

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**RAJYA SABHA**  
**UNSTARRED QUESTION NO. 909**  
**TO BE ANSWERED ON 08.12.2025**

**PROPAGATION OF PRADHAN MANTRI VISHWAKARMA YOJANA**

909. SHRI BRIJ LAL:  
SHRI MAYANKKUMAR NAYAK:  
DR. BHAGWAT KARAD:  
SMT. REKHA SHARMA:  
SMT. KIRAN CHOUDHRY:  
SHRI BABURAM NISHAD:  
SHRI SADANAND MHALU SHET TANAVADE:  
DR. SUMER SINGH SOLANKI:  
SHRI RYAGA KRISHNAIAH:

Will the Minister of MICRO, SMALL AND MEDIUM ENTERPRISES be pleased to state:

- (a) whether Government has conducted any publicity and public awareness campaigns to make traditional artisans including marginalised community OBCs/SCs/STs aware of the Pradhan Mantri Vishwakarma Yojana;
- (b) if so, the details of such campaigns and their coverage in rural and urban areas, including the States of Andhra Pradesh and Telangana; and
- (c) if not, whether Government proposes to launch a nationwide public relations campaign in collaboration with State Governments and local bodies?

**ANSWER**

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES  
(SUSHRI SHOBHA KARANDLAJE)

(a): Ministry of MSME has undertaken several initiatives to create awareness and ensure effective outreach to make traditional artisans including marginalised community OBCs/SCs/STs aware of PM Vishwakarma scheme. Awareness has been created widely disseminated through social media, radio jingles, newspaper advertisements and outdoor publicity through hoardings, digital displays, audio announcements at railway stations and bus stops, etc. To ensure linguistic accessibility, the PM Vishwakarma guidelines have been translated into 10 regional languages—Assamese, Gujarati, Kannada, Konkani, Marathi, Malayalam, Odia, Punjabi, Telugu, and Urdu—in addition to Hindi and English. A Braille version of the guidelines has also been prepared and delivered directly to visually impaired beneficiaries registered under the scheme. Since its launch in September 2023, Ministry of MSME has organised more than 850 awareness programmes and camps, 65 workshops, 50 trade fairs, 34 state level exhibitions and 52 flash mobs across the country.

(b): Under PM Vishwakarma scheme, 37 awareness programmes in Andhra Pradesh and 49 awareness programmes in Telangana have been conducted.

(c): For the current financial year, the Ministry of MSME has allocated 716 district-level awareness programmes, which are being implemented across the various districts through the field offices, MSME Development and Facilitation Offices in close coordination with State Governments and UT Administrations.

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