

GOVERNMENT OF INDIA
MINISTRY OF MINORITY AFFAIRS
LOK SABHA
UNSTARRED QUESTION NO. 1426
ANSWERED ON 31.07.2024

USTTAD SCHEME IN ANDHRA PRADESH

1426. SHRI MAGUNTA SREENIVASULU REDDY:

SHRI BASTIPATI NAGARAJU:

Will the Minister of MINORITY AFFAIRS be pleased to state:

- (a) the details regarding the craft clusters identified in Andhra Pradesh under the USTTAD scheme, including the specific traditional arts and crafts documented and promoted in each cluster
- (b) the details regarding the number of minority youth trained under the USTTAD scheme in Andhra Pradesh during the last five years, district-wise
- (c) the details regarding the total number of project proposals received from Andhra Pradesh for development under the USTTAD scheme, the number approved and the status of their implementation at present
- (d) the details regarding the funds allocated and utilised under the USTTAD scheme for projects in Andhra Pradesh during the last five years, year-wise: and
- (e) the details of initiatives undertaken by the Government to enhance market linkages for traditional arts and crafts in Andhra Pradesh under the USTTAD scheme during the last five years?

ANSWER

MINISTER OF MINORITY AFFAIRS

(SHRI KIREN RIJJU)

(a) to (d): USTTAD scheme has been converged as a component into an integrated scheme called 'Pradhan Mantri Virasat Ka Samvardhan' (PM VIKAS) for minority communities focusing on skill development; entrepreneurship and leadership of minority women; and education support for school dropouts. USTTAD scheme was launched in 2015 for targeted capacity building and upgrading traditional skills of master craftsmen/artisans. Under the Scheme, the Ministry of Minority Affairs onboarded Knowledge Partners of repute like National Institute of Design and National Institute of Fashion Technology to conduct design and development workshops for identified traditional art and craft clusters. In Andhra Pradesh, two such clusters were covered under the said scheme, namely:

- i. Wooden Cutlery – Udayagiri, Andhra Pradesh
- ii. Leather Puppetry – Nimmalakunta, Andhra Pradesh

Project proposals from 04 Project Implementation Agencies (PIAs) were approved and allocated 360 beneficiaries from Andhra Pradesh under the USTTAD scheme in clusters like Zari Zardozi, Clay Sculptor and others.

(e) The Ministry had earlier organised 41 Hunar Haats whereby opportunity was given to artisans/crafts people and culinary experts from across the country to showcase and market their handicrafts and indigenous products. These programmes generated more than 8 lakh employment and employment opportunities for artisans, craft persons and associated persons. Presently through Lok Samvardhan Parv being organized by the Ministry at Dilli Haat, INA (New Delhi), from 16th to 31st July, 2024, in which participating artisans from all over India, including Andhra Pradesh, were assisted to scale up their operations and businesses.
