

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 1026
TO BE ANSWERED ON 05.02.2026

MEGA CONCLAVES FOR MSMEs

1026. DR. D. PURANDESWARI:

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

- (a) whether the Government has launched Special Campaign 5.0 and is convening national conclaves such as the PM Vishwakarma and National SC-ST Hub Mega Conclave to boost skills and market access for Micro, Small and Medium Enterprises (MSMEs), if so, the details thereof and if not, the reasons therefor;
- (b) the manner in which the Campaign's nodal officers and outreach plan would strengthen coordination across Central schemes and district administrations;
- (c) whether the campaign includes targeted interventions for SC/ST and marginalised entrepreneurs to ensure equitable benefits, if so, the details thereof and if not, the reasons therefor;
- (d) the manner in which training, finance facilitation and market linkages announced at these events would be monitored for outcomes; and
- (e) whether timelines and measurable targets have been set to convert these campaign commitments into sustainable employment and enterprise growth, if so, the details thereof and if not, the reasons therefor?

ANSWER

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

(a) to (e): **Special Campaign 5.0:** Ministry of Micro, Small and Medium Enterprises (MSME), along with its attached/ subordinate organisations and field formations, actively carried out several activities under 'Special Campaign 5.0' during the implementation phase i.e. 2nd-31st October 2025. The campaign focused significantly on reduction of pendencies in PMO/VIP references, Public Grievances, Parliament Assurance etc. and institutionalizing swachhata in Government Ministries/Departments. The 5th edition of the campaign also focused on the field/outstation offices responsible for service delivery or having public interface and disposal of e-waste generated in government offices.

Under "Special Campaign 5.0", Nodal Officers were appointed in offices to coordinate and monitor the Campaign's activities, ensuring smooth and effective implementation.

Ministry of MSME and its field formations achieved 100% accomplishment on the targets set on 7 parameters (namely, disposal of PMO references, Inter-Ministerial Cabinet references, State Government References, Public Grievances Cleanliness Campaign Sites, review of e-files) and more than 95% of the targets set for other 03 parameters (namely, Public Grievances Appeals, Review of Physical Files disposal of redundant items). 1,045 cleanliness campaigns were conducted across various office sites and neighbourhood areas, with cleaning of a total area of 21.045 sq. ft generating revenue of Rs 22.89 lakh through the disposal of obsolete items.

PM Vishwakarma scheme: PM Vishwakarma scheme provides end-to-end holistic support to artisans and craftspeople of 18 trades who work with their hands and tools. Since launch of the Scheme in September, 2023, over 850 awareness programs and camps, 65 workshops, 50 trade fairs, 34 state level exhibitions and 52 flash mobs have been organized and for the current financial year, 716 district-level awareness programs are being organised through the MSME Development and facilitation offices in close coordination with State Governments and U.T Administrations.

National SC-ST Hub scheme: To create widespread awareness among SC-ST entrepreneurs and to encourage their larger participation in Public Procurement, National SC-ST Hub (NSSH) Scheme of the Ministry organizes events/conclaves all across the country in active participation of the other major stakeholders viz. concerned State Government, CPSEs, Industry Associations, Banks, GeM, etc. The details of some of the Mega Events/conclaves organized by Ministry of MSME are as detailed below:-

S. No.	Name of the Mega conclave	Place of the event
1	National PM Vishwakarma Program, marking one year of progress under PM Vishwakarma.	Wardha, Nagpur
2	PM Vishwakarma and National SC-ST Hub Mega Conclave', marking second year of progress under PM Vishwakarma.	Bodh Gaya, Bihar
3	MSME SevaParv–2025: <i>Virasat se Vikas</i>	Varanasi, Uttar Pradesh
4	PM Vishwakarma & National SC-ST Hub Conclave	Mayurbhanj, Odisha
5	PM Vishwakarma Haat 2026	Dilli Haat, New Delhi

Ministry of MSME organises Mega Conclaves to provide an interactive platform for aspiring and existing entrepreneurs to expand their horizons along with an exhibition to showcase and facilitate the sale of products manufactured by artisans and craftspeople. Ministry of MSME closely monitors the implementation of the Scheme provisions by creating awareness and focussing on skill upgradation, digital transaction, credit support and marketing support in the form of quality certification, branding, onboarding on e-commerce platforms such as GeM, advertising, publicity and other marketing activities to improve linkage to value chain. Ministry of MSME recently organised PM Vishwakarma Haat 2026 at Dilli Haat, New Delhi, an exhibition to celebrate and showcase India's rich heritage of traditional craftsmanship while providing a prominent platform for 117 artisans to exhibit and market their handcrafted products to national and international buyers, stakeholders and the general public.
