



# Where Heritage Meets Intelligence: Empowering Artisans through AI

## Ministry of MSME Trains over 2,500 Artisans under PM Vishwakarma in Transformative Initiative

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In a pioneering step towards inclusive digital transformation, the Ministry of MSME, Government of India, has successfully trained over 2,500 beneficiaries under the PM Vishwakarma Scheme—comprising traditional artisans and craftspeople—on the use of Artificial Intelligence (AI) tools to enhance their livelihoods and business potential.

This initiative aligns with the vision of “AI for Social Good”, as emphasized by the Hon’ble Prime Minister during the IndiaAI Impact Summit and reflected in the Delhi Declaration. It stands out as a first-of-its-kind effort across Government of India Ministries, aimed at integrating grassroots artisans into the rapidly evolving AI ecosystem.

The training program was conducted through hands-on and practical sessions, delivered in simple language and tailored to local contexts, ensuring accessibility and relevance for artisans across diverse trades.

Participants were introduced to leading AI platforms such as ChatGPT, Indus, and Google Gemini, enabling them to leverage technology for real-world applications.



## Key Highlights of the Training

The program focused on empowering artisans with practical AI-driven skills, including:

- \* Introduction to Artificial Intelligence (AI) and overview of widely used AI tools
- \* Branding, product design, packaging, and marketing strategies
- \* Enhancing business efficiency using digital and AI-enabled solutions
- \* Leveraging AI for customer engagement and expanding market reach
- \* Creating AI-generated product descriptions and high-quality visual content

## Pan-India Coverage

The initiative witnessed strong participation across multiple States and Union Territories. The distribution of beneficiaries includes:

- \* Telangana – 387
- \* Maharashtra – 295
- \* Gujarat – 262
- \* Rajasthan – 251
- \* Bihar – 250
- \* Karnataka – 248

\* Uttar Pradesh – 210

\* Punjab – 100

\* Delhi – 82

\* Odisha – 70

\* Goa – 68

\* Uttarakhand – 51

\* Meghalaya – 51

\* Tripura – 50

\* Jharkhand – 43

\* Daman & Diu – 38

\* Chandigarh – 36

\* Himachal Pradesh – 31

\* Sikkim – 20

\* Total Beneficiaries: 2,543

### **Empowering Tradition with Technology**

By integrating AI into traditional craftsmanship, the Ministry aims to:

\* Bridge the digital divide for grassroots entrepreneurs

\* Enhance product value and global competitiveness

\* Enable artisans to access new markets and customer segments

\* Promote sustainable and inclusive economic growth

This initiative marks a significant step towards transforming India's rich artisanal heritage into a digitally empowered and globally competitive sector.

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**Sunil Kumar Tiwari**

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