

GOVERNMENT OF INDIA
MINISTRY OF MINORITY AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO. 6127
ANSWERED ON 01.04.2026

MINORITY TRADITIONAL CRAFTS IN UTTAR PRADESH

6127. MS IQRA CHOUDHARY:

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) the details of the traditional crafts covered under Central minority artisan support schemes where the number of registered master craftsmen has fallen to below hundred, State-wise and district-wise particularly for Uttar Pradesh along with the criteria used for such identification;
- (b) the number of active artisans, master craftsmen and apprentices engaged in such crafts, State-wise and district-wise particularly for Uttar Pradesh along with the reasons recorded in Ministry's reviews for the observed decline;
- (c) the quantum of amount sanctioned, released and utilised during the last five years for preservation, skill transmission, design development and market linkage of these crafts, Statewise and scheme-wise;
- (d) whether any independent evaluation or impact study has identified factors contributing to distress and if so, the key findings and factors thereof; and
- (e) the details of concrete, time-bound revival plan with measurable targets to prevent further erosion of these traditional skill clusters?

ANSWER

MINISTER OF MINORITY AFFAIRS

(SHRI KIREN RIJJU)

(a) &(b): The Ministry of Minority Affairs earlier implemented the USTTAD scheme (2015-16 to 2018-19) for targeted capacity building and upgrading traditional skills of master craftspersons/ artisans. Under this Scheme, 33% seats were earmarked for women beneficiaries. Training was imparted to more than 21,000 beneficiaries under the scheme and 89% (approx.) of these beneficiaries were women. Besides, the total beneficiaries from Uttar Pradesh were 9,166 under the USTTAD scheme in clusters like Chikankari, Wood Carving, Traditional Embroidery (Zardozi), Munj Craft, Kashidakari and Crewel work. Further, under the USTTAD Scheme, the Ministry of Minority Affairs also onboarded Knowledge Partners of repute like National Institute of Design (NID), and National Institute of Fashion Technology (NIFT) to conduct design and development workshops for identified traditional art and craft clusters.

USTTAD scheme has now been converged as Traditional Training sub-component into an integrated scheme called 'Pradhan Mantri Virasat Ka Samvardhan' (PM VIKAS) which was launched in January 2025. Under the PM VIKAS scheme, a target to train 1,560

candidates in the traditional training sub-component has been allocated to various Project Implementation Agencies for implementation in the state of Uttar Pradesh. Details of active artisans, master craftsmen and apprentices in specific crafts is not maintained by the Ministry.

(c): The USTTAD scheme was implemented as a Central Sector Scheme, therefore, no fund allocation was made to States/ UTs under the scheme, and projects were allocated from the year 2016-17 to 2018-19 only. Further, the USTTAD scheme was later integrated into the PM VIKAS scheme along with other skilling, education and women empowerment schemes and the PM VIKAS scheme was rolled out in January 2025.

(d) & (e): The scheme has been launched in January 2025 and the training has commenced only during the ongoing financial year. Hence the Ministry is yet to conduct appropriate Monitoring & Evaluation, including independent evaluation and impact study, as outlined in the scheme guidelines. Under the PM VIKAS scheme, the Ministry has been organising 'Lok Samvardhan Parv', bringing together minority artisans from across India and assist them to scale up 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, taxation 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 their talent and augmentation in their incomes.
