

**GOVERNMENT OF INDIA  
MINISTRY OF MINORITY AFFAIRS  
RAJYA SABHA  
UNSTARRED QUESTION NO. 131  
ANSWERED ON 21.07.2025  
SUPPORT FOR MINORITY ARTISANS AND TRADITIONAL CRAFTS**

131. SMT. MAHUA MAJI:

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) the details of the schemes in place to promote indigenous crafts and skills among minority communities;
- (b) the steps taken by Government to help minority artisans access wider markets and fair prices;
- (c) whether there are training programs for young artisans to modernize and preserve traditional techniques, if so, the details thereof and if not, the reasons therefor; and
- (d) the steps taken to link minority artisans with tourism, exports or digital platforms?

**ANSWER**

THE MINISTER OF MINORITY AFFAIRS

(SHRI KIREN RIJJU)

(a) and (c) Pradhan Mantri Virasat Ka Samvardhan (PM VIKAS) scheme has been launched in year 2024 merging five (5) erstwhile livelihood schemes of the Ministry viz. Seekho aur Kamao, USTTAD, Hamari Dharohar, Nai Roshni and Nai Manzil. Amongst the five (5) erstwhile schemes, USTTAD scheme dealt with the promotion of indigenous crafts and skills among minority communities. The USTTAD scheme was launched during 2015 and has now been subsumed under PM VIKAS.

The Ministry had also engaged institutions of national repute namely, National Institute of Fashion Technology (NIFT) and National Institute of Design (NID) to work in various craft clusters for design intervention, product range development, packaging, exhibitions and brand building etc. So far, over 100 design and development workshops have been conducted in 25 craft clusters across the country.

(b) and (d) The ministry has made dedicated efforts towards improving market linkages for minority artisans. The Ministry has organised 41 'Hunar Haat' and 4 'Lok Samvardhan Parv' at various locations in the country wherein opportunity was provided to artisans/ craftpersons and culinary experts from the minority communities to showcase and market their handicraft and indigenous products and culinary traditions. Further, in order to enhance skills of minority artisans/ craftpersons and culinary experts in areas like marketing, export or digital platforms, workshops are conducted by the Ministry, with support from the Export Promotion Council for Handicrafts (EPCH), ensuring a holistic approach to empowering their talent.

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