

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

RAJYA SABHA
UNSTARRED QUESTION NO. 898
TO BE ANSWERED ON 27.07.2026

AWARENESS CAMPAIGNS FOR PRADHAN MANTRI VISHWAKARMA SCHEME

898. SHRI RYAGA KRISHNAIAH:

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

- (a) whether Government has conducted awareness campaigns to inform traditional artisans about the Pradhan Mantri Vishwakarma Scheme;
- (b) if so, the details of such campaigns and their coverage in rural and urban areas; and
- (c) if not, whether the Central Government proposes to undertake a nationwide outreach drive in collaboration with State Governments and local bodies?

ANSWER

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

(a) to (c): PM Vishwakarma scheme was launched on 17.09.2023 to provide end-to-end holistic support to artisans and craftspeople of 18 traditional trades who work with their hands and tools. Under PM Vishwakarma scheme, Ministry of Micro, Small and Medium Enterprises has undertaken a series of initiatives to spread awareness about PM Vishwakarma scheme. Till Date, more than 1500 awareness programmes/camps, over 50 workshops, 50 trade fairs, 34 State-level exhibitions and more than 50 flash mobs have been organized across the country, including rural and urban areas.

Further, 739 district level Awareness programmes have been allocated to the field formations of the Ministry of MSME during 2026-27 to disseminate awareness about the scheme in collaboration with State Governments/ UT Administrations.

The Ministry has also undertaken extensive publicity through social media campaigns, radio jingles on All India Radio, newspaper advertisements, hoardings, digital displays and audio announcements in local languages at various public locations. To further enhance accessibility and ensure wider outreach, PM Vishwakarma Guidelines and Handbook for various trades have been translated into 12 regional languages are available in public domain.
