subsidy of 25% of the project cost in rural areas and 15% in urban areas. For beneficiaries belonging to Special Categories such as Scheduled Castes, Scheduled Tribes, OBCs, Minorities, Women, Ex-servicemen, Physically Handicapped, Transgenders, beneficiaries belonging to Northeastern Region, Hill and Border areas, and Aspirational Districts, the Margin Money subsidy is 35% in rural areas and 25% in urban areas. The maximum cost of project is Rs. 50 lakhs in the manufacturing sector and Rs. 20 lakhs in the service sector.

Also, own contribution of beneficiaries under Special Category including women is 5% and 10% for General Category beneficiaries. Since 2018-19, existing PMEGP /MUDRA enterprises are also supported based on past good performances with second loan for upgradation and expansion. Under second Loan, maximum project cost admissible for Margin Money (MM) subsidy under Manufacturing sector is Rs. 1.00 crore and for Service sector is Rs. 25 Lakhs. Eligible subsidy on 2nd loan for all categories is 15% of project cost (20% for NER & Hill States). During the last 3 years, the micro units assisted across the country under the scheme is as under:

<b>Financial Year</b>	<b>Units Assisted</b>
FY2021-22	1,03,219
FY2022-23	85,167
FY2023-24	89,118
<b>Total</b>	<b>277,504</b>

2. **Ministry of Agriculture and Farmer’s Welfare (MoA&FW)** - The Government of India is committed to promote Agri-startups by providing financial and technical support to agri-startups in agriculture and allied sectors. MoA&FW is implementing "Innovation and Agri-Entrepreneurship Development" programme under Rashtriya Krishi Vikas Yojana (RKVY) from 2018-19 with an objective to promote innovation and Agri-Entrepreneurship by providing financial and technical support for nurturing startups ecosystem in the country.

So far, 5 Knowledge Partners (KPs) and 24 RKVY Agribusiness Incubators (R-ABIs) have been appointed for training and incubation of agri-startups and implementation of this programme. Under the programme, the financial support upto Rs. 5.00 lakh is provided at the idea/pre seed stage and upto Rs. 25 lakh at the seed stage to entrepreneurs/startups in the field of agriculture and allied sector to launch their products, services, business platforms, etc into the market and facilitate them to scale up their products and operations. Start-ups are trained and incubated by these Knowledge Partners (KPs) and RKVY Agribusiness Incubators (R-ABIs) appointed under the programme.

3. **Ministry of Housing and Urban Affairs (MoHUA)** - The Deendayal Antyodaya Yojana -National Urban Livelihoods Mission (DAY-NULM) has the objective of reducing poverty and vulnerability of urban poor households by enabling them to access gainful self-employment and skilled wage employment opportunities, in order to improve their livelihoods on a sustainable basis, through building strong grassroots level institutions of the urban poor including women.

Employment through Skills Training and Placement (EST&P): This component intends to provide training to the urban poor as per the skill demand from the market, so that they can set up self-employment ventures or secure salaried employment. Skill training will be linked to accreditation and certification and preferably be undertaken on a Public-Private-Partnership (PPP) mode.

Self-Employment Programme (SEP): This component will focus on financial assistance to individuals/groups of urban poor for setting up gainful self-employment ventures/micro-enterprises, suited to their skills, training, aptitude and local conditions.

Under the SEP Component of DAY-NULM, 9,97,268 beneficiaries have been assisted for setting up individual/group micro enterprises.

**4. Department for Promotion of Industry and Internal Trade (DPIIT) under Ministry of Commerce and Industry** - The Government with intent to build a strong ecosystem for nurturing innovation and encouraging investments launched the Startup India initiative on 16th January 2016. As on 31st October 2024, a total of 1,52,139 entities have been recognised as startups. In the State of Himachal Pradesh, during 2019-2023, 392 entities have been recognised as startups. The details of some other programs undertaken by the Government to promote entrepreneurship are as under:

- i. To promote flow of both equity and debt to women led startups, 10% of the fund in the Fund of Funds for Startups Scheme operated by Small Industries Development Bank of India (SIDBI) is reserved for women-led startups.
- ii. Women Capacity Development Programme (WING) is a unique Capacity Development Program for women-led startups, to identify and support both aspiring and established women entrepreneurs in their startup journeys. The workshops are open to variety of business sectors including Tech, Construction, Product, Machine, Food, Agriculture, Education, etc. The workshops serve as a platform for emerging women entrepreneurs and other stakeholders to discuss the key challenges facing women entrepreneurs.
- iii. A Virtual Incubation Program for Women Entrepreneurs was conducted in collaboration with Zone Startups to support women-led tech startups with pro-bono acceleration support.
- iv. Startup India Hub: A webpage dedicated to women entrepreneurs has been designed on the Startup India portal. The page includes various policy measures for women entrepreneurs by both Central and State Governments.
- v. ASCEND Startup Workshop Series and Women for Startups Workshops: The Government organized a series of startup workshops - ASCEND (Accelerating Startup Calibre and Entrepreneurial Drive), for the entrepreneurs, aspiring entrepreneurs, and students from North-Eastern Region. In addition, the workshops are conducted with a specific focus on women entrepreneurs across the North-Eastern states.
- vi. Women Entrepreneurship Platform (WEP): The Government launched WEP in 2018 as an aggregator platform with the aim to overcome information asymmetry in the women entrepreneurial ecosystem. By showcasing all existing initiatives and providing domain knowledge it works towards empowering both prospective and present women entrepreneurs.
- vii. SuperStree Podcast: With a vision to inspire a greater number of women across all regions in India to become entrepreneurs, the SuperStree video podcast series has been launched on women in the Indian Startup Ecosystem. The podcast spreads awareness related to innovations from women and to further strengthen women entrepreneurship in the country.
- viii. The States' Startup Ranking on support to startup ecosystems is primarily an exercise to identify good practices across all the Indian states. The evaluation includes a specific provision to gauge the

formulation and implementation of policies and special incentives to promote women-led startups in each state.

- ix. To identify the depth, quality and spread of innovation, inclusivity and diversity, and entrepreneurship in the country, the Government instituted the National Startup Awards (NSA). NSA recognizes and promotes startups across 20 sectors and special categories. All four editions of the NSA (2020, 2021, 2022 and 2023) have featured a special category and award for women-led startups.

5. **Ministry of Social Justice and Empowerment** - PM DAKSH Yojana is a Central Sector Scheme under Ministry of Social Justice and Empowerment which was launched during 2020-21, with the focus to impart high quality skill and entrepreneurship development training among Scheduled Castes (SCs), Other Backward Classes (OBCs), Economically Weaker Sections (EWSs), Denotified Tribes (DNTs) and Safai Karmacharis including waste pickers. PM-DAKSH Scheme is being implemented in all States and Union Territories in the Country through the empanelled training institutes which provide training to the target groups in all trades through use of technology required for the courses, including information technology.

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