

**GOVERNMENT OF INDIA
MINISTRY OF MINORITY AFFAIRS
LOK SABHA
UNSTARRED QUESTION No. 3521
ANSWERED ON 08.08.2018**

USTTAD SCHEME

3521. DR. J. JAYAVARDHAN:

SHRI DHANANJAY MAHADIK:

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) whether the Government has launched Usttad scheme and if so, the details thereof and the aims and objective behind the move;
- (b) the total number of artisans who received assistance under Usttad scheme since the last three years and the current year;
- (c) whether any assessment is being made on the level of attainment the artisans have gained out of this and if so, the details thereof;
- (d) whether the Government has decided to add a component Usttad Samman Samagam in the existing scheme of Usttad and if so, the details thereof; and
- (e) whether the Government is also considering to felicitate veteran artisans from the minority communities and if so, the details thereof?

ANSWER

**MINISTER OF MINORITY AFFAIRS
(SHRI MUKHTAR ABBAS NAQVI)**

(a): Yes, Madam. Upgrading the Skills and Training in Traditional Arts/ Crafts for Development (USTTAD) scheme was launched on 14th May, 2015 to preserve the rich heritage of traditional arts/crafts of minorities. The scheme aims at capacity building and updating the traditional skills of master craftsmen/artisans; documentation of identified traditional arts/crafts of minorities; set standards for traditional skills; training of minority youths in various identified traditional arts/crafts through master craftsmen; and develop national and international market linkages. The PIA has to organize training programme which shall be supported with following activities to ensure that the desired outcomes are achieved for preservation of traditional art/craft, establishment of market linkages and generating interest among young generation for taking up traditional arts/crafts as a profession. Detailed guidelines are available on the Ministry's website viz. www.minorityaffairs.gov.in.

(b): The training component of the scheme was started from 2016-17. The training is imparted through selected Project Implementing Agencies (PIAs). During 2016-17, 16,200 trainees have been trained by 38 PIAs. 3456 trainees have been allocated to 216 selected PIAs during 2017-18.

Further, Hunar Haat and ShilpUtsav component of the scheme has been implemented through National Minorities Development and Finance Corporation (NMDFC), in exhibition format wherein opportunity is given to the artisans from across the country to showcase and market their finest handicraft and handloom products. Artisans from different crafts including culinary crafts and States are selected to present their exquisite craftsmanship, refined over generations. Number of artisans who received assistance under Usttad scheme during the F.Y. 2015-16, 2016-17, 2017-18 is as follows:

Financial Year	No. of Artisans
2015-16	443
2016-17	352
2017-18	376

(c): The training component was started only during 2016-17 and the scheme is still in its initial stage for assessment. However, Hunar Haat enables the artisans to sell their products directly during the exhibition and at the same time develop forward marketing linkages with the domestic as well as foreign buyers visiting Hunar Haat.

(d) and (e): Yes, Madam. The USTTAD SAMMAN awards for minority craftsmen have been introduced in the revised guidelines of USTTAD scheme during the year 2017. The purposes for the Awards is to honour the Craftpersons in recognition of their outstanding contribution, craftsmanship & development of craft. This award will encourage them to continue with the craft in a more enthusiastic and productive manner and will ultimately encourage other to emulate them. Craftpersons belonging to Minority community residing in India and who are above the age of 30 years and are having 10 years' experience in the field of crafts as on 31st December of previous year of USTTAD SAMMAN are eligible to apply for this award which will be 10 for each year.
