

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 1864
TO BE ANSWERED ON 30.07.2026

TRAINING FOR ARTISANS IN DIGITAL TRANSACTIONS

1864. MS IQRA CHOUDHARY:
SHRI BABU SINGH KUSHWAHA:
SHRI LALJI VERMA:
SHRI NEERAJ MAURYA:
MRS RUCHI VIRA:

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

- (a) whether the Government has created any permanent infrastructure scheme for marketing and brand promotion of the products made by the artisans in the industrial and urban areas of Uttar Pradesh and if so, the details thereof;
- (b) whether any independent social audit has been conducted to assess the actual increase in income of the beneficiaries under the said scheme instead of merely completing the registration figures and if so, the details thereof;
- (c) whether any special education or training has been arranged at the local level to make young educated artisans proficient in digital transactions and modern business techniques and if so, the details thereof; and
- (d) whether any social security or pension benefit is proposed to be linked with the above scheme to protect the said traditional workers of the unorganized sector from financial insecurity in their old age and if so, the details thereof?

ANSWER

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

- (a): PM Vishwakarma scheme was launched on 17.09.2023 to provide end-to-end holistic support to artisans and craftspeople of 18 traditional trades who work with their hands and tool. The scheme covers 18 trades, namely: Carpenter, Boat Maker, Armourer, Metal Artisan, Tool Kit Maker, Locksmith, Goldsmith, Potter, Sculptor/Stone Worker, Cobbler/Footwear Artisan, Mason, Basket/Mat/Broom Maker, Toy Maker (Traditional), Barber, Garland Maker, Washerman, Tailor and Fishing Net Maker. Under the scheme, PM Vishwakarma beneficiaries are being provided with marketing support including trade fairs, state level exhibitions etc. to showcase, display and sell their handicrafts. Also, online marketing support is being provided to PM Vishwakarma beneficiaries through various e-commerce platforms to promote sale of their products in the domestic as well as international markets.
- (b): As per the findings of concurrent evaluation of the PM Vishwakarma Scheme conducted by IIM Mumbai covering 11,591 beneficiaries across all States and Union Territories and incorporated feedback from stakeholders viz. bank officials, Common Service Centres (CSCs), India Post personnel and training centres, 93% reported moderate to significant increase in income following training, indicating that acquired skills translated into tangible economic benefits.

(c): The successfully registered PMV artisans, after three level of verifications, are eligible to avail of all benefits of the Scheme including Skill upgradation, credit support, modern toolkits, digital incentive and marketing support.

As on date, 24.29 lakh beneficiaries have been imparted basic skill training. Through skill upgradation, beneficiaries' skills are enhanced and they are introduced to modern tools, best practices and innovative designs, digital transactions along with marketing and entrepreneurial knowledge. The beneficiaries are also on-boarded on Udyam Assist Platform to be eligible for availing of benefits under various government schemes, including priority sector lending to scale-up their operations, modernize/upgrade their tools and business and enter the formal economy as entrepreneurs and contribute towards the larger goal of nation building.

Till Date, more than 1500 awareness programmes/camps, over 50 workshops, 82 trade fairs, 37 State-level exhibitions and more than 50 flash mobs have been organized across the country, including rural and urban areas.

(d): As on date, there is no such proposal.
