

GOVERNMENT OF INDIA
MINISTRY OF MINORITY AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO.776
ANSWERED ON 04.02.2026

IMPLEMENTATION OF USTTAD SCHEME IN UTTAR PRADESH

776. SHRI PUSHPENDRA SAROJ:

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) the number of artisans and crafts people trained under the USTTAD scheme since 2020, Craft, State/UT and district-wise particularly for Uttar Pradesh;
- (b) whether any measures have been taken to ensure sustained employment or market linkages for trained artisans and if so, the details thereof;
- (c) the total budget sanctioned, allocated, and utilised for the implementation of USTTAD Scheme in the Country during the last five years, State/UT and year-wise particularly in Uttar Pradesh; and
- (d) whether any steps have been taken to digitally document and promote traditional crafts from minority communities under the scheme and if so, the details and the outcomes thereof, State/UT and year-wise particularly in Uttar Pradesh?

ANSWER

THE MINISTER OF MINORITY AFFAIRS

(SHRI KIREN RIJIU)

(a): USTTAD scheme was launched in 2015 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. In Uttar Pradesh, six such clusters were covered, through NID and NIFT, under the said scheme, namely:

- i. Banaras Brocade – Varanasi
- ii. Soft Stone – Varanasi
- iii. Glass Framework – Firozabad
- iv. Kamdani – Lucknow
- v. Chikankari – Lucknow
- vi. Bone Carving – Lucknow

(b): The Ministry had earlier organised 41 Hunar Haats whereby opportunity was given to artisans/craftpersons and culinary experts from across the country including Uttar Pradesh, to showcase and market their handicrafts and indigenous products. These programmes benefitted more than 8 lakh people including artisans, craft persons and associated persons. Out of these 41 Hunar Haats, 9 were organised in Uttar Pradesh at Prayagraj, Lucknow, Rampur, Vrindavan and Agra.

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 development of minority women; and education support for school dropouts.

Under the PM VIKAS scheme, 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. So far, the Ministry has organised 05 Lok Samvardhan Parvs, in Delhi, Jammu & Kashmir and Kerala.

(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. Thereafter, only committed liabilities under the USTTAD are being discharged (from FY 2023-24, fund allocation was done for 5 erstwhile schemes combined together under PM VIKAS (Committed Liabilities). The details of expenditure under the USTTAD and PM VIKAS (Committed Liabilities) scheme during the last five years is tabulated below:-

(All Amount in Crore)

Year	2020-21			2021-22			2022-23			2023-24			2024-25			
	Schem es	B E	R E	AE	B E	R E	AE	B E	R E	AE	BE	RE	AE	BE	R E	AE
USTT AD	6 0	6 0	56. 74	4 7	4 7	76. 68	4 7	4 7	10. 61	0	0	0	0	0 0	0 0	0 0
PM VIKA S Comm . Liabili ties	0	0	0	0	0	0	0	0	0	249. 85	215. 98	209. 42	244. 57	20 0	209. 43	

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 Jan 2025.

(d): Under the USTTAD scheme, NID and NIFT, as Knowledge Partners identified 35 languishing craft clusters and recorded the history, processes, product ranges, market scenarios along with key challenges and submitted it to the Ministry. The list of identified craft clusters is placed at **Annexure 1**. Under the scheme, the Ministry also organised HunarHaats for creating market linkages for artisans and craftspersons. Under Hunar Haat opportunity was given to artisans/craftsperson and culinary experts from across the country to showcase and market their handicrafts and indigenous products including the ones stated. HunarHaat generated employment and employment opportunities for artisans, crafts persons and associated persons and has further strengthened their market linkages. So far, 41 HunarHaats have been organized since November 2016, at various locations throughout the country whereby more than 8 lakh artisans, craftspersons and people associated with them have been benefited. The details of Hunar Haats conducted till date is placed at **Annexure 2**.

ANNEXURE REFERRED TO IN REPLY TO PART (D) OF THE LOK SABHA UNSTARRED QUESTION NO. 776 FOR ANSWER ON 04.02.2026 REGARDING ‘IMPLEMENTATION OF USTTAD SCHEME IN UTTAR PRADESH’ ASKED BY SHRI PUSHPENDRA SAROJ

Products and Craft Cluster - USTTAD				
S. No	State	Knowledge Partner	Craft Cluster	Craft name
1	Andhra Pradesh	NIFT	Udayagiri	Wooden Cutlery
2	Assam	NIFT	Golaghat	Textiles of Golaghat
3	Bihar	NIFT	Bhagalpur	Bhagalpur Weaving
4	Himachal Pradesh	NIFT	Dharamshala	Tibetan Carpet
5	Jammu & Kashmir	NIFT	Srinagar	Tilla Embroidery
6	Karnataka	NIFT	Bidar	Bidriware
7	Karnataka	NIFT	Chanapatna	Chanapatna Toys
8	Karnataka	NIFT	Mysore	Rosewood Inlay
9	Kerala	NIFT	Beypore	Wooden Ship Making
10	Madhya Pradesh	NIFT	Maheshwar	Maheshwari
11	Madhya Pradesh	NIFT	Bhopal	Bhopali Batua
12	Maharashtra	NIFT	Mumbai	ParsiGara
13	Nagaland	NIFT	Dimapur	Textiles of Nagaland
14	Nagaland	NIFT	Viswema	Woodworks of Nagaland
15	Punjab	NIFT	Patiala	Phulkari
16	Punjab	NIFT	Malerkotla	Tilla and Khosa Jutti
17	Rajasthan	NIFT	Udaipur	Applique/Patchwork
18	Rajasthan	NIFT	Pipar	Block Printing
19	Tamil Nadu	NIFT	Pulicat	Palm Leaf Basketry
20	Telangana	NIFT	Hyderabad	Lac Bangles
21	Uttar Pradesh	NIFT	Varanasi	Banaras Brocade
22	Uttar Pradesh	NIFT	Lucknow	Bone Carving
23	Uttar Pradesh	NIFT	Lucknow	Chikankari
24	Uttar Pradesh	NIFT	Lucknow	Kamdani
25	West Bengal	NIFT	Barasat and Birbhum	Kantha
26	Andhra Pradesh	NID	Nimmalakunta	Leather Puppetry
27	Goa	NID	Panaji	Crochet
28	Jammu & Kashmir	NID	Srinagar	Paper Mache
29	Kerala	NID	Kodungalloor, Thalayolaparambu, Thazhava	Screwpine Weaving
30	Ladakh	NID	Likir, Leh	Likir Pottery
31	Manipur	NID	Nungbi	Black Pottery
32	Punjab	NID	Jandiala Guru	Thathera/ Brass and Bronze
33	Rajasthan	NID	Bikaner	Usta Leather craft
34	Uttar Pradesh	NID	Firozabad	Glass Framework
35	Uttar Pradesh	NID	Varanasi	Soft stone

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List of Hunar Haats conducted till date

S.No.	Hunar Haat venue	State	Date
1	India International Trade Fair, New Delhi	Delhi	November, 2016
2	Baba Kharak Singh Marg	Delhi	February, 2017
3	Puducherry	Puducherry	September, 2017
4	India International Trade Fair, New Delhi	Delhi	November, 2017
5	Islam Gymkhana, Mumbai	Maharashtra	January, 2018
6	Baba Kharak Singh Marg	Delhi	February, 2018
7	Prayagraj	Uttar Pradesh	September, 2018
8	Puducherry	Puducherry	October, 2018
9	India International Trade Fair	Delhi	November, 2018
10	BKC, Mumbai	Maharashtra	December, 2018
11	Baba Kharak Singh Marg, 2019	Delhi	January, 2019
12	Jawahar Kala Kendra, Jaipur	Rajasthan	August-1 Sept. 2019
13	Prayagraj	Uttar Pradesh	November, 2019
14	India International Trade Fair	Delhi	November, 2019
15	Ahmedabad	Gujrat	December, 2019
16	Mumbai	Maharashtra	December, 2019
17	Lucknow	Uttar Pradesh	January, 2020
18	Hyderabad	Telangana	January, 2020
19	Indore	Madhya Pradesh	February, 2020
20	Ranchi	Jharkhand	February-March, 2020
21	India Gate	Delhi	March-2020
22	Dilli Haat Pitampura	Delhi	November-2020
23	Rampur	Uttar Pradesh	December-2020
24	Lucknow	Uttar Pradesh	Jan -Feb 2021
25	Mysuru	Karnataka	February-2021
26	JLN Delhi	Delhi	Feb - March 2021
27	Bhopal	Madhya Pradesh	March-2021
28	Goa	Goa	March-April 2021
29	Rampur	Uttar Pradesh	October-2021
30	Dehradun	Uttarakhand	Oct -Nov 2021
31	Vrindavan	Uttar Pradesh	November 2021
32	Lucknow	Uttar Pradesh	November 2021
33	India International Trade Fair	Delhi	November, 2021
34	Surat	Gujarat	December, 2021
35	JLN Stadium, New Delhi	Delhi	Dec 2021- Jan, 2022
36	Puducherry	Puducherry	February 2022
37	Hyderabad	Telangana	February- March 2022
38	Guwahati	Assam	March, 2022
39	Chandigarh	Punjab	March – April 2022
40	Mumbai	Maharashtra	April 2022
41	Agra	Uttar Pradesh	May 2022