PM Vishwakarma Loan Utsav Organised at Amravati to Strengthen Credit Access for Traditional Artisans

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A PM Vishwakarma Loan Utsav, a credit outreach camp under the PM Vishwakarma Scheme, was organised by the Central Bank of India on 24 July 2026 at Amravati. The camp was organised to promote entrepreneurship and strengthen the livelihoods of traditional artisans and craftspeople by facilitating access to institutional credit and other benefits available under the PM Vishwakarma Scheme.

The programme was inaugurated by **Shri E. Ratan Kumar, Executive Director, Central Bank of India**. The event was attended by **Shri Ajay Kumar Singh, Zonal Head, Central Bank of India, Pune**, and **Dr. V. R. Sirsath, Director, MSME Development & Facilitation Office (DFO), Nagpur, Ministry of MSME, Government of India**, as Guests of Honour.

Addressing the gathering, Dr. V. R. Sirsath highlighted the key benefits of the PM Vishwakarma Scheme, including skill development training, modern toolkit support, marketing assistance, access to e-commerce platforms, and subsidised loans for enterprise expansion. He stated that the scheme is based on the principles of **Samman, Samarthya and Samruddhi**, under which beneficiaries receive a PM Vishwakarma Identity Card and Certificate in recognition of their traditional skills.

Dr. Sirsath further informed that beneficiaries are provided skill training with a stipend of **₹500 per day**, doorstep delivery of modern toolkits, subsidised credit support, and marketing opportunities through PM Vishwakarma exhibitions and One Station One Product (OSOP) initiatives, enabling them to improve productivity, access wider markets, and move towards prosperity and sustainable self-reliance.

Speaking on the occasion, **Shri E. Ratan Kumar**, Executive Director, Central Bank of India, encouraged Vishwakarma beneficiaries to take advantage of the Loan Utsav and the credit facilities available under the scheme to expand their businesses and emerge as successful entrepreneurs.

Around **400 Vishwakarma beneficiaries** attended the Loan Utsav. The dignitaries guided participants on the various components of the PM Vishwakarma Scheme and the importance of institutional credit in upgrading their enterprises and improving their socio-economic status. During the programme, **loan sanction letters and cheques were distributed to eligible Vishwakarma beneficiaries**, facilitating their access to affordable finance for business development.

The PM Vishwakarma Loan Utsav reaffirmed the Government's commitment to strengthening the traditional artisan ecosystem by ensuring easy access to credit, skill enhancement, modern tools and market linkages, thereby contributing to inclusive economic growth and the vision of an **Atmanirbhar Bharat.**

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इस विज्ञप्ति को इन भाषाओं में पढ़ें: Marathi