

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP
LOK SABHA
UNSTARRED QUESTION NO. 3828
ANSWERED ON 16.03.2026

MODERN SKILL TRAINING FOR RE-ZARDOZI AND CANE CRAFT

†3828. SHRI NEERAJ MAURYA:

Will the Minister of SKILL DEVELOPMENT AND ENTREPRENEURSHIP be pleased to state:

- (a) whether the Government proposes to establish "Special Skill Centres to provide training to traditional zari-zardozi and cane-bamboo artisans of Badaun and Bareilly, in modern design and e-commerce marketing;
- (b) the number of youth of Aonla Lok Sabha Constituency who received employment-oriented training under the Pradhan Mantri Kaushal Vikas Yojana during the last three years and the current year along with the number of Youth actually been employed;
- (c) whether any special entrepreneurship programme has been launched for local youth for processing of mentha oil and manufacturing of aromatic products;
- (d) whether the Government proposes to provide special financial assistance and international exhibition platforms to artisans of Aonla under the "One District One Product" initiative to enable them to access global markets; and
- (e) if so, the details thereof?

ANSWER

THE MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

(SHRI JAYANT CHAUDHARY)

(a): Under the Government of India's Skill India Mission (SIM), the Ministry of Skill Development and Entrepreneurship (MSDE) delivers skill, re-skill and up-skill training through an extensive network of skill development centres under various schemes, viz. Pradhan Mantri Kaushal Vikas Yojana (PMKVY), Jan Sikshan Sansthan (JSS), National Apprenticeship Promotion Scheme (NAPS) and Craftsman Training Scheme (CTS) through Industrial Training Institutes (ITIs), to all the sections of the society across the country including Badaun and Bareilly Districts of Uttar Pradesh. The SIM aims at enabling youth of India to get future ready equipped with industry relevant skills. The schemes of MSDE for skill development are demand driven and the training centres (TCs) are set up/engaged on need basis to impart the training across the country.

Under PMKVY, trades related to "Special Skill Centres" for Zari-Zardozi and cane craft are covered and training is delivered through a network of training infrastructure such as Industrial Training Institutes (ITIs), Skill Hubs and other Training Centres onboarded on the Skill India Digital Hub (SIDH). Hand Embroidery and other courses related to "Zari-Zardozi and cane craft" are offered through these approved centres in accordance with the scheme guidelines and aligned to the National Skills Qualifications Framework (NSQF). Under PMKVY 4.0, the number of youth trained in handicraft related job roles in districts falling under the Aonla Lok Sabha constituency of Uttar Pradesh during 2022-23 to 2025-26 (till 31.12.2025) are as under:

TC District	Job Role Name	Total Candidates Trained/Oriented
Bareilly	Traditional Hand Embroiderer	621
Bareilly	Jute Products Stitching Operator	120
Budaun	Traditional Hand Embroiderer	120

District Skill Committees prepare District Skill Development Plans (DSDPs) which identify gaps and proposals from States/UTs and reputed institutions for district-specific projects in traditional arts

and crafts can be considered under the Special Projects component of PMKVY 4.0, subject to availability of funds and approval of the competent authority.

Training under PMKVY also emphasizes modules on digital literacy, entrepreneurship and basic e-commerce awareness, with orientation and handholding support provided by institutions such as the National Institute for Entrepreneurship and Small Business Development (NIESBUD) and the Indian Institute of Entrepreneurship (IIE) which helps trainees including artisans explore opportunities for marketing their products through online platforms.

(b): The number of youth of Aonla Lok Sabha Constituency who received employment-oriented training under the Pradhan Mantri Kaushal Vikas Yojana during 2022-23 to 2025-26 are as under :

Training Centre District	Financial Year	Total Candidates trained/oriented
Bareilly	2022-23	887
	2023-24	1,523
	2024-25	13,395
	2025-26*	1,154
Budaun	2022-23	390
	2023-24	686
	2024-25	3,548
	2025-26*	328

* till 31st December, 2025

PMKVY 4.0 (from FY 2022-23), focuses to provide flexibility for demand-driven skilling, entrepreneurship and self-employment pathways, where the focus is to empower the trained candidates to choose their varied career path and they are suitably oriented for the same. Various IT tools like Skill India Digital Hub (SIDH) further enhance this opportunity.

(c): MSDE through its autonomous institute National Institute for Entrepreneurship and Small Business Development, conducts Entrepreneurship Development Programmes (EDPs), Entrepreneurship-cum-Skill Development Programmes (ESDPs), and Management Development Programmes (MDPs) to promote entrepreneurship across sectors. These programmes build entrepreneurial, managerial, and sector-specific skills among youth and aspiring entrepreneurs. NIESBUD adopts a flexible, need-based approach in designing training themes. It also organises ESDPs in allied domains such as Beauty and Wellness, Fashion Designing, and Food Processing, which strengthen foundational skills that can be applied across various value-added activities, including those related to aromatic products. MSDE continuously assesses training requirements emerging from different regions and sectors, and programme offerings are accordingly formulated in consultation with State Governments, industry bodies, and local stakeholders, based on need and operational feasibility.

(d) & (e): One District One Product (ODOP) initiative was launched by Department for Promotion of Industry and Internal Trade (DPIIT) to identify, brand, and promote at least one unique product from each district to support balanced regional development. Various measures have been taken to enhance the visibility of ODOP products, including those from Uttar Pradesh, which include participation in domestic and international exhibitions. Promotion at the global level is also supported through engagement with Indian Missions abroad and virtual buyer–seller meets.

The selection of products under the One District One Product (ODOP) initiative is undertaken by respective State/UT Governments. The Government of Uttar Pradesh has issued the *Uttar Pradesh State Export Policy 2025–30*, under which incentives under schemes like Marketing Development Assistance (MDA) and the Air Freight Rationalization Scheme have been increased up to two-fold. The policy also introduces new schemes such as Dakghar Niryat Yojna, Export Credit Insurance Assistance, MDA for Service Exports, MICE Assistance, E-commerce Assistance, and Export-Oriented Infrastructure Scheme to support exporters. Under the ODOP MDA Scheme, stakeholders participating in notified international fairs can receive assistance for stall charges, freight, and travel. ODOP products are also being promoted through e-commerce platforms to expand their greater visibility and access to national and international buyers.
