

GOVERNMENT OF INDIA
MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES

LOK SABHA
UNSTARRED QUESTION NO. 1082
TO BE ANSWERED ON 08.02.2024

DEVELOPMENT OF TRADITIONAL ARTISANS AND CRAFTSMEN

1082. SHRI RAMESH BIDHURI:

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

- (a) whether the Government has taken any steps for development and promotion of traditional artisans and craftsmen, including weavers, goldsmiths, blacksmiths, laundry workers and barbers etc.;
- (b) if so, the details thereof;
- (c) whether any scheme has been launched for the benefit of skilled workers; and
- (d) if so, the details thereof?

ANSWER

MINISTER OF STATE FOR MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI BHANU PRATAP SINGH VERMA)

(a) to (d): The Government has launched PM Vishwakarma Scheme on 17.09.2023 to provide end-to-end support to traditional artisans and craftspeople who work with their hands and tools. The Scheme covers artisans and craftspeople engaged in 18 trades viz. (i) Carpenter(Suthar/Badhai); (ii) Boat Maker; (iii) Armourer; (iv) Blacksmith (Lohar); (v) Hammer and Tool Kit Maker; (vi) Locksmith; (vii) Goldsmith (Sonar); (viii) Potter (Kumhaar); (ix) Sculptor (Moortikar, stone carver), Stone breaker; (x) Cobbler (Charmkar)/ Shoemaker/ Footwear artisan; (xi) Mason (Rajmistri); (xii) Basket/ Mat/ Broom Maker/ Coir Weaver; (xiii) Doll & Toy Maker (Traditional); (xiv) Barber (Naai); (xv) Garland maker (Malakaar); (xvi) Washerman (Dhobi); (xvii) Tailor (Darzi); and (xviii) Fishing Net Maker.

The benefits of the Scheme include the following:

- (i) Recognition: Recognition of artisans and craftspeople through PM Vishwakarma certificate and ID card.
- (ii) Skill Upgradation: Basic training of 5-7 days and advanced training of 15 days or more, with a stipend of Rs. 500 per day.
- (iii) Toolkit Incentive: A toolkit incentive of upto Rs. 15,000 through e-vouchers.
- (iv) Credit Support: Collateral free 'Enterprise Development Loans' of upto Rs. 3 lakh in two tranches of Rs. 1 lakh and Rs. 2 lakh with tenures of 18 months and 30 months, respectively, at a concessional rate of interest fixed at 5%, with Government of India subvention to the extent of 8%. Beneficiaries who have completed basic training will be eligible to avail the first tranche of credit support of upto Rs. 1 lakh. The second loan tranche will be available to beneficiaries who have availed the first tranche and maintained a standard loan account and have adopted digital transactions in their business or have undergone advanced training.
- (v) Incentive for Digital Transaction: An amount of one rupee per eligible digital transaction, upto maximum 100 eligible transactions monthly will be provided to the beneficiary for digital pay-out or receipt.
- (vi) Marketing Support: 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.
