

GOVERNMENT OF INDIA
MINISTRY OF MINORITY AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO.2518
ANSWERED ON 11.08.2025

PROGRESS OF USTTAD YOJANA IN UTTAR PRADESH

2518#. SMT. DARSHANA SINGH:

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) the number of minority youths provided with skill training in the State of Uttar Pradesh under the "USTTAD Yojana" so far;
- (b) whether women artisans have also received training under the said scheme;
- (c) whether traditional crafts of the State of Uttar Pradesh such as Chikankari, Zari-Zardozi, carpet weaving etc. have been given priority under the Scheme; and
- (d) whether trained artisans of the State of Uttar Pradesh are regularly getting the opportunity to participate in events like "Hunar Haat"?

ANSWER

THE MINISTER OF MINORITY AFFAIRS

(SHRI KIREN RIJU)

(a) to (c): USTTAD scheme was launched in 2015 for targeted capacity building and upgrading traditional skills of master craftspersons/ artisans. Under this Scheme, 33% seats were earmarked for women beneficiaries. Training was imparted to more than 21,000 beneficiaries under the scheme and 89% (approx.) of these beneficiaries were women.

Under the Scheme, the Ministry of Minority Affairs on-boarded Knowledge Partners of repute like National Institute of Design(NID), and National Institute of Fashion Technology(NIFT) to conduct design and development workshops for identified traditional art and craft clusters. In Uttar Pradesh, six such clusters were covered under the said scheme, namely:

- i. Banaras Brocade – Varanasi
- ii. Soft Stone – Varanasi
- iii. Glass Flamework – Firozabad
- iv. Kamdani – Lucknow
- v. Chikankari – Lucknow
- vi. Bone Carving – Lucknow

The total beneficiaries from Uttar Pradesh were 9,166 under the USTTAD scheme in clusters like Chikankari, Wood Carving, Traditional Embroidery (Zardozi), Munj Craft, Kashidakari and Crewel work.

(d) The Ministry had earlier organised 41 Hunar Haats whereby opportunity was given to artisans/ craftpersons and culinary experts from across the country including Uttar Pradesh, to showcase and market their handicrafts and indigenous products. These programmes benefitted more than 8 lakh people including artisans, craft persons and associated persons. Out of these 41 Hunar Haats, 9 were organised in Uttar Pradesh at Prayagraj, Lucknow, Rampur, Vrindavan and Agra.

USTTAD scheme has now been converged as a component into an integrated scheme called 'Pradhan Mantri Virasat Ka Samvardhan' (PM VIKAS) for minority communities focusing on skill development; entrepreneurship and leadership of minority women; and education support for school dropouts.

Under the PM VIKAS scheme, Ministry has been organising 'Lok Samvardhan Parv', bringing together minority artisans from across India and assist them to scale up their operations and businesses. The platform offers artisans a unique opportunity to showcase their indigenous arts, crafts, and rich cultural heritage. The event has been designed not only to promote the traditions of minority communities but also to foster an innovative and entrepreneurial environment for artisans. To enhance their skills in areas like marketing, export & online business, design, taxation and sales etc., workshops are conducted by the Ministry, with support from the Export Promotion Council for Handicrafts (EPCH), ensuring a holistic approach to empowering their talent and augmentation in their incomes. So far, the Ministry has organised 04 Lok Samvardhan Parvs, as under:

- July, 2024 at DilliHaat, INA, New Delhi
- January, 2025 at Baba Kharak Singh Marg, New Delhi
- April, 2025 at Convocation Ground, Kashmir University, Srinagar, Jammu & Kashmir
- June, 2025 at Gandhi Darshan, Raj Ghat, New Delhi
