



A DESCRIPTIVE STUDY ON PM MODI'S PRADHAN MANTRI VISHWAKARMA KAUSHAL SAMMAN YOJANA

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Abstract

India is mother for creativity. Many of the people from this country having the so much skill in hand crafts and to create new inventions in the products and textiles and all other goods. But one thing is no proper recognition and encouragement to skilled craftsmen. The Prime Minister addressed a Post Budget Webinar on 'PM Vishwakarma Kaushal Samman'. It was dedicated exclusively to newly announced scheme PM VIKAS for providing holistic support to the artisans and crafts persons. Finance Minister Nirmala Sitharaman introduced the Pradhan Mantri Vishwakarma Kaushal Samman (PM-VIKAS) scheme during the 2023 Union Budget presentation. The "Vishwakarma" will contribute to India's growth story and grow into a significant part of the country's growth as they seize the prospects for progress. Some of the primary factors of the Pradhan Mantri Vishwakarma Kaushal Samman are: Financial aid, Advanced skill training, Access to the latest technology, Integration into the MSMEs, Paperless payments, Wider reach and introduction to a global market. Vishwakarama scheme needed digital financial skill. It changes the small craftsmen into entrepreneurs.

Key words: skill training, craftsmen, PM-VIKAS, MSMEs, Entrepreneur

Introduction:

The viswakarma scheme states that today's artisans are tomorrow's entrepreneurs. Artisans have the skill to create the new inventions but they don't have the idea to how to market the product domestic and international wide. This scheme gives a chance to export their products and get chance to expand their market. This scheme is the very new scheme introduced by our finance minister Nirmala Sitharaman on 1st february 2023 in Union budget 2023-2024. Before in the post budget webinar our PM narendra Modi addressed about this scheme. This scheme is mainly aimed preserve the traditional crafts and artisanship arts like sculptors, masons, carpenters, ironsmiths etc., the Prime Minister highlighted the role of these professions in village life along with agriculture. "Empowering every section of the village for its development is essential for India's development journey", he said. The Prime Minister said similar to the benefit to street vendors through the PM svanidhi scheme, PM Vishwakarma samman Yojana will benefit the artisans. The government will help the artisans through financing by the banks. Most of the artisans are from dalit, adivasi, backward communities or are women and to reach and provide benefit to them a practical strategy will be needed. The Government of India has been trying to keep the age-old arts and traditional crafts alive, including boosting its economic status by different means. The Pradhan Mantri Vishwakarma Kaushal Samman (PM-VIKAS) is a step towards developing the nation's artisans to enhance the scope, calibre and reach of their goods. Finance Minister Nirmala Sitharaman announced the PM-VIKAS scheme during the Union Budget presentation. The scheme will also be implemented into the Micro, Small, and Medium-scale Enterprises (MSME) value chain. Steps will be taken to integrate the artisans and craftspersons with the MSME sector, which will enhance their opportunity to scale up their business. The scheme will increase the calibre of artisans and the reach of their goods. Financial support will be provided to the artisans, and skills and training programs for age-old and traditional crafts. The scheme will encourage people to learn the art. The training programs will also provide skills related to using the latest technology by which the artisans can increase their productivity and profit. It will not disturb traditional practices but will enhance them. The government of India will also work to bring arts and crafts to international markets

Need for the study:

PM- viswakarama kausal yojana will help the artisans and craftsmen who are far away from the financial aid and support. They don't even have the market and it create the local and international market. Empower the skilled artisans. This scheme changes the artisans into entrepreneurs. This scheme improves the status of the craftsmanship. Create the continuous attraction to the hand made products. Government will provide the holistic support to the craftsman. Government provide the training to the craftsmen.

Objectives:

1. To know the benefits of the viswakarama scheme.
2. To identify the pros and cons of the scheme.

3. To analysis the benefits of the scheme.

Scope of the study:

So far this the study based on PM-Viswakarma kausal scheme and it is the descriptive study only. And its limited to secondary data.

Research methodology:

This research purely based on secondary data. The sources form the different websites, journals and news papers only.

Benefits of the scheme:

PM VIKAS (Pradhan Mantri Vishwakarma Kaushal Samman) yojana will work to give wings to these people engaged in various traditional & skilled professions. The government will provide them support by providing skills training, equipping them technology and also opening lines of credit to them for their all-round empowerment & development.

The PM VIKAS is aimed at unleashing the potential of thousands of artisans & craftsmen across the country. As the 'Vishwakarmas' harness the growth opportunities, they will add to the India growth story and become a strong constituent of nation's growth.

The special package for country's artisans & craftsmen under the PM VishwaKarma Kaushal Samman will help integrate them with MSME value chain. Once they get integrated with MSME chain, their score & scale of business opportunity will enhance multifold. The "Vishwakarma" will contribute to India's growth story and grow into a significant part of the country's growth as they seize the prospects for progress.

Some of the main factors of the Pradhan Mantri Vishwakarma Kaushal Samman are:

1. Financial aid, Advanced skill training
2. Access to the latest technology
3. Integration into the MSMEs, Paperless payments.
4. Wider reach and introduction to a global market.

1. **Financial aid, advanced skill training:** This scheme should provide the advances training to the artisans and craftsman who are needed and preserving the rich tradition of the country.
2. **Access to the latest technology:** when the artisans wants to increase the business they should be aware about the latest technologies in markets and digitally.

3. **Integration into the MSMEs, Paperless payment:** This scheme should provide the help and financial assistance to MSMEs and digital payments.
4. **Wider reach and introduction to a global market:** through this PM-VIKAS scheme local artisans and craftsmen can increase their market from domestic to international wide.

How to Apply Online for PM Vikas Yojana

If any beneficiary wants to get skill training, then applicant must fill PM Vishwakarma Kaushal Samman Yojana online registration form. Till date, the scheme has just been announced and there is no information regarding PM Vikas Yojana online application process.

Conclusion:

This PM-VIKAS Scheme not at started but once it come into force it will create the skilled and creative people. Central government and state government should work together to get success of the scheme. This scheme also creates the partnership between artisans and private sector once this scheme comes into force. Central government introduced many schemes which created more impact on citizens and we will hope this also create financial aid and support to the artisans and craftsmen of this country.

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