

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT AND ENTREPRENEURSHIP

LOK SABHA
UNSTARRED QUESTION NO - 77
ANSWERED ON -22/07/2024

PM VISHWAKARMA SCHEME

77. SHRI KRISHNA PRASAD TENNETI:

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

(a) whether the Government has carried out any research/survey/study regarding the implementation of PM Vishwakarma Scheme in Andhra Pradesh since its inception of the Scheme;

(b) the details and the total number of beneficiaries who have completed their advanced training under the scheme and have received NSQF certification, Statewise especially from State of Andhra Pradesh;

(c) the details and total number of beneficiaries who have availed the benefit of marketing support under the scheme, Statewise especially from Andhra Pradesh;

(d) the details and the total number of beneficiaries, trade-wise, from each district of the State of Andhra Pradesh, especially from Bapatla; and

(e) whether the Government has carried out any promotional/awareness campaign for raising awareness the Scheme, if so, the details thereof and the funds allocated and utilized for the said Scheme?

ANSWER

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

(SHRI JAYANT CHAUDHARY)

(a) The PM Vishwakarma Scheme was launched on 17.09.2023. The Scheme aims to provide end-to-end support to artisans and craftspeople who work with their hands and tools. The Scheme components include recognition through PM Vishwakarma Certificate and ID Card, Skill Upgradation, Toolkit Incentive, Credit Support, Incentive for Digital Transactions and Marketing Support. Under the skilling component, the scheme aims to help artisans enhance their traditional skills, acquire new techniques and produce improved products.

The scheme covers 18 trades. These artisans and craftspeople are usually self-employed and are generally considered a part of the informal or unorganized sector of the economy. The beneficiaries under the scheme are also registered on the Udyam Assist Platform (UAP) which makes them eligible to be considered for Priority Sector Lending.

The contours of the Scheme were finalized based on extensive consultations held with stakeholders, including artisans, craftspeople, Central Government Ministries and Departments, State/UT Governments, MSMEs, Industry Associations, NGOs, Banks, etc.

As on 18.07.2024, a total of 20,46,805 applications have been received from the State of Andhra Pradesh, out of which 83,378 applications are successfully registered under the PM Vishwakarma Scheme.

(b) Beneficiaries under PM Vishwakarma Scheme are eligible for advance training only after the completion of basic training under the Scheme. As on date, advance training is yet to commence under the PM Vishwakarma Scheme. Further, as on 15th July, 2024, a total of 5,03,161 candidates have been certified after basic training on pan India basis while 46,726 candidates have been certified in the State of Andhra Pradesh. The State wise details of Basic Training conducted is given in Annexure I.

(c) & (d) Marketing support under PM Vishwakarma includes creating physical and online presence for the products and services of the Vishwakarmas, listing products on e-commerce portals, brand building, connecting Vishwakarmas to exporters and traders, participation in trade fairs and exhibition, support for ensuring quality of products, packaging support and other common use facilities, design and development support, providing support for identifying Government infrastructure which can be used as retail space for display of products.

The district wise, trade wise details for Andhra Pradesh including Bapatla district is voluminous and as such may please be seen (Annexure II) on the website of this Ministry at the link <https://www.msde.gov.in/en/useful-links/parl-ques/lok-sabha>

(e) Rs. 23.02 Crores were allocated and utilized for promotional/awareness campaign during FY 2023-24. The details of promotional/awareness campaigns which were organized is given below:

- i. Seminar cum Awareness programmes and workshops were organized at various locations pan India.
- ii. Placement of permanent hoardings/ standees in field offices and District Industries Centers (State Government Offices).
- iii. Television commercials/Advertisements (TVC) in 14 languages.
- iv. Short films on PM Vishwakarma.
- v. Print advertisement in newspapers.
- vi. Dissemination through Radio Jingles at Community Radio, Private FM and All India Radio.
- vii. Outdoor publicity through Hoardings, Billboards, Bus wraps, Flex, etc.
- viii. Audio Announcements at Railway Stations and Bus Stops.

Annexure I

ANNEXURE REFERRED TO IN REPLY TO PART (b) OF THE LOK SABHA UNSTARRED QUESTION NO. 77 TO BE ANSWERED ON 22.07.2024

State/ UT wise no. of Basic Training certified candidates under PM Vishwakarma

| S.No. | State/ UT | No. of candidates certified |
|-------|--------------------|-----------------------------|
| 1 | Andhra Pradesh | 46,726 |
| 2 | Assam | 28,015 |
| 3 | Bihar | 3,800 |
| 4 | Chandigarh | 33 |
| 5 | Chhattisgarh | 13,926 |
| 6 | Goa | 2,425 |
| 7 | Gujarat | 79,632 |
| 8 | Haryana | 7,202 |
| 9 | Himachal Pradesh | 1,225 |
| 10 | Jammu And Kashmir | 81,485 |
| 11 | Jharkhand | 8,343 |
| 12 | Karnataka | 1,09,172 |
| 13 | Kerala | 576 |
| 14 | Ladakh | 1,009 |
| 15 | Madhya Pradesh | 16,548 |
| 16 | Maharashtra | 35,879 |
| 17 | Manipur | 691 |
| 18 | Nagaland | 194 |
| 19 | Odisha | 6,585 |
| 20 | Punjab | 1,547 |
| 21 | Rajasthan | 23,338 |
| 22 | Telangana | 12,127 |
| 23 | Tripura | 3,211 |
| 24 | Uttar Pradesh | 16,273 |
| 25 | Uttarakhand | 3,199 |
| | Grand Total | 5,03,161 |
