

GOVERNMENT OF INDIA
MINISTRY OF MINORITY AFFAIRS
RAJYA SABHA
UNSTARRED QUESTION NO-2501
ANSWERED ON 10.08.2026

ASSISTANCE TO PRODUCT MANUFACTURERS AND ARTISANS FROM ODISHA

2501 SMT. SULATA DEO:

Will the Minister of MINORITY AFFAIRS be pleased to state

(a) whether any marketing assistance has been provided to products manufactured by minority entrepreneurs and artisans from the State of Odisha through national exhibitions, e-commerce platforms or export promotion initiatives; and

(b) if so, the details thereof?

ANSWER

THE MINISTER OF MINORITY AFFAIRS

(SHRI KIREN RIJU)

(a) & (b): Under the Traditional Skilling component of the **PM VIKAS (Pradhan Mantri Virasat Ka Samvardhan) Scheme**, interventions are undertaken to preserve and promote traditional arts and crafts while enhancing livelihood opportunities for artisans belonging to the six notified minority communities, including those from the State of Odisha.

For promotion of traditional products and to facilitate market access, the Ministry has organized artisan marketing events such as **Hunar Haat**, which has been rechristened as **Lok Samvardhan Parv** under the PM VIKAS Scheme. These events provide artisans and culinary experts from minority communities with a platform to exhibit and sell their handicrafts, handloom products, indigenous products and traditional cuisines. The events also facilitate buyer-seller interactions and create market linkages.

Artisans and entrepreneurs from minority communities across the country, including Odisha, have been provided opportunities to participate in these marketing events, subject to the prescribed selection process and eligibility criteria. So far, **41 Hunar Haat** and **6 Lok Samvardhan Parv** have been organized at various locations across the country. However, no State-wise data, including for the State of Odisha, is maintained separately regarding marketing assistance provided through national exhibitions, e-commerce platforms, or export promotion initiatives.
