

GOVERNMENT OF INDIA
MINISTRY OF CULTURE

RAJYA SABHA
STARRED QUESTION NO. 44
ANSWERED ON 06.02.2025

PROMOTION OF HERITAGE SKILLS

*44. SMT. RENUKA CHOWDHURY:

Will the Minister of CULTURE be pleased to state:

- (a) whether there are any specific programmes or schemes that are being implemented to support artisans and craftsmen involved in heritage skills;
- (b) the budget allocation and utilisation under these schemes in the last three years;
- (c) the steps taken by Government to promote traditional and heritage skills among the younger generation of artisans such as skills in handloom weaving, handicrafts, pottery, metalwork and folk arts; and
- (d) whether Government has taken any steps to integrate heritage skills into school and higher education curriculums to encourage younger generations to learn traditional crafts, if so, the details thereof?

ANSWER

MINISTER OF CULTURE AND TOURISM
(SHRI GAJENDRA SINGH SHEKHAWAT)

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

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (d) IN RESPECT OF RAJYA SABHA STARRED QUESTION NO. 44 FOR REPLY ON 06.02.2025 REGARDING PROMOTION OF HERITAGE SKILLS ASKED BY SMT. RENUKA CHOWDHURY

(a) to (c): To promote, protect & preserve various forms of folk art & culture and to support artisans and craftsmen involved in heritage skills, the Government of India has set up seven Zonal Cultural Centres (ZCCs) in the country with headquarters at Patiala, Nagpur, Udaipur, Prayagraj, Kolkata, Dimapur and Thanjavur. These ZCCs organize various cultural activities and programmes like Rashtriya Sanskriti Mahotsavs, Shilpgram Mahotsavs, Craft fairs, Geeta Jayanti Mahotsav, Orange City Craft Mela, Kullu Dussehra Festival, Lokotsav etc. on regular basis in the country in which a large number of artisans & craftsmen from all over India are engaged where they display and sell their handmade products to enable them to earn their livelihood. ZCCs also conduct various outreach programmes in far flung areas in the country to make the younger generation aware about the various art traditions of India including its heritage crafts.

Recently, Ministry of Culture has erected a cultural village viz. Kalagram in Sector-7 of Maha Kumbh district in which Sanskriti Angans of the ZCCs have been setup where traditional Indian handicrafts and handloom products are being displayed for sale by 98 artisans.

For overall development of the handicraft sector throughout the country, the Office of Development Commissioner (Handicraft) under Ministry of Textiles, Govt. of India implements National Handicraft Development Programme (NHDP) and Comprehensive Handicrafts Cluster Development Scheme (CHCDS). Under sub-component i.e. Skill Development in Handicraft Sector of NHDP Scheme, skill of artisans is enhanced through Design Development Workshops, Comprehensive Skill Upgradation Programme, Guru Shishya Hastshilp Prashikshan Programmes and Improved Toolkits Distribution.

The budget sanctioned for Skill Development in Handicraft Sector (SDHS) under NHDP scheme in the last three years is as under:

Sl. No.	Year	Budget sanctioned
i.	2021-22	Rs. 20.00 crore
ii.	2022-23	Rs. 49.51 crore
iii.	2023-24	Rs. 44.20 crore

Under Guru Shishya Hastshilp Prashikshan Programme of Ministry of Textiles, the traditional craft knowledge is transferred from the master craftsperson (Guru) to the younger generation of artisans (shishyas).

Ministry of Minority Affairs implements a flagship scheme by the name of USTTAD (Upgrading the Skills and Training in Traditional Arts/ Crafts for Development) to build capacity of artisans/ craftsmen dealing in traditional arts/ crafts in the country. 'Hunar Haat' has been implemented as a component of this scheme which provides a platform to the artisans/ craft persons and culinary experts from across the country to showcase and market their indigenous products. 'Hunar Haat' has generated employment opportunities for artisans/ craft persons and has become an effective platform to strengthen the concept of Vocal for Local.

(d) All the ZCCs organize number of workshops & training camps in schools & colleges to encourage younger generation to learn various traditional crafts like sculpture, pottery, mask making, drum making etc.

Ministry of Skill Development and Entrepreneurship, Government of India implements a flagship scheme by the name of Pradhan Mantri Kaushal Vikas Yojana (PMKVY), to impart short duration skill development training to youth of the country to improve the local and rural culture including traditional artisans/ craftsmen. Under PMKVY, training has been imparted in various job roles of different sectors including job roles of traditional arts and crafts under Handicrafts and Carpet Sector Skill Council (HCSSC). As a result, a large number of candidates have been trained/ oriented in various traditional job roles such as Bamboo Basket Maker, Bamboo Mat Weaver, Beading Artisans, Carpet Weaving, Carving Artisans, Tarakashi Jeweller, Decorative Painter, Sketching & Painting Artisans, Hand Rolled Agarbatti Maker, Crochet Lace Trailers, Hand Embroiderer etc.
