

GOVERNMENT OF INDIA
MINISTRY OF MINORITY AFFAIRS
LOK SABHA
STARRED QUESTION NO. *257
ANSWERED ON 05.08.2026

**STATUS OF TRADITIONAL ARTISAN LIVELIHOODS AMONG MINORITY
COMMUNITIES**

***257. SHRI UMMEDA RAM BENIWAL:**

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) whether any assessment has been undertaken regarding the status of traditional artisan livelihoods among minority communities engaged in crafts and other traditional occupations and if so, the details thereof;
- (b) whether any schemes or programmes are being implemented for preservation, promotion and market access of products produced by such artisan communities and if so, the details thereof;
- (c) whether any challenges relating to declining incomes, market access and continuity of traditional skills among such communities have been identified and if so, the details thereof; and
- (d) the measures taken by the Government to promote sustainable livelihoods and preservation of traditional artisan skills among minority communities including those residing in Barmer district of Rajasthan?

ANSWER

MINISTER OF MINORITY AFFAIRS
(SHRI KIREN RIJJU)

- (a) to (d) A Statement is laid on the table of the House.

**STATEMENT REFERRED TO IN REPLY TO PARTS (A) TO (D) OF LOK SABHA
STARRED QUESTION NO. 257 TO BE ANSWERED ON 05.08.2026 ASKED BY
HON'BLE MEMBER OF PARLIAMENT SHRI UMMEDA RAM BENIWAL
REGARDING "STATUS OF TRADITIONAL ARTISANS LIVELIHOODS AMONG
MINORITY COMMUNITIES".**

(a) The Ministry of Minority Affairs had conducted the impact assessment of the erstwhile **Upgrading the Skills and Training in Traditional Arts/Crafts for Development (USTTAD)** Scheme in 2015-16 through **Management Development Institute (MDI)**. The evaluation examined the implementation and outcomes of the scheme and recommended, inter alia, spreading wider awareness of scheme through social media and mobile outreach, strengthening the capacity of master artisans, improving training quality through local-language and digital content, promoting entrepreneurship, Self-Help Groups (SHGs), bank linkages and market access, creation of a Project Management Unit (PMU) for better coordination and monitoring, periodic skill-gap assessments, enhancing opportunities for marketing and credit linkages. **USTTAD** scheme subsequently merged into the **Pradhan Mantri Virasat Ka Samvardhan (PM VIKAS) Scheme** in 2021-22.

(b) Under the **Traditional Skilling** component of the **PM VIKAS Scheme**, interventions are undertaken to preserve and promote traditional arts and crafts while enhancing livelihood opportunities for artisans belonging to the six notified minority communities. For promotion and market access, the Ministry had organized artisan marketing events like Hunar Haat, which has been rechristened as '**Lok Samvardhan Parv**' under PM VIKAS scheme. These events provide artisans and culinary experts from minority communities a platform to exhibit and sell their handicrafts, handloom products, indigenous products and traditional cuisines, besides facilitating buyer-seller interaction and market linkages. So far, **41 Hunar Haat** and **6 Lok Samvardhan Parv** have been organized at various locations across the country.

(c) to (d) The challenges faced by traditional artisans include limited market access, competition from mass-produced products, inadequate access to credit, changing consumer preferences and declining interest among younger generations in pursuing traditional occupations. The PM VIKAS scheme focus on skill upgradation, entrepreneurship development, design and technology support, market linkages, branding, exhibitions, and digital marketing. The scheme also promotes capacity building, institutional support, and enhanced livelihood opportunities for artisans and craftsmen. These interventions aim to preserve traditional arts and crafts while improving their economic viability and ensuring sustainable livelihoods for the artisan communities.

Government has taken several measures, including capacity building and marketing support to promote sustainable livelihoods and preserve traditional artisan skills among minority communities across the country, including those residing in **Barmer district of Rajasthan**, where 390 artisans were trained in under USTTAD Scheme.
