

GOVERNMENT OF INDIA
MINISTRY OF MINORITY AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO. 1668
ANSWERED ON 30.07.2025

IMPLEMENTATION OF USTTAD SCHEME IN ANDHRA PRADESH

1668. SHRI Y S AVINASH REDDY:

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) the details of craft clusters identified in Andhra Pradesh under the USTTAD scheme including the specific traditional arts and crafts documented and promoted in each cluster;
- (b) the details of the number of minority youth trained under the USTTAD scheme in Andhra Pradesh during the last five years, district-wise;
- (c) the details of the number of project proposals received from Andhra Pradesh for development under the USTTAD scheme, the number approved and the status of their implementation;
- (d) the details of the funds allocated and utilised under the USTTAD scheme for projects in Andhra Pradesh during the last five years, year-wise; and
- (e) the details of initiatives undertaken to enhance market linkages for traditional arts and crafts in Andhra Pradesh under the USTTAD scheme?

ANSWER

THE MINISTER OF MINORITY AFFAIRS

(SHRI KIREN RIJJU)

(a)to (d): USTTAD scheme was launched in 2015 for targeted capacity building and upgrading traditional skills of master craftsmen/ artisans. Under the Scheme, the Ministry of Minority Affairs onboarded knowledge partners of repute like National Institute of Design and National Institute of Fashion Technology to conduct design and development workshops for identified traditional art and craft clusters. In Andhra Pradesh, two such clusters were covered under the said scheme, namely:

- i. Wooden Cutlery – Udayagiri, Andhra Pradesh
- ii. Leather Puppetry – Nimmalakunta, Andhra Pradesh

Project proposals from 04 Project Implementation Agencies (PIAs) were approved and allocated 360 beneficiaries from Andhra Pradesh under the USTTAD scheme in clusters like Zari Zardozi, Clay Sculptor and others.

USTTAD scheme has now been converged as a component into an integrated scheme called 'Pradhan Mantri Virasat Ka Samvardhan' (PM VIKAS) for minority communities focusing on skill development; entrepreneurship and leadership of minority women; and education support for school dropouts.

(e) The Ministry had organised 41 Hunar Haats under the USTTAD scheme whereby opportunity was given to artisans/crafts people and culinary experts from across the country to showcase and market their handicrafts and indigenous products. These programmes benefitted more than 8 lakh people including artisans, craft persons and associated persons.

Under the PM-VIKAS scheme, the Ministry has now been organising 'Lok Samvardhan Parv', bringing together minority artisans from across India and assisting them in scaling their operations and businesses. The platform offers artisans a unique opportunity to showcase their indigenous arts, crafts, and rich cultural heritage. The event has been designed not only to promote the traditions of minority communities but also to foster an innovative and entrepreneurial environment for artisans. To enhance their skills in areas like marketing, export & online business, design, GST and sales etc., workshops are conducted by the Ministry, with support from the Export Promotion Council for Handicrafts (EPCH), ensuring a holistic approach to empowering the artisans. So far, the Ministry has organised 04 Lok Samvardhan Parvs, as under:

- July, 2024 at DilliHaat, INA, New Delhi
- January, 2025 at Baba Khark Singh Marg, New Delhi
- April, 2025 at Convocation Ground, Kashmir University, Srinagar, Jammu & Kashmir
- June, 2025 at Gandhi Darshan, Raj Ghat, New Delhi
