

GOVERNMENT OF INDIA
MINISTRY OF MINORITY AFFAIRS
LOK SABHA

UNSTARRED QUESTION NO. 1938
ANSWERED ON 14.12.2023

USTTAD Scheme

1938. SHRI RAJENDRA AGRAWAL:

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) the details of the beneficiaries of craft persons and artisans covered under Upgrading the Skills and Training in Traditional Arts Crafts for Development (USTTAD) scheme;
- (b) whether the Government has set standards for documentation of identified traditional arts/crafts of minorities/traditional skills and training of minority youths in various identified traditional arts/crafts through master craftsmen and if so, the details thereof;
- (c) the details of development of national and international market linkages and preservation of languishing arts/crafts;
- (d) the outcomes due to the collaboration and implementation of the scheme through National Institute of Fashion Technology (NIFT), National Institute of Design (NID) and Index of Industrial Production (IIP);
- (e) the details of the changes in revenue for the artisans due to the Hunar Haat organised in various cities; and
- (f) whether the Government proposes to increase the financial outlay of this scheme in coming years and if so, the details thereof?

ANSWER

THE MINISTER OF MINORITY AFFAIRS
(SHRIMATI SMRITI ZUBIN IRANI)

(a) & (b): USTTAD scheme was implemented from 2015 to 2022 for targeted capacity building and upgrading traditional skills of master craftsmen/ artisans. From inception of the scheme, about 21,611 beneficiaries have been trained. One of the objectives under the scheme was to set standards of identified traditional arts/crafts and their documentation. Ministry engaged and allocated 50 craft clusters to National Institute of Fashion Technology (NIFT) and National Institute of Design (NID) inter-alia for this purpose.

(c), (d) & (e): The ministry has tied up with Export Promotion Council for handicrafts (EPCH) and organised various trade fairs to facilitate market linkages for artisans under the USTTAD

scheme. Through these events, opportunity was given to artisans/craftsmen and culinary experts from across the country to showcase and market their handicrafts and indigenous products. This has led to employment generation and opportunities for artisans, craft persons and associated persons and has further strengthened their market linkages. 41 trade fairs have been organized at various locations throughout the country which provided opportunity to more than 8 lakh artisans to showcase their products more meaningfully and enhance their market linkages, thereby providing a platform to improve their livelihood. The Ministry has also engaged National Institute of Fashion Technology (NIFT) and National Institute of Design (NID) to conduct 100+ design and development workshops and work in various craft clusters for design intervention, product range development, packaging, exhibitions and brand building etc.

(f): Ministry is now implementing a revamped and upgraded integrated scheme called 'Pradhan Mantri Virasat Ka Samvardhan' (PM VIKAS) for minority communities focusing on skill (modern & traditional) development; entrepreneurship and leadership of minority women; and education support for school dropouts, which subsumes USTTAD scheme as one of the components.
