

GOVERNMENT OF INDIA  
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

**LOK SABHA**  
**UNSTARRED QUESTION NO. 1925**  
**TO BE ANSWERED ON 11.12.2025**

**PUBLIC AWARENESS CAMPAIGNS FOR TRADITIONAL ARTISANS**

1925. SHRI GANESH SINGH:  
SHRI LUMBARAM CHOUDHARY:  
SHRI VIJAY BAGHEL:  
SHRI DILIP SAIKIA:  
SHRI RADHESHYAM RATHIYA:  
SMT. HIMADRI SINGH:  
DR. RAJESH MISHRA:  
SHRI VIJAY KUMAR DUBEY:  
SHRI MAHESH KASHYAP:

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

- (a) whether the Government has launched public awareness campaigns (jan jagrukta abhiyan) to create awareness among traditional artisans about the Pradhan Mantri Vishwakarma Yojana;
- (b) if so, the details thereof and the extent of coverage of such campaigns in rural and urban areas;
- (c) if not, whether the Government proposes to launch a nationwide outreach campaign in collaboration with the State Governments and local bodies;
- (d) the probability of execution of the said campaign in Bastar division of Chhattisgarh; and
- (e) the implementation status of the said campaigns along with details of beneficiaries there under in Sidhi Lok Sabha Constituency?

**ANSWER**

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

(a) to (c) : Ministry of MSME has undertaken several initiatives to create awareness and ensure effective outreach for traditional artisans about the PM Vishwakarma scheme. Awareness has been widely disseminated through social media, radio jingles, newspaper advertisements and outdoor publicity through hoardings, digital displays, audio announcements at railway stations and bus stops, etc. To ensure linguistic accessibility, the PM Vishwakarma guidelines have been translated into 10 regional languages—Assamese, Gujarati, Kannada, Konkani, Marathi, Malayalam, Odia, Punjabi, Telugu, and Urdu—in addition to Hindi and English. A Braille version of the guidelines has also been prepared and delivered directly to visually impaired beneficiaries registered under the scheme. Since its launch in September 2023, Ministry of MSME has organised more than 850 awareness programmes and camps, 65 workshops, 50 trade fairs, 34 state level exhibitions and 52 flash mobs in rural and urban areas, across the country.

For the current financial year, the Ministry of MSME has allocated 716 district-level awareness programmes, which are being implemented across the various districts through the field offices, MSME Development and Facilitation Offices in close coordination with State Governments, UT Administrations and local bodies.

(d): Under the PM Vishwakarma Scheme, 5 awareness programmes and workshops on PM Vishwakarma have been conducted in the Bastar Division, Chhattisgarh. One district level awareness programme under PM Vishwakarma in each of the 7 districts in Bastar Division has been sanctioned for this financial year and will be completed by March 2026.

(e): A Seminar-cum-Awareness Programme was conducted at Sidhi which witnessed the participation of 178 attendees. Under the PM Vishwakarma scheme, a total of 4,175 artisans from Sidhi have been successfully registered.

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