

**GOVERNMENT OF INDIA
SKILL DEVELOPMENT AND ENTREPRENEURSHIP
LOK SABHA**

UNSTARRED QUESTION NO:1677
ANSWERED ON:03.12.2014
EMPOWERMENT OF ARTISANS
Boianapalli Shri Vinod Kumar

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

- (a) whether the Government organizes any training programmes for artisans in skill upgradation;
- (b) if so, the details thereof and the number of training programmes organized so far and the number of programmes scheduled to be organized during 2015;
- (c) whether there is any marketing platform for economic empowerment; and
- (d) if so, the details thereof?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF SKILL DEVELOPMENT & ENTREPRENEURSHIP (SHRI RAJIV PRATAP RUDY)

a) & (b) Under the Human Resource Development Scheme, the M/o Textiles organizes programmes for artisans for skill development through established institutions, handicrafts training programme and Guru Shishya Parampara. It also includes training of trainers and designs mentorship and apprentice programmes. There is a provision for imparting soft and other skills to enable artisans to start their own businesses.

Details of the number of training programmes are as under:

2011-12 - 740 Programmes,
2012-13 - 496 Programmes,
2013-14 - 484 Programmes

It is estimated that 500 to 700 programmes will be organized during the financial year 2015.

(c) & (d) The office of Directorate Commissioner of Handicrafts DC(H) has launched a Marketing Support Services Scheme which focuses on providing access to various markets and marketing channels for artisans and exporters along with creating awareness about handicrafts.

The Scheme involves components on Domestic Marketing, International Marketing and Publicity and Brand Promotion.