

GOVERNMENT OF INDIA  
MINISTRY OF MINORITY AFFAIRS  
**LOK SABHA**  
**STARRED QUESTION NO. \*46**  
ANSWERED ON 23.07.2025

**SPREADING AWARENESS ABOUT SCHEMES**

\*46. Shri Praveen Khandelwal:

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) whether the Government has considered involving recognised market or trade associations as communication partners to spread awareness of schemes like Seekho aur Kamao, PM-VIKAS or Nai Roshni in urban commercial zones and if so, the details thereof;
- (b) whether any pilot project has been done in Delhi and if so, the details thereof; and
- (c) whether the Government is planning to institutionalise such partnership model and if so, the details thereof?

**ANSWER**

THE MINISTER OF MINORITY AFFAIRS

(SHRI KIREN RIJJU)

- (a) to (c) A Statement is laid on the table of the House.

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**STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA  
STARRED QUESTION NO. 46 TO BE ANSWERED ON 23.07.2025 ASKED BY  
HON'BLE PRAVEEN KHANDELWAL, MEMBER OF PARLIAMENT REGARDING  
“SPREADING AWARENESS ABOUT SCHEMES”**

(a) to (c) Pradhan Mantri Virasat Ka Samvardhan (PM VIKAS) is a flagship scheme of the Ministry of Minority Affairs (MoMA), launched by converging five earlier schemes, including Seekho aur Kamao (SAK) and Nai Roshni. The scheme focuses on the empowerment of minority communities through skill development; entrepreneurship; leadership training for minority women; and educational support for school dropouts.

The Seekho aur Kamao scheme, launched in 2013-14, aimed to upgrade the skills of minority youth of 14–45 years of age in modern/ traditional sectors, based on their qualifications, economic trends, and market potential. The objective was to equip them for suitable employment or self-employment. Since its inception, around 4.68 lakh beneficiaries were trained under the SAK scheme.

The Nai Roshni Scheme was a program launched by the Ministry of Minority Affairs, Government of India, aimed at empowering and building confidence among women belonging to minority communities. The scheme was initiated in 2012-13 with the goal of equipping these women with the knowledge, tools, and techniques needed to effectively engage with government systems, banks, and other institutions at various levels.

To raise awareness about its various schemes and promote the cultural and economic contributions of minority artisans, the Ministry had been organising ‘Hunar Haat’ under the USTTAD scheme and now has been organising ‘Lok Samvardhan Parv’ under the PM VIKAS scheme. These events offer artisans a platform to showcase their crafts and interact with the public. These events serve a dual purpose—preserving cultural heritage, and fostering awareness of the Ministry's welfare schemes among minority communities and the general public. Till now, Ministry has organised 41 ‘Hunar Haat’ and 4 ‘Lok Samvardhan Parv’ at various locations in the country wherein opportunity has been provided to artisans/ craftpersons from the minority communities to showcase and market their handicraft and indigenous products and culinary traditions. Based on the sales data and comprehensive feedback received during successive editions of the ‘Lok Samvardhan Parv’, the Ministry undertakes improvement initiatives to enhance the impact and reach of the event. These improvements may include better infrastructure, improved stall layout, digital enablement for on-site sales, capacity building for participating artisans, and targeted promotional strategies. This feedback improvement mechanism is aimed at increasing footfall, enhancing buyer engagement, and ensuring greater visibility and market linkages for minority artisans and entrepreneurs.

Additionally, to support self-employment and entrepreneurship, the National Minority Development Finance Corporation (NMDFC), under the Ministry, provides enterprise development loans and also showcases the schemes being implemented by the Government through the Ministry.

The PM VIKAS integrates and builds upon the five erstwhile schemes of the Ministry, including Seekho aur Kamao and Nai Roshni. The scheme incorporates key learnings and recommendations from the impact assessments of these earlier programmes. Three editions of the ‘Lok Samvardhan Parv’, with emphasis on urban engagement and outreach, have been held in Delhi.

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