



Ministry of Micro, Small and Medium Enterprises (MSME) signs MoU with Amazon to Strengthen Market Access for PM Vishwakarma Artisans

Amazon to facilitate onboarding of eligible Vishwakarma artisans onto its online marketplace

Significant step towards enhancing the presence of traditional artisans through digital e-commerce platform, supporting the vision of Viksit Bharat & Atmanirbhar Bharat

प्रविष्टि तिथि: 12 DEC 2025 3:15PM by PIB Delhi

The Ministry of Micro, Small and Medium Enterprises has signed a Memorandum of Understanding (MoU) with Amazon Seller Services Private Ltd. to enable artisans enrolled under the PM Vishwakarma Scheme to access online markets, enhance product visibility and expand their customer base across India. The MoU was signed by the Office of the Development Commissioner (MSME) and the Amazon team at Nirman Bhawan, New Delhi.

The **PM Vishwakarma Scheme**, launched on **17th September 2023**, provides holistic end-to-end support to artisans registered under PM Vishwakarma. The scheme focuses on improving product quality through skill training and modern toolkit, expanding market reach, enabling access to credit, and strengthening traditional skills passed down through generations under the guru-shishya parampara.

Through this MoU, Amazon will collaborate with the Ministry of MSME to support artisans engaged in traditional product-based trades such as carpentry, pottery, metalsmithing, goldsmithing, sculpture, tailoring, locksmithing, basket/mat/coir making, doll and toy making, garland making, cobbler work, etc.



Under this partnership:

- Amazon will facilitate onboarding of eligible Vishwakarma artisans onto its online marketplace
- MoMSME will assist in obtaining necessary approvals, registrations and clearances from relevant departments as per existing rules.
- The partnership will also strengthen visibility for handmade products through Amazon's *Karigar* initiative, which showcases India's rich handicraft heritage and supports digitization of artisans.

This collaboration is a significant step towards enhancing the presence of traditional artisans through digital e-commerce platform, promoting their products on national and global scale, and supporting the vision of *Viksit Bharat* and *Atmanirbhar Bharat* through empowerment of grassroots traditional artisans and craftpeople.

PM Vishwakarma beneficiaries also participated in the booth at the Amazon Smbhav Summit 2025 held on 10th December 2025 in New Delhi. The summit provided an opportunity for sellers interested in the PM Vishwakarma Scheme to learn about the initiative and explore ways to connect with and support Vishwakarma artisans.

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