# Guidelines for
# PM VIKAS
## (Pradhan Mantri Virasat ka Samvardhan)

### Ministry of Minority Affairs
### Government of India

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## Abbreviations

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| **AEBAS** | Aadhar-Enabled Biometric Attendance System |
| **APO** | Artisan Producer Organization |
| **CAG** | Comptroller and Auditor General of India |
| **CSC** | Common Service Centre |
| **EC** | Empowered Committee |
| **EWS** | Economically Weaker Section |
| **GI** | Geographical Indication |
| **GPDP** | Gram Panchayat Development Plan |
| **MCA** | Minority Concentration Area |
| **MeitY** | Ministry of Electronics and Information Technology |
| **M/o HA** | Ministry of Home Affairs |
| **M/o HFW** | Ministry of Health and Family Welfare |
| **MoMA** | Ministry of Minority Affairs |
| **MSDE** | Ministry of Skill Development and Entrepreneurship |
| **NBFC** | Non-banking Financial Corporation |
| **NCVET** | National Council for Vocational Education and Training |
| **NGO** | Non-Government Organization |
| **NIOS** | National Institute of Open Schooling |
| **NMDFC** | National Minorities Development and Finance Corporation |
| **NSQF** | National Skill Qualification Framework |
| **PIA** | Project Implementing Agency |
| **PMJDY** | Pradhan Mantri Jan-Dhan Yojana |
| **PMJVK** | Pradhan Mantri Jan Vikas Karyakram |
| **PMMY** | Pradhan Mantri Mudra Yojana |
| **PPP** | Public Private Partnership |
| **PSU** | Public Sector Undertaking |
| **PwD** | Persons with Disability |
| **SHG** | Self-help Group |
| **SIP** | Skill India Portal |
| **SLC** | State Level Committee |
| **SC** | Screening Committee |
| **SSC** | Sector Skill Council |

*"A country remains poor in wealth, both materially and intellectually, if it does not develop its handicrafts…"*

*- Mahatma Gandhi, for Young India, Aug 1931*

*"Every kind of skill, small or big, will become the greatest strength of a self-reliant India."*

*– Hon'ble Prime Minister, on World Youth Skills Day, July 2020*

*"Worship of Vishwakarma means honouring all the Vishwakarmas in our society who engage with different types of creative work… woodworkers, metal workers, scavengers, gardeners who beautify the garden, potters who create pottery, weavers who weave cloth by hand, whom our tradition has given special respect."*

*– Hon'ble Prime Minister, on World Youth Skills Day, July 2021*

*"Artisans have begun to avoid passing on their skills to their next generation, thinking that their sons should not come into this business. Today, we have to work together to change this situation."*

*– Hon'ble Prime Minister, India Toy Fair, Feb 2021*

## 1. Background

1.1. The Ministry of Minority Affairs (MoMA) seeks to facilitate opportunities for minority communities in education, skilling, and employment to ensure their inclusive development in the national fabric. A wide variety of policies and initiatives have been launched by the government over the years, to promote economic, social, and educational development of minorities in India.

1.2. Large sections of minorities in the country are engaged as artisans in urban and rural areas, often relying on agriculture and allied activities as their secondary source of livelihood. Artisanship has been celebrated in India's rich cultural and economic history, with the artisans being the custodians of India's rich and variegated cultural heritage. The exceptional quality and finesse of Indian arts and crafts has been globally recognized and bears testimony to the maturity and refinement of Indian civilization.

1.3. The traditional arts and crafts sector contributes to India's GDP and also generates foreign exchange through exports and tourism. After agriculture, this sector is the second largest source of livelihood in India[1] and acts as a safety net for most of the socially and economically deprived sections of society. Pertinently, this sector is estimated to directly address 10 of the 17[2] Sustainable Development Goals (SDGs)[3].

1.4. The traditional art forms have to be provided hand holding, to keep pace with new markets, trends, and technologies. The art and craft sector is dispersed, unorganized in nature, and artisans are often exposed to the vulnerabilities of informal employment. Traditional artisans also face challenges in earning their livelihood, obtaining capital, accessing marketing support, design, and technology besides suffering due to asymmetric information on markets and government policies. To provide a boost and direction to the traditional art and craft sector, the efforts of various stakeholder Ministries also need to converge.

1.5. After reviewing the existing schemes of MoMA, it is observed that a specific focus on traditional artisan communities (with a significant part of the minorities specialising in traditional skills) is required. An emphasis needs to be laid on the community-level aspirations and challenges, mainstreaming them and improving the socio-economic conditions through exposure to relevant modern skills, product design techniques, and market intelligence.

1.6. Considering the challenges faced by the artisan communities, recommendations made by various stakeholders including third-party impact evaluation agencies, MoMA has designed an integrated scheme, called the **Pradhan Mantri Virasat Ka Samvardhan (PM VIKAS)**, combining five (5) existing schemes of MoMA viz. Seekho aur Kamao, USTTAD, Hamari Dharohar, Nai Roshni and Nai Manzil. PM

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[1] Working Group Report on Handicrafts for 12th Five Year Plan, Ministry of Textiles, Govt. of India,
https://niti.gov.in/planningcommission.gov.in/docs/aboutus/committee/wrkgrp12/wg_handi1101.pdf
[2] Goal no. SDG 1, 3, 4, 5, 8, 9, 10, 11 and 12 are directly addressed by Handicrafts sector. (Arts and Crafts and UN Sustainable Development Goals, International Journal of New Economics and Social Sciences, Aug 2020)
[3] SDGs are a collection of 17 interlinked global goals defined by the United Nations as a 'blueprint to achieve a better and more sustainable future for all people and the world by 2030'. India ranks 120th out of 165 countries in the SDG report 2021

VIKAS is aligned to the 15th Finance Commission cycle period up to 2025-26 and is a Central sector (CS) scheme under the Ministry of Minority Affairs.

1.7. The scheme shall be structured around the following four components, details of which are given in Chapter 2.

### 1.7.1. Component 1

**Skilling and Training Component**

1.7.1.1. **Traditional Training sub-component** *(earlier known as USTTAD and Hamari Dharohar)* primarily covers training in need-based courses for minority artisan communities and their family members who are engaged in traditional arts and crafts including languishing art forms. The objective is to generate means to create better livelihood opportunities, assist in establishing linkages with domestic and global markets, facilitate credit linkages and self-employment, as well as to preserve and enrich heritage of Indian arts and crafts.

1.7.1.2. **Non-traditional Skilling sub-component** *(earlier known as Seekho aur Kamao)* would seek to impart skill training, particularly to minorities and artisan families, in NSQF compliant job roles in sectors having linkages with arts and crafts, job roles complementing their existing work, and establish employment linkages for them.

### 1.7.2. Component 2

**Leadership and Entrepreneurship Component (*earlier Nai Roshni*)**

This component seeks to promote leadership development and basic entrepreneurship primarily among youth from minority communities and artisan families through focused modules. The **Entrepreneurship sub-component** within this component, aims to exclusively handhold women trained in leadership and basic entrepreneurship on an intensive entrepreneurship training. Further, it intends to select aspiring women entrepreneurs, from amongst those trained, to become Business Mentors (to be known as '*Biz Sakhis'* in the scheme) and promote establishment of individual or group enterprises for the same.

### 1.7.3. Component 3

**Education Component (*earlier Nai Manzil*)**

This component aims to provide education bridge program to school dropouts from minority and artisan communities for pursuing open schooling in class 8th, 10th, and 12th and provide them certification through National Institute of Open School (NIOS) or any other institution(s) approved by MoMA.

### 1.7.4. Component 4

**Infrastructure Development Component (*through Hub and Spoke Villages*)**

The essential approach of scheme implementation is convergence with other Ministries and effective utilization of the infrastructure already created. The Pradhan Mantri Jan Vikas Karyakram (PMJVK) scheme of MoMA would also be dovetailed wherever required for infrastructure development under PM VIKAS, as per the

guidelines of PMJVK. A 'Hub and Spoke' model shall be leveraged wherein Art and Craft Villages known as 'Vishwakarma Villages' (also referred to as 'Hubs') shall be developed. The Vishwakarma Villages shall be model villages embodying, showcasing, and promoting the local artistic fervour and flavour by building synergy of arts with tourism and commerce thereby, enhancing their incomes by providing increased trade opportunities. These villages shall strive to provide artisans with a unique and dignified cultural identity. Each hub shall facilitate outreach of benefits under the PM VIKAS scheme to Spoke villages. Vishwakarma Villages are envisioned to facilitate an interplay between trade, tradition, heritage, and tourism aimed at preserving, re-building, and sustaining the creativity and culture of the artisan clusters. The implementation model, selection criteria and components of Vishwakarma Villages are detailed out in Chapter 2.

1.8. Components 1, 2 and 3 of the PM VIKAS scheme shall continue in parallel to the activities defined in Component 4 i.e., development of Vishwakarma Villages, so as to ensure that the soft interventions of the scheme intended for the target beneficiaries are not delayed till the completion of infrastructure development in the villages.

# 2. Scheme Objectives and Approach

## 2.1. Scheme Objectives

- To build capacity of minority and artisan communities through targeted interventions by providing skill training support in need-based courses and ensuring employment / livelihood opportunities for them.

- To preserve and promote the cultural heritage of traditional art and craft forms including propagation of literature/ documents/ manuscripts.

- To provide formal education and certification up to 8th, 10th, and 12th through open schooling to school dropouts of families of minority and artisan communities.

- To empower women from families of minority and artisan communities and instil confidence amongst them by providing leadership, and entrepreneurship support.

- To improve employability of and generate better livelihood opportunities for minorities and artisan communities through market and credit linkages and bring them to mainstream.

- To develop model and sustainable art and craft villages, generating livelihood and employment / entrepreneurship opportunities for minorities and artisan communities.

## 2.2. Scheme Approach

2.2.1. The scheme shall adopt a family-centric approach from minority and other communities with special focus on artisan families, women, youth, and differently abled. Minority communities referred to in the scheme shall include the six minority communities notified under the National Commission for Minorities Act 1992 (viz. Muslims, Christians, Buddhists, Sikhs, Jains, and Parsis).

2.2.2. The infrastructure developed under PM VIKAS shall be accessible to all communities including non-minorities who may benefit from the facilities provided under the scheme.

2.2.3. The eligibility criteria for target population under PM VIKAS including those from non-minorities have been detailed in Chapter 3.

2.2.4. **The integration of 3 Ts - Trade, Tourism and Technology, would seek to maximise the socio-economic welfare of the target population and facilitate scheme implementation by following a bottom-up approach. Emphasis shall be laid on collecting primary data to drive an evidence-based policy making.**

2.2.5. To make the delivery efficient and transparent, interventions involving state of art technology shall be used, unleashing the interplay between trade, tourism, and tradition.

   a) MoMA shall conduct primary research in the selected regions through Common Services Centres (CSC) to collect data on artisans and minority communities in the country to map their aspirations and align the same with interventions under the scheme. The Gram Panchayat (GP) network under

the M/o Panchayati Raj, shall be leveraged to validate the data collected during the survey.

b) Convergence with other Ministries shall be prioritized to utilize existing infrastructure and clusters (established centres, Hunar Hubs developed by MoMA, tourists circuits, facilitated by M/o Tourism, common facilitation centres by Ministry of Textiles, common infrastructure facilities of MSME etc.), achieve standardization in skilling content and curriculum (as per NSQF norms and taking help of Knowledge Partners) and promote market/financial linkages by using technology to the extent possible.

2.2.6. In the event of non-availability of common infrastructure facilities and requirement of additional infrastructure including machinery/equipment, Component 4 of the scheme pertaining to infrastructure development shall be leveraged. For Component 4, the proposals shall be submitted by state government(s) in line with process as per PMJVK guidelines.

2.2.7. For Component 1, 2 and 3 i.e. Skilling and Training, Leadership, Entrepreneurship and Education, MoMA shall issue RFP to empanel Project Implementing Agencies (PIAs) and other key stakeholders for project implementation.

## 2.3. Component 1: Skilling and Training

### 2.3.1. Traditional Training sub-component

Key objectives of the scheme under this sub-component are as follows.

a) **Training and capacity building** to build capacity of traditional artisans / master craft persons by providing training in need-based courses, which shall be undertaken through the following two routes:

   i. **Training under *'Guru-Shishya parampara'* model** *:* The tradition of knowledge transfer in the *'Guru-Shishya parampara'* has been instrumental in sustenance of traditional arts and crafts. Hence, the training of artisans shall be done on the lines of *'Guru-Shishya parampara'*, wherein a master trainer from within the local community shall be selected to train other artisans / aspiring artisans in the art and craft practised locally.

   ii. **Entrepreneurship Training** : Training on market linkages, e-commerce on-boarding, financial literacy, product development and design, packaging, quality control, export management, etc. Content curriculum for these courses as mandated by MoMA, shall be customised for the traditional crafts, and developed with technical expertise of the Knowledge Partners of MoMA and/or Sector Skill Councils (SSC).

   iii. Need-based courses shall be developed by Knowledge Partners/ SSCs/ any other body empanelled by MoMA. Wherever NSQF aligned job roles/ course modules, suited for the artisans are not available, efforts shall be made to develop the same through collaboration with respective SSC(s).

b) **Business Opportunities**

   **i. Hunar Haat**

   - By supporting artisans/ craft persons in showcasing and marketing their products and local traditional cuisine.

   - Reach out to all major cities of the country for wide publicity and outreach of traditional arts and crafts.

   - By facilitating buyer-seller meets, promoting inter-community solidarity, and cultural exchanges.

   Separate directions/ notifications shall be issued on the matter from time to time by the Ministry on available business opportunities.

   ii. By striving to improve the quality of products in sync with 'vocal for local' campaign,

   iii. By facilitating financial support in the form of loan/ credit from NMDFC or other banking / non-banking institutions,

   iv. By promoting formation of individual/ group enterprises for livelihood generation.

c) **Preservation of cultural heritage of traditional and languishing art and craft forms** in the country by:

   i. **Preservation and propagation of literature/ documents**, promotion of calligraphy, manuscripts, documentation of oral traditions and art forms or any other support including physical infrastructure in which these are housed through organizations / individuals involved in promotion of heritage of minority communities.

   ii. Strive for facilitating access to **GI tags** wherever possible.

2.3.2. **Non-traditional Skilling sub-component**

   2.3.2.1. This sub-component is envisioned to primarily benefit the artisan family members and other beneficiaries who are either school / college dropouts or unemployed/underemployed. This sub-component will focus on wage/self-employment linked, NSQF[4] aligned training, to the beneficiaries preferably in sectors like handicrafts, tourism, hospitality, agriculture, handlooms, food processing and other allied sectors, having linkages with arts and craft sector.

   2.3.2.2. The skilling module shall be NSQF compliant and would include training on digital and financial literacy, communication and storytelling, soft skills, English language, entrepreneurship, etc.

   2.3.2.3. Key objectives of this sub-component are as follows.

   a) **NSQF compliant skilling** to minority communities including artisans and their families in NSQF compliant courses with standards and norms as

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[4] NSQF Courses to be covered under this component may vary across different NSQF levels as per on-ground requirement and also depending upon the minimum education and experience eligibility criteria defined under the NSQF.

notified by Ministry of Skill Development and Entrepreneurship (including Common Cost Norms), to the extent possible.

b) **Placement of at least 75 percent skilled beneficiaries** in some form of employment (wage/ self-employment/ apprenticeship), of which at least 50 percent should be placed in wage employment.

c) Many artisan families depend on income from agriculture, construction, and other allied sectors as secondary sources of income, which are highly informal and have a higher potential for self-employment and entrepreneurship avenues. The placement of beneficiaries trained in these unorganized sectors may be allowed up to 100% self-employment, subject to monitoring by the PM VIKAS Empowered Committee.

## 2.4. Component 2: Leadership and Entrepreneurship

This component shall aim to promote leadership development, entrepreneurship, and career counselling support among minority youth, with a special focus on women artisan beneficiaries. Key objectives under this component are given below.

a) **Leadership and Basic Entrepreneurship:** To enrol target beneficiaries (at least 2/3$^{rd}$ of whom shall be women) in 'Leadership and Basic Entrepreneurship Development Programme', of 2 weeks (60 hours) and thereafter, assist them to take up roles as community leaders. They shall be supported with a view to instil confidence among them and their neighbours from other communities living in the same village/locality, by providing knowledge, tools, and techniques for interacting with government system, banks and other institutions or set up individual or group enterprises or support them in getting admission in skill training courses under the skill development schemes of MoMA or other Ministries.

Programme modules approved by MoMA shall incorporate topics on personality development, women empowerment and gender sensitization, health, and hygiene linked to Swachh Bharat, financial inclusion, disaster management, life skills, legal rights, digital literacy, and advocacy, etc.

b) **Career counselling support:** To provide career counselling to interested beneficiaries from those amongst the enrolled and to ensure that at least 15 percent of them are either:

i. Assisted in applying for suitable education and skill training under any other scheme of this Ministry (through Traditional and non-traditional Skilling Components), or

ii. Assisted in finding suitable jobs for entering the labour/ employment market as per their qualifications.

### 2.4.1. Entrepreneurship sub-component

c) **Entrepreneurship Development Programme for Women:** To select 50 percent of the total beneficiaries enrolled in the Leadership and Basic Entrepreneurship programme (exclusively women), having potential and

inclination to set up economic enterprises for self-employment (by using tools developed/ approved by MoMA) and provide them with a 3 weeks (100 hours) intensive training on Entrepreneurship Development module as approved by MoMA.

d) **Business Mentors/ Business Correspondents (Biz Sakhis)**: To select 10 percent of the women trained as entrepreneurs (those who have undergone the intensive Entrepreneurship Development module) based on their leadership qualities and provide them a training for 30 days (240 hours) spread across six months in module(s) approved by MoMA to become Business Mentors / Business Correspondents (Biz Sakhis), who would be trained with a view to equip them to handhold potential entrepreneurs and set-up/ scale-up enterprises and develop and promote their own enterprises. Biz Sakhis are envisioned as mentors who would provide doorstep support to other women entrepreneurs and artisans to help them to set up their ventures and improve their livelihoods.

e) **Enterprise set-up support through credit and market linkages:** To promote individual or group enterprises amongst 30 percent of the beneficiaries trained under the Entrepreneurship Development module to set-up enterprises/ self-employment ventures in line with the vision of *'AtmaNirbhar Bharat'*, by establishing linkages with financial institutions such as NMDFC, Banks, NBFCs.

f) Various program modules as mentioned under this component shall be customised and developed in consultation with Knowledge Partners/ specialised bodies empanelled by MoMA.

## 2.5. Component 3: Education

2.5.1. This component aims at mainstreaming school drop-out beneficiaries with special focus on artisan family members. Key objective of the bridge program is to enrol beneficiaries (at least 50 percent being women), for open schooling in class 8th, 10th, and 12th, and undertake education coaching and assessment by NIOS or any other institutions as approved by MoMA.

## 2.6. Component 4: Infrastructure Development

2.6.1. **Implementation Model of Vishwakarma Villages (henceforth known as Hubs)**

Vishwakarma Villages shall be developed on the lines of a **Hub and Spoke model**.

a) The scheme envisions to facilitate development of Vishwakarma Villages as Hubs. Each Hub would support Spoke villages as well as other neighbourhood villages. These villages will be the primary catchment area for the scheme.

b) Hubs shall be developed as model villages from which the facilities and benefits are expected to percolate and radiate to the Spoke villages as well as to the surrounding villages/ neighbourhood. The aim would be to saturate the benefits radiating from the Hubs to the Spokes, through a trickle-down

effect. Synergy with all relevant state and district level departments shall be integral in identification of these villages along with hard and soft infrastructure required for ensuring sustainable growth of the residents of these villages.

c) The proposal for development of these Hubs shall be submitted by the Central/ State/UT governments to Ministry of Minority Affairs.

d) **The potential of rural India through tourism and other economic activities should be explored. Villages should be targeted to become the centre of economic activity, by encouraging local fairs, in sync with the Hon'ble Prime Minister's mission of 'Gram Swaraj Abhiyaan'.**

2.6.2. **Selection of Hub and Spoke Villages**

a) **The Hub would be developed at a suitable location with concentration of artisan population and minorities, having proximity to existing tourist circuits or places with substantive scope for developing tourism in the country. The Hub and Spoke villages shall include but not be limited to the major heritage and culture sites / towns across riverine, coastal and trade routes, as well as circuits under Swadesh Darshan scheme of the Ministry of Tourism.**

b) The proposed Hubs should preferably be located within approximately 200 kms of State/UT capitals, airports, major heritage, and cultural sites / towns / cities. popular cities/ towns, UNESCO World Heritage, and ICH sites in India[5].

c) The Hubs should have good accessibility to public transport - National/ State Highways, rail, road network.

d) The Hubs should have well-developed basic amenities like drinking water, sewage, and sanitation facilities, etc.

e) The Hubs should preferably have a minimum of 50 artisans/ artists and / or artisan families practising traditional arts and crafts/performing arts.

f) The Spoke villages shall derive ancillary benefits from the Hubs including but not limited to:

    i. Training and capacity building support for residents,
    ii. Empowerment of artisan and minority communities,
    iii. Leveraging the trade and tourism opportunities developed at the Hub,
    iv. Leveraging common infrastructure and soft facilities at the Community Centres and other infrastructure created at the Hub.

2.6.3. **Components of Vishwakarma Villages**

2.6.3.1. Existing infrastructure developed by MoMA or other ministries, wherever available, shall be leveraged for development of Vishwakarma villages and their Spoke villages through convergence of efforts. The utilization and facilities of existing buildings in the Hub villages shall be examined prior to planning any new infrastructure. New infrastructure

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[5] Refer Annexure I for information on UNESCO ICH sites in India

shall be developed only in those cases where there is no existing infrastructure. Proposals can also be examined for augmentation of existing infrastructure. Modalities as per the PMJVK guidelines shall be followed for matters related to land ownership.

2.6.3.2. This Ministry is currently running a robust Central Sponsored scheme, to develop community infrastructure in the country on a shared basis under Pradhan Mantri Jan Vikas Karyakram (PMJVK) scheme. The objective of the PMJVK scheme is to provide common infrastructure facilities in specialised fields, in the Minority Concentration Areas (MCAs). For PM VIKAS, the capacity already created under PMJVK shall be identified and leveraged, to provide facilities such as skill training, trade fairs, museums, workspace, tool rooms, and common display centres in the Vishwakarma Villages.

2.6.3.3. In case, additional infrastructure is required to be created or existing infrastructure is required to be augmented under PM VIKAS, the state government would submit a proposal for the same under PMJVK scheme with approval of State Level Committee (SLC). **Cost for different components of Vishwakarma villages shall be borne from PMJVK funds and shall be aligned with the PMJVK guidelines.**

2.6.3.4. To facilitate infrastructure under PM VIKAS, a provision is being made in the PMJVK guidelines for receiving proposals from any Central/State/UT government(s) for creating physical infrastructure facilities relating to arts, crafts, skills, heritage, and tourism (including those in Vishwakarma Villages) that would require convergence amongst different ministries. The process for submission, evaluation and approval of proposals received for creation of infrastructure shall be as defined in the PMJVK guidelines.

2.6.3.5. While the ownership of infrastructure will continue to remain with concerned parent department / Ministry, the possibility of sustainability, maintenance, and day-to-day administration of infrastructure created may be governed through formation of a Trust/ Society/ APO of local artisans and with support from Gram Panchayat may be actively explored. The state governments can also submit proposals for managing and operating infrastructure at Hubs in PPP mode, which may include outsourcing of services if required.

2.6.3.6. The physical interventions under the scheme would be so designed as to reflect the local culture and ethos of the village and should seamlessly blend with the local architecture and heritage.

2.6.3.7. The design and branding theme furnished by the respective centre/ state government departments shall be considered on a case-by-case basis.

2.6.3.8. The proposed facilities envisioned to be developed under each Hub village at given at Annexure II.

## 2.7. Focus on Sustainability

To ensure sustainability, following interventions are specifically proposed as a part of this sub-component.

a) Focus on providing benefits to artisans and their family members in a catchment area spanning all the Hub and Spoke Villages, with emphasis on artisan clusters.

b) Hunar Haats shall be organized for providing an effective marketing platform, wherein opportunity will be given to minority artisans/ craft persons and culinary experts from across the country to display and market their handcrafted, indigenous, artisanal products. Hunar Haats shall help in generating employment and livelihood opportunities for artisans and associated family members, besides exposing them to business opportunities and a wider market presence.

c) The scheme shall also facilitate greater market access by enabling participation of artisans in existing local fairs and events.

d) A key output of the scheme shall also be to promote entrepreneurship amongst artisans by facilitating development of Artisan Producer Organizations (on the lines of Producer Organizations) / Self-help Groups (SHGs)/ individual or group Enterprises. These APOs/ SHGs/ Enterprises shall be provided incubation and scalability support through capacity building, credit, and market linkages.

e) About 50,000 beneficiaries from artisan families are proposed to be facilitated with credit support through NMDFC and other banks/Non-Banking Financial Companies (NBFCs), in the form of working capital and term loans. Banking Correspondent representatives (explained in section 2.4.1) shall provide administrative and other handholding support to the artisans for availing the credit facilities. The artisans, wherever eligible, shall also be familiarised with proposed benefits from various other credit and welfare initiatives of the Government of India such as Pradhan Mantri Mudra Yojana (PMMY).

f) To facilitate market linkages for the artisans, the scheme shall provide support for e-commerce through the Knowledge Partners of the Ministry, Hunar Haats and any other initiative, as the Ministry may decide. The catalogues of craft/artisanal products shall be exhibited physically and, on the web, to connect the artisans with local and international buyers.

# 3. Stakeholders, Eligibility Criteria and Empanelment Process

## 3.1. Proposed Stakeholders and Eligibility Criteria

3.1.1. **Implementation under the scheme (other than creation of physical infrastructure) is proposed in collaboration with key stakeholders** including Project Implementing Agencies (PIAs), Knowledge Partners empanelled by MoMA, awarding bodies (including Sector Skill Councils, NCVET empanelled awarding bodies etc.) and by establishing convergence with other ministries and key departments.

3.1.2. **Project Implementing Agencies (PIAs)** - The eligibility criteria for PIAs in the scheme is given below.

    a) Any institution of central/ state governments including Public Sector Undertakings (PSUs) or training institutes of central/ state governments, or

    b) Societies registered under the Societies Registration Act, or

    c) Trusts registered under the Indian Trusts Act, or

    d) Any registered entity under the Indian Companies Act 2013 or the Limited Liability Partnerships Act 2008, or

    e) Any registered association of industries / industry bodies.

    f) Should have been incorporated for at least three (3) years.

    g) Should be registered on the NITI Aayog's NGO Darpan Portal (except for entities mentioned in point a)

    h) Should have experience in promotion of art and craft, culture, tourism along with a good community connect and experience in conducting social welfare programmes at grass root level, particularly for artisan communities, minorities, and women. Any specific contribution made towards Geographical Indication (GI) tagging, and/or initiatives pertaining to art and craft, should be clearly mentioned.

    i) Should have a minimum turnover of Rs 3 crores in last 3 financial years.

    j) Should not have been blacklisted by MoMA or any other central / state government department/ Ministry and should have performed satisfactorily in previous projects allocated by MoMA (wherever applicable)

    k) All applicants should have experience in conducting skill development/ livelihood/ education/ entrepreneurship programmes for at least 3 years with established industry and community connects, good placement record, experience in facilitating market linkages, entrepreneurship support, and fulfilling any other criteria laid down by MoMA from time to time. Applicants should be willing to provide documentary evidence to support the eligibility criteria specified by MoMA and/or any other supporting document(s) required for verifying the background, experience, etc. as may be prescribed by MoMA.

l) To encourage micro-organizations doing good work at local level, a special dispensation of up to 10 percent of the total targets shall be kept for such organizations.

    i. These entities should have experience in social work and implementing good quality skill development/ upgradation/ livelihood enhancement programs for under-represented social communities and/or notified minorities.

    ii. These entities should also have an average annual turnover of at least Rs 50 lakhs in any 3 out of the last 5 financial years. Their proposal shall be considered by the PM VIKAS Empowered Committee (detailed out in Chapter 5), based on the merits of each case and credentials of the promoters.

m) Applicants should preferably have requisite experience in implementing Skilling and Training (Traditional and Non-traditional), Leadership and Entrepreneurship, and Education.

3.1.3. **Expert Bodies –** Expert bodies shall be empanelled by the Ministry under PM VIKAS scheme to ensure a good quality delivery of the projects for which separate instructions shall be issued.

3.1.4. **Certificate Awarding Bodies:**

a) **Traditional Training sub-component**: Certificate awarding bodies would include SSCs, Knowledge Partners or any other body approved by MoMA that would be primarily responsible for governing assessments and certification. Wherever NSQF standards are available, certification shall be conducted with the help of MSDE / NCVET approved assessment and certification bodies.

b) **Non-Traditional Skilling sub-component**: Certificate awarding bodies would include SSCs, or any other body approved by MSDE/NCVET.

c) **Leadership and Entrepreneurship Component**:

    i. Leadership and Basic Entrepreneurship: Participation certificate shall be issued by any standardization body as approved by the MoMA.

    ii. Entrepreneurship sub-component: Participation certificate shall be issued by any standardization body as approved by MoMA.

d) **Education Component** - NIOS or any other institution(s) approved by MoMA shall be the awarding body and would govern assessment and certification for trained beneficiaries.

e) For all the NSQF aligned training, the Certificate Awarding Bodies would be as per the guidelines issued by MSDE.

3.1.5. Knowledge Partners shall be on-boarded in the scheme to improve the quality of project delivery, as may be required.

## 3.2. Eligibility Criteria for beneficiaries

3.2.1. Any candidate of Indian nationality belonging to minority community as notified under National Commission of Minorities Act 1992, (Buddhists, Christians, Muslims, Jains, Parsis, and Sikhs) is eligible to apply for the scheme. In the States/UTs where some other minority communities notified by respective State/UT Governments exist, they may also be considered eligible for the programme but should not occupy more than 5% of the total seats.

3.2.2. The beneficiaries should fulfil the following criteria.

a) Possesses an Aadhar card and an Aadhar-linked bank account. In case the beneficiary does not possess an Aadhar card or an Aadhar-linked bank account, the PIA would be required to make provisions for the same and get his/her Aadhar card made and/or get his/her active bank account linked with Aadhar card.

b) Preferably, beneficiaries belonging to EWS category and in the age group of 14-45 years shall be targeted for enrolment in the Traditional Training sub-component, Non-traditional Skilling sub-component and Education component in the scheme.

c) Beneficiaries in the age group of 18-45 years shall be eligible for Leadership and Entrepreneurship Component in the scheme.

d) Candidates enrolling for Non-traditional Skilling sub-component must fulfil the minimum education and experience qualification for the respective job role as prescribed by NSQF norms.

e) Preference shall be given to those beneficiaries who lost their parent(s) or lost their livelihood due to the COVID-19 pandemic across all components.

f) Earmarking of seats for women beneficiaries:

   i. At least 33 percent of the total target shall be reserved for women beneficiaries in the Traditional Training and Non-traditional Skilling sub-components,

   ii. At least 66 percent under Leadership and Basic Entrepreneurship,

   iii. At least 50 percent in the Education component and

   iv. Entrepreneurship sub-component shall exclusively be for women beneficiaries.

g) 3 percent of the total seats shall be reserved for Persons with Disability (PwDs) across all three components.

h) Special provisions and dispensation shall be made for PIAs mobilising batches exclusively for disadvantaged communities such as persons with disabilities, transgenders etc.

i) To promote inter-community solidarity, up to 25 percent of the non-minority community among the Traditional Training Component and 15 percent in other components (belonging to EWS category) may be considered at scheme level in respective components.

j) In case reserved categories as prescribed under this scheme remain vacant, these vacant seats may be treated as unreserved.

## 3.3. Empanelment Process

3.3.1. An RFP with detailed criteria in line with eligibility criteria as per section 3.1 shall be issued to empanel agencies under the scheme. The PIAs shall be required to submit their proposals online along with technical, financial, and other required documents prescribed in the RFP on the scheme portal. No physical applications shall be accepted.

3.3.2. Sub-letting of training or any other component as per scheme guidelines is not allowed.

3.3.3. The empanelment of PIAs shall be governed by the **Empowered Committee (EC)** and the **Screening Committee (SC)** constituted under the scheme. Details on composition and roles and responsibilities of the EC and SC are described in Chapter 5.

3.3.4. After eligible applicants are empanelled as PIAs in the scheme, targets shall be allocated based on technical parameters decided by MoMA in line with the scheme requirements. PIAs shall be issued an allocation and a sanction letter by MoMA, detailing the terms and conditions for executing the project, which shall be approved by the PM VIKAS EC.

# 4. Funding Pattern

4.1. The funding pattern for each of the scheme components is outlined in the table below.

*Table 3. Funding pattern under the PM VIKAS Scheme*

| Component | Scheme Element | Proposed Funding Pattern |
|---|---|---|
| **Component 1** | Skilling and Training activities | 100% funding by Ministry of Minority Affairs under the PM VIKAS scheme, primarily for capacity building in Hub & Spoke villages |
| **Component 2** | Leadership and Entrepreneurship | 100% funding by Ministry of Minority Affairs under the PM VIKAS scheme |
| **Component 3** | Education | 100% funding by Ministry of Minority Affairs under the PM VIKAS scheme |
| **Component 4** | Infrastructure development in Hub and Spoke Villages | Funding pattern shall be on sharing basis between Centre and States, as per the PMJVK guidelines |

4.2. **Component 1, 2 and 3:**

4.2.1. Costing norms for NSQF aligned courses shall be as per the Common Norms prescribed by MSDE.

4.2.2. Funds shall be released to the PIAs in three different instalments upon fulfilment of milestones as prescribed by MoMA. The pattern of project funding to PIAs across scheme components has been standardized into 3 instalments in the ratio of 30:40:30, of the total project cost, as per the extant Common Norms in force.

4.2.3. Detailed cost components and per person cost is given at Annexure V. Checklist containing a list of documentary evidence shall be issued by MoMA to the PIA at time of target allocation.

4.3. **Component 4:** Funding pattern under this component shall be as per PMJVK guidelines.

4.4. **Stipend to beneficiaries:** Pattern of funding the stipend cost (for the beneficiaries) to the PIA has also been standardized into 2 instalments of 80:20. Stipend shall be delinked from the overall project cost and released in two instalments along with the 1st and 2nd instalments in the ratio of 80:20. For the purpose of calculation of stipend, training shall be considered for 8 hours per day. Stipend shall be provided to all beneficiaries through PFMS into an Aadhar linked account.

# 5. Implementation Structure

## 5.1. Administrative Structure

5.1.1. **PM VIKAS Empowered Committee (EC)** constituted by MoMA, shall be the apex committee under the scheme. It shall be empowered to take decisions in matters of scheme implementation and on recommendations received from the PM VIKAS SC, to make suitable modifications in the scheme guidelines, define the parameters, approve the empanelment processes and allocate targets and all other matters related to strategy and operational implementation, monitoring and evaluation of the scheme. The PM VIKAS EC shall meet at least once in each quarter for scheme-level review, course corrections or discussing any other agenda as deemed important. In case of policy deviations, the matter shall be considered by the Empowered Committee and put up to the Hon'ble Minister, Minority Affairs, with specific recommendations of the Committee.

5.1.2. The PM VIKAS EC shall comprise of the following members.

*Table 1: Composition of PM VIKAS Empowered Committee*

| Sn | Details | Role in EC |
|----|---------|------------|
| 1. | Secretary, MoMA | Chairperson |
| 2. | AS/JS, PM VIKAS | Member Convenor |
| 3. | AS/JS and Financial Advisor, MoMA | Member |
| 4. | Secretary or his representative from other Ministries/ departments, not below the rank of JS, as may be co-opted by the Chairperson | Member (on nomination basis) |
| 5. | Experts as deemed appropriate, may be co-opted as and when required | Members (on nomination basis) |

5.1.3. **PM VIKAS Screening Committee (SC)** would be responsible for administering the following key matters:

a) Advising the Empowered committee on selection and empanelment of PIAs/Expert bodies

b) Overseeing the ground-level monitoring and evaluation activities (described in chapter 7), including non-compliances.

c) Recommendation of proposals for preservation and propagation of literature/ documents, promotion of calligraphy, manuscripts, documentation of oral traditions and art forms or any other support including physical infrastructure.

5.1.4. PM VIKAS SC shall meet once a quarter / as per requirement and comprise of the following members.

*Table 2: Composition of PM VIKAS SC*

| Sn | Details | Role in SC |
|---|---|---|
| 1. | AS/JS, PM VIKAS | Chairperson |
| 2. | JS, from any other converging ministry (both from central/state government) or their representatives not below the rank of DS | Members up to 2 |
| 3. | JS & FA or their nominee, not below the rank of DS | Member |
| 4. | SSCs concerned/ any other expert as may be co-opted with approval of Chairperson | Members |
| 5. | Director / Deputy Secretary, PM VIKAS | Convenor |

5.1.5. The quorum for the Empowered Committee and the Screening Committee constituted under PM VIKAS shall comprise of more than 50% of the total members.

5.1.6. Governance and administrative mechanism for infrastructure development projects shall be in line with PMJVK guidelines.

## 5.2. Stakeholder Roles and Responsibilities

5.2.1. **Ministry of Minority Affairs (MoMA) -** MoMA shall be responsible for providing policy advisory and strategic support in all areas of the scheme such as overall program management, monitoring and evaluation, technology enablement, capacity building, empanelment of PIAs, grievance redressal, and any other support required for smooth implementation of the scheme. MoMA shall reserve the right to define the course curriculum and content to be imparted under various components of the scheme.

5.2.2. MoMA shall also facilitate capacity building workshops for PIAs and other stakeholders at regional level, twice a year. Such workshops shall also include capacity building in the fields of arts, crafts, culture, tourism to support PIAs in effective project implementation, by experts/ expert organizations on boarded by MoMA.

5.2.3. Workshops shall also be organized for artisans and other families in the village to inculcate a sense of community ownership and management of the Hub village and its components, particularly the community centre.

5.2.4. **PIA –** PIAs shall be responsible for conducting on-ground project implementation and ensure all identified program outcomes, as given in Annexure III are achieved. Additionally PIA shall also be responsible for:

  a) PIAs shall be the primary point of contact with the target beneficiary and play a key role in managing beneficiary expectations. This would include overall beneficiary management - collection and maintenance of a database of all beneficiaries, along with their demographic, socio-economic details, contact details, etc.

  b) PIAs would act as intermediaries for the Ministry, to disseminate PM VIKAS scheme announcements and important notifications to beneficiaries. Additionally, PIAs shall be required to sensitize the

beneficiaries and their family members on various other existing welfare schemes implemented by the government including process of registration, documentation required for enrolment and getting their entitlements under the aforesaid schemes.

c)   PIAs shall be responsible for on-ground mobilization of beneficiaries.

d)   Counselling of the beneficiaries before and after program completion shall be a key responsibility of the PIA to ensure elimination of asymmetry of information about skill development in general and the scheme benefits in particular, among the target population.

e)   PIAs must ensure that all training centres are affiliated and accredited with Skill India Portal of MSDE, wherein the centre shall be subject to audit on concurrent monitoring under the scheme.

f)   PIAs shall be responsible to enrol beneficiaries on scheme's portal and ensure that required data/ information on training, assessment and certification are recorded on the same. PIAs shall also be required to create training batches on the scheme portal and record necessary information relating to the training programmes on the same. All information and documentation shall be required to be uploaded online on the portal itself.

g)   It will be the responsibility of PIAs to bring together a qualified team for operations.

h)   PIAs shall regularly visit MoMA's website and of MSDE, NCVET to keep updated on any information that may affect implementation under the scheme.

i)   PIAs should ensure that local fairs/ melas are organized in conjunction with the M/o Tourism/ state Tourism departments and M/o Panchayati Raj so as to promote economic activities in and around Hub and Spoke villages.

5.2.5. **Knowledge Partners –** Knowledge Partners shall support PIAs in programme implementation through their technical inputs as subject matter experts. These would develop knowledge materials, content, curriculum handbooks and facilitate market linkages by leveraging their local connects and outreach.

5.2.6. **Certificate Awarding Bodies –** Awarding bodies would be responsible for setting standards for assessment and certification and awarding qualifications to the beneficiaries. These would also be responsible for awarding certification and empanelment of credible trainers and assessors.

5.2.7. **Financial linkage partners –** NMDFC, banks, NBFCs may be on-boarded by MoMA to support target beneficiaries in obtaining adequate credit and financial support wherever required.

5.2.8. **Gram Panchayats (GPs) -** Under PM VIKAS, MoMA aspires to introduce targeted interventions for artisans and their families by placing their needs  at the forefront. For this purpose, MoMA intends to gather data through primary

research, to map the aspirations of and understand the existing socio-economic profile of artisans and their families engaged in the traditional arts and craft forms.

5.2.9. GPs shall play a major role in the scheme by undertaking the following:

a) Supporting MoMA in conducting primary research in Hub and Spoke villages

b) Supporting MoMA and state government(s) in generating awareness and providing necessary information on PM VIKAS scheme and its proposed benefits to artisans and their families

c) Counselling and motivating the most vulnerable sections including women and differently abled persons to participate in PM VIKAS scheme

d) Supporting MoMA and its empanelled agencies in gathering first-hand feedback on the scheme interventions.

e) Support the initiative through contributing GP funds for sustaining the Community Centre.

5.2.10. Stakeholder-wise key program outcomes are given in Annexure III and a summary of roles and responsibilities are given in Annexure IV.

# 6. Project Lifecycle

## 6.1. Essential Infrastructure

6.1.1. Training under Non-Traditional Skilling sub-component shall be organized in accredited and affiliated training centres as per Skill India Portal (SIP) of MSDE.

6.1.2. For Traditional Training sub-component and other non-NSQF components, the infrastructure, tools, equipment, trainer, and assessor requirement shall be as prescribed by the respective certificate awarding bodies.

6.1.3. Registration and enrolment of the candidate will be done through a unified online portal developed for the scheme.

## 6.2. Course duration and training delivery

6.2.1. **Traditional Training sub-component:** Course duration shall be as prescribed by the Knowledge Partners/ SSCs/ any other body empanelled by MoMA and the same shall be approved by MoMA. Batch size shall be of maximum 30 candidates.

6.2.2. **Non-traditional Skilling sub-component:** NSQF norms shall be followed during training and the training hours shall also comply with the NSQF aligned job role. Maximum training hours can be up to 8 hours per day. Training duration shall be of at least 3 months and should not exceed a period of 12 months. Batch size shall be of maximum 30 candidates. For the pattern of funding to PIAs including stipend, residential training cost, refer to Chapter 4.

6.2.3. **Leadership and Entrepreneurship Component:** Course duration for Leadership and Basic Entrepreneurship programme shall be of 2 weeks covering 60 hours and 3 weeks covering 100 hours for intensive training on entrepreneurship. The entrepreneurship training for creating Business Mentors shall be of 30 days covering 240 hours spread over six months. Batch size shall be of 25-30 candidates.

6.2.4. **Education component:** Education bridge program shall be for at least 6 months.

6.2.5. Prior to creation of any training batch, the PIA should ensure the approved model curriculum and content shall be available for the selected job roles.

6.2.6. The training programs shall be conducted as per the social distancing and hygiene Guidelines / Standard Operating Procedures (SOP) issued by Ministry of Health and Family Welfare (M/o HFW) and Ministry of Home Affairs (M/o HA). PIA must keep itself updated of the rules and regulations issued on Ministry websites and follow the same wherever applicable.

## 6.3. Assessment and Certification

6.3.1. It is mandatory for all candidates to maintain 70 percent attendance to be eligible to appear in the assessments.

6.3.2. Post training, the assessment and certification shall be facilitated through the scheme portal/ Skill India Portal. Assessment fees, wherever incurred, shall be reimbursed to the PIA under the scheme.

6.3.3. Assessment and certification shall be conducted by the respective certificate awarding bodies or as prescribed by MoMA for each component.

6.4. **Placement and Post-Placement Support**

6.4.1. Actionable outcomes from each component as given in Annexure III shall be followed.

6.4.2. Additionally, for the Non-traditional Skilling sub-component, PIA shall be responsible to ensure wage employment of trained beneficiaries in the scheme and / or provide support for self-employment avenues. PIA shall be mandated to conduct Post-Placement tracking of beneficiaries for at least 3 months after completion of training. The same shall be monitored by MoMA or any other agency approved by it.

# 7. Program Monitoring and Evaluation

## 7.1. Monitoring Mechanism

7.1.1. A concurrent monitoring mechanism shall be put into place to ensure the quality of implementation of various components under the scheme. A combination of on-ground and desktop monitoring by MoMA with the help of Program Management Unit (PMU), along with extensive use of technological interventions, wherever possible, shall be put into place for monitoring of the scheme.

7.1.2. MoMA shall retain the rights to conduct audit of the accounts of the project, wherever deemed necessary, including audit by the CAG, by the Principal Account officer of MoMA or by an independent agency approved by MoMA. The PIA shall make available all relevant records, books of accounts, bank statements (pertaining to the project) to the Government or Government empanelled CAG auditors at any time during and after completion of the project, at the location prescribed for the purpose.

7.1.3. MoMA shall undertake a third-party impact assessment/ evaluation of the scheme during mid-term, scheme completion and/or as per requirements, to understand the outcomes achieved from scheme implementation.

7.1.4. MoMA shall evaluate the performance of the PIAs and in case any discrepancy or non-compliance is observed vis-à-vis the project milestones, scheme guidelines, project terms and conditions or GFR, MoMA reserves the right to take any appropriate action as deemed suitable, including cancelling / curtailing any project. Separate instructions on the performance evaluation matrix shall be issued by the Ministry.

7.1.5. An online grievance redressal mechanism covering key stakeholders, beneficiaries, PIAs, etc. shall be set up for a time bound resolution of grievances.

## 7.2. Governance Structure and Responsibilities

7.2.1. The overall responsibility of program monitoring and supervision shall be vested with MoMA, through the PMU. MoMA shall be duly supported by Knowledge Partners, as may be required from time to time. MoMA may authorize suitable third-party agency(s), as deemed appropriate, to conduct concurrent monitoring of the project.

7.2.2. Designated official(s) from MoMA, including Group A officers, PMU, State govt. and other agencies empanelled by MoMA shall undertake onsite inspection visits wherever required, as approved by MoMA from time to time.

7.2.3. In terms of monitoring and evaluation under the scheme, PM VIKAS SC would play a pivotal role in resolving the day-to-day implementation issues, escalation matters, take action against non-compliance, and recommend course corrections, wherever required. SC would play a major role in leading and

managing all monitoring related operations under the scheme, both relating to PIAs and as well as development of Vishwakarma Villages.

7.2.4. To oversee the monitoring and evaluation matters, the SC shall meet once every quarter or as may be required. It shall be empowered to undertake the following actions:

   a) Recommend policy proposals, action plans etc. for the approval of the PM VIKAS Empowered Committee (EC)

   b) Discuss non-compliance cases / appeals raised by PIAs and advise appropriate course of action

   c) Advise issuance of warning emails/ non-compliance letters/ show cause notices with respect to non-compliance observed with respect to project milestones or scheme guidelines or terms and conditions mentioned in the project allocation and sanction letters

   d) Blacklist PIAs in case of repeated offences in line with the matrix designed by MoMA and conduct scrutiny/inspections wherever required

   e) Monitor the overall financial performance or fund utilization, considering the overall budget available

   f) Recommend course corrections or suggest better ways of project /program monitoring to PM VIKAS EC, wherever required.

7.2.5. The Empowered Committee shall periodically review the scheme performance and provide recommendations on important agenda items put forward by the Screening Committee on a quarterly basis or as required from time to time.

## 7.3. Monitoring Tools and Techniques

7.3.1. A unified portal shall be developed for the scheme to monitor and track each project lifecycle.

7.3.2. It will be mandatory for all PIAs to ensure that attendance of all beneficiaries is captured through Aadhar-Enabled Biometric Attendance System (AEBAS).

7.3.3. Beneficiary feedback shall be taken to capture the feedback of beneficiaries during and after the project.

7.3.4. In case, any anomaly/ discrepancy is observed during the onsite inspection visit or in course of feedback, MoMA may take appropriate action including call validation depending upon case-to-case basis as may be deemed appropriate.

7.3.5. It will be mandatory for the PIA to upload requisite information on scheme's unified portal as per formats specified by MoMA.

7.3.6. PIA shall be mandated to submit online Progress Reports periodically as per formats specified by MoMA.

7.3.7. PIA shall be required to submit an online Project Completion Report within 2 months of completion of the project as per the format specified by MoMA. The report shall be comprehensive in nature covering all aspects of the project executed, starting from mobilization and counselling of beneficiaries to placement and post-placement / self-employment/ entrepreneurship support. Additionally, the report shall include good quality photographs, case studies, good practices, if any.

7.3.8. Apart from the project milestones, the scope of project monitoring shall also cover compliance with scheme guidelines across all areas including provision of infrastructure, availability of certified trainers and assessors, provision of appropriate tools and equipment, etc.

7.3.9. It will be mandatory for the PIA to maintain project records, beneficiary data, video and photographic proof, biometric attendance etc. for at least 2 years after project completion and make the same available to MoMA, if required.

7.3.10. A mix of social and financial parameters shall be covered for project monitoring, including but not limited to the following:

    a) Training center accreditation as per MSDE guidelines

    b) Training target achievement

    c) Percentage of women beneficiaries covered

    d) Timely disbursement of stipend to the beneficiaries

    e) Training in approved locations and job roles.

# 8. Convergence with other ministries

8.1. **Convergence with skilling standards set up by MSDE:** Common Norms as prescribed by MSDE shall be adopted wherever possible particularly in terms of non-Traditional skills. Efforts shall be made to align to the skilling standards in the areas of infrastructure set up requirements, centre accreditation, standardized course content, leveraging expertise of Sector Skill Councils (SSC), assessment and certification modalities of NCVET or any other areas identified/ standards laid down by MSDE in this regard. This shall enable greater linkage of the scheme with the overall skill ecosystem.

8.2. **Convergence with initiatives of other Ministries:** Institutional, research, knowledge and implementation support shall be sought from various ministries to create a synergy between various government initiatives. MoMA shall, as far as possible, attempt to establish synergies with the following Ministries.

- **M/o Panchayati Raj –** The Ministry through its network of GPs shall validate the aspirations survey of artisans that is proposed to be conducted by MoMA. Support of the Ministry shall be utilized in integration of Heritage Conservation Plan with Gram Panchayat Development Plan (GPDP), and also taking up the work relating to provisioning O&M of basic amenities in the Hub and Spoke villages with FFC funds and actively promote experiential tourism.

- **M/o Rural Development –** The initiatives undertaken by the M/o Rural Development shall also be dovetailed for making the Vishwakarma Villages (Hub and Spoke) as model villages through infrastructure development and maintenance.

- **M/o Tourism –** Support for funding and implementation for training of artisan family members in tourism related jobs (tour guides, interpreters, etc.), rural homestays, promoting Vishwakarma Villages, nurturing experiential tourism, organizing and funding fairs/melas highlighting the flavour and fervour of local art / craft, culture and cuisine, with an intent to popularize the Vishwakarma Villages and the spoke villages as popular tourism spots and establish them on the tourism map of India, besides developing a Tourism Ranking Index for all states /UTs in the country.

- **M/o Culture –** To leverage available database on locations and history of arts, crafts, culture prevalent in the country and also support MoMA in popularizing PM VIKAS scheme with special focus on Hub and Spoke villages.

8.3. Inter-ministerial convergence shall also be attempted through the PM VIKAS EC that would have representation from various state/ central governments on rotation basis.

8.4. **Convergence with other missions of Government of India:** The scheme also aims to align and complement other missions and initiatives of the Government of India such as Make in India, Digital India, Ayushman Bharat - National Health

Protection Mission (AB-NHPM), AtmaNirbhar Bharat, Azadi Ka Amrit Mahotsav, Start-up India etc. and extend the benefits of these schemes to the beneficiaries of PM VIKAS as far as possible.

8.5. Summarily, the proposed convergence shall be a key enabler in the scheme that would help to achieve the desired outcomes effectively, by reducing duplication of efforts, use of the common pool of hard and soft infrastructure and better utilization of government funds.

## Annexure I: List of UNESCO ICH Sites in India

1) As per the UNESCO's 2003 Convention for the Safeguarding of the Intangible Cultural Heritage (ICH), the 'Intangible Cultural Heritage' means the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts, and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage[6]. This Intangible Cultural Heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. The convention has been ratified by India.

2) The list of 14 elements from India[7] that are inscribed in the UNESCO's Representative List of the Intangible Cultural Heritage of Humanity are given below.

*Table 4. List of ICH sites in India*

| Sn | Name | Year Inscribed in |
|----|------|-------------------|
| 1 | Durga Puja in Kolkata | 2021 |
| 2 | Kumbh Mela | 2017 |
| 3 | Nawrouz/ Navruz | 2016 |
| 4 | Yoga | 2016 |
| 5 | Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru, Punjab, India | 2014 |
| 6 | Sankirtana, ritual singing, drumming and dancing of Manipur | 2013 |
| 7 | Buddhist chanting of Ladakh: recitation of sacred Buddhist texts in the trans-Himalayan Ladakh region, Jammu and Kashmir, India | 2012 |
| 8 | Chhau dance | 2010 |
| 9 | Kalbelia folk songs and dances of Rajasthan | 2010 |
| 10 | Mudiyettu, ritual theatre and dance drama of Kerala | 2010 |
| 11 | Ramman, religious festival and ritual theatre of the Garhwal Himalayas, India | 2009 |
| 12 | Kutiyattam, Sanskrit theatre | 2008 |
| 13 | Tradition of Vedic Chanting | 2008 |
| 14 | Ramlila, the traditional performance of the Ramayana | 2008 |

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[6]https://ich.unesco.org/en/convention
[7]https://ich.unesco.org/en/state/india-IN

## Annexure II: Proposed Constituents of Vishwakarma Villages

It is proposed that each Vishwakarma Village shall strive to consist of the following facilities.

a) **Community Centre**: A Community Centre shall be built in each Hub village to enable local artisans to exhibit their handmade artisanal products to incoming domestic / foreign tourists and for organizing exhibitions, etc. The Community Centre shall comprise of the following:

  i. The building should not exceed 2 floors (Ground + 1).

  ii. It shall house a marketplace for artisans to set up stalls, to display and sell their products.

  iii. It must have at least 1 Training Hall to facilitate local meetings, training by master artisans or craft persons. Size of the hall shall be in line with job roles/ course specific equipment and tools.

  iv. Training Hall must have appropriate classroom facilities such as a writing board, chairs, table, TV/ projector with Audio-Visual aids and must have at least 1 Smart Classroom, with technology-enabled audio-visual and web-enabled access capability.

  v. Equipment, tools, machinery, etc. if required for operationalising the centre shall also be provided as per the approval of funding under cost heads defined in the proposal.

  vi. 2 separate toilets for men and women.

b) **Open-air Events Area/ Hall –** Each Hub village must have an open-air events area or a hall wherein cultural events, performances or craft workshops can be organized.

c) **Eating Area/ Canteen –** Each Hub village must have a separate eating area/ canteen wherein local cuisine as well as food of tourist interest may be served.

d) **Common Toilet Block -** A common toilet block shall be constructed in each such village that is strategically placed near the village museum/ open-air round or any other place of prominence, for use by tourists.

e) **Museum –** A museum must be constructed in each Hub village, exhibiting a varied collection including -

  i. Artisanal products and other artefacts developed by the local artisans

  ii. Historical background of the Hub village and local crafts

  iii. Background and details of the acclaimed artisans from the Hub village & success stories.

  iv. Information on local cuisine and performing arts of the Hub and Spoke villages

  v. A brochure describing the culture, art and craft forms covering information on above-mentioned aspects to be developed for the museum in English, Hindi, local and any two foreign languages depending upon the kind of tourist footfall in the area.

vi. Information on upcoming cultural events and performance in the Hub village should also be readily made available in the museum

vii. The museum must have a souvenir shop housing artisanal products/ merchandise/ memorabilia representing the local cultural values and tradition of the village.

f) **Library –** To support artisan family members undergoing training and education, and to preserve local culture, each Hub must strive for development and maintenance of a library with books, CDs, and other AV materials.

g) **Branding and advocacy -** Designed/ branded in a manner that exhibits the local cultural arts and crafts as well as performing arts of the concerned area, that would include –

i. 1 prominent signage at the entrance describing the name of the Vishwakarma Village and the associated key art and craft form that is being promoted.

ii. 1 notice board/ display board at or near the entrance of the village that would display information on upcoming events/ cultural shows, posters/ photographs of artisanal products developed& history of the same.

iii. All signages shall mandatorily be in English and Hindi. Vernacular or other foreign languages may also be used depending upon the type of tourist footfall.

iv. Prominent signages (at least one for each building) at relevant places to guide visitors and help in navigation.

h) **Each Hub village should have well-developed basic amenities including availability of clean drinking water, sewage, and sanitation facilities, to make the place as tourist friendly as possible. Assistance of M/o Rural Development, Tourism, Culture and Panchayati Raj etc of the state governments shall be sought to saturate the gaps identified in the Hub village. The Spoke villages would also be saturated with these amenities over a period of time.**

## Annexure III: Program Outcomes

The program outcomes across each of the scheme components shall be as per the table below.

*Table 5: Proposed Program Outcomes*

| SN | Outcome | Responsibility | Suggestive Documentary Evidence[8] |
|---|---|---|---|
| **Traditional Training sub-component** | | | |
| 1) | Facilitate loans to beneficiaries through NMDFC, banks, wherever required | PIA, NMDFC, banks, non-banking financial institutions | ● Certificate from NMDFC/ bank(s), etc. regarding loan disbursal |
| 2) | Development of Self-help groups / Artisan Producer Organizations/ Individual/ Group Enterprises, wherever required | PIA | ● Registration certificate |
| 3) | Facilitate participation of all beneficiaries in at least 3 national / state level/ local trade fairs in sync with the Hon'ble PM's mission of 'Gram Swaraj Abhiyaan' | PIA | ● Registration / participation certificate<br>● Photographic and video-graphic evidence of stall setup by beneficiaries |
| 4) | Workshop on design training and interventions, at least 1 per year for each Vishwakarma village | Knowledge Partners | ● Relevant proof of organizing the workshop<br>● Catalogue / brochure of products developed by beneficiaries based on design inputs |
| 5) | Development of standardized product catalogues of artisans for Virtual Bazaars (including on history and background of art and crafts) to facilitate B2B linkages | PIA | ● Catalogue / brochure of products developed by beneficiaries |

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[8]The supporting documentary evidence required against each of the proposed program outcomes is indicative in nature and may not be exhaustive. These shall be mentioned in detail in the allocation/ sanction letter to be issued to the PIA and MoU with Knowledge Partners.

| SN | Outcome | Responsibility | Suggestive Documentary Evidence[8] |
|---|---|---|---|
|  |  |  | based on design inputs |
| **Non-traditional Skilling sub-component** | | | |
| 6) | Placement as wage employment:<br>● Placement of 75 percent of total candidates trained under NSQF aligned skill programs and at least 50 percent in wage employment<br><br>● The candidate shall be treated as placed if he/she continues to be in job for at least 3 continuous months after training | PIA | ● Offer letter with name of candidate and salary details<br>● Salary slips issued by employer / account statement of bank account of candidate showcasing the credits of salary |
| 7) | Placement as self-employment: Development of Self-help groups / Artisan Producer Organizations/ Individual/ Group Enterprises, wherever required | PIA | ● Registration certificate/self-certification<br>● Bank passbook |
| 8) | Facilitation of Apprenticeship opportunities | PIA | ● Registration/ enrolment proof |
| **Leadership and Entrepreneurship Component** | | | |
| **Leadership and Basic Entrepreneurship** | | | |
| 9) | 66 percent of the total enrolled beneficiaries to be provided leadership and basic entrepreneurship development training should be women | PIA | ● Participation certificate |
| 10) | At least 15 percent of the beneficiaries enrolled to be provided career counselling skill training / placement | PIA | ● Offer letter with name of candidate and salary details<br>● Salary slips issued by employer / account statement of bank account of candidate showcasing the credits of salary |

| SN | Outcome | Responsibility | Suggestive Documentary Evidence[8] |
|---|---|---|---|
| | | | ● Enrolment information from the portal |
| **Entrepreneurship sub-component** | | | |
| 11) | 33 percent of the total beneficiaries enrolled in the component to be provided entrepreneurship development training (exclusively for women) | PIA | ● Participation certificate |
| 12) | At least 10 percent of the women who have undergone entrepreneurship training to be trained as business mentors (Biz Sakhis) | PIA | ● Participation certificate issued under the aegis of MoMA |
| 13) | Facilitate in setting up of individual or group enterprises among at least 30 percent of the beneficiaries who have undergone entrepreneurship training | PIA/ NMDFCs/ Banks and other non-banking institutions | ● Certificate from NMDFC/ bank(s), etc. regarding loan disbursal |
| **Education Component** | | | |
| 14) | ● Beneficiaries to be enrolled in open schooling programs for class 8th, 10th, and 12th<br>● At least 40 percent candidates out of targeted beneficiaries pursuing open schooling to pass NIOS examination* | PIA | ● Passing certificate / mark sheet with pass marks issued by NIOS |

*In case less than 40 percent of the beneficiaries pass, PIA shall be made payment for successful beneficiaries on pro-rata basis.*

## Annexure IV: Summary of Stakeholder Roles and Responsibilities

| Sn | Process Area | Stakeholder Responsible |
|---|---|---|
| 1) | Aspirations need mapping for target population | MoMA, other ministries |
| 2) | PIA empanelment and target allocation | MoMA |
| 3) | Mobilization and counselling of beneficiaries | PIA |
| 4) | Registration and enrolment of beneficiaries | PIA |
| 5) | Content development and standardization of training modules | SSCs, NCVET, along with Knowledge Partners |
| 6) | Training delivery | PIA |
| 7) | Education delivery/ facilitation | PIA |
| 8) | Program management, monitoring, and evaluation of programs | MoMA through its own offices and other agencies empanelled by MoMA |
| 9) | Assessment and certification | SSC, NCVET, NIOS, any other body approved by MoMA |
| 10) | Activities related to Placement and Post-Placement and achievement of other program outcomes of trained beneficiaries (as given in Annexure III) | PIA |
| 11) | Facilitation of financial linkages | PIA, NMDFC, other financial partners such as banks, NBFCs, state governments |
| 12) | Facilitation of market linkages | PIAs, Knowledge Partners, MoMA, state governments |
| 13) | Fund release to PIAs | MoMA |
| 14) | Submission of mandatory documents as prescribed by MoMA for release of funds | PIA |
| 15) | Impact Evaluation | MoMA and any other body empanelled by MoMA |
| 16) | Overall fund management | MoMA |
| 17) | Capacity building of PIAs | MoMA |
| 18) | Advocacy and branding, including organization of fairs, cultural events | PIA, MoMA, other ministries, state governments |
| 19) | Technology enablement and support | MoMA |

## Annexure V: Cost Components

| SN | Component | Sub-component | Unit | Per Person cost | Instalment | Percentage | Criteria for fund release* |
|---|---|---|---|---|---|---|---|
| 1 | **Non-Traditional Skilling sub-component** | Training cost | No. of hours | As per common norms | Instalment 1 | 30% | Batch creation on scheme portal and commencement of training |
| | | | | | Instalment 2 | 40% | Completion of batch certification |
| | | | | | Instalment 3 | 30% | Placement of beneficiaries and Placement verification |
| 2 | | Assessment & Certification cost | No. of candidates | As per common norms | Instalment 2 | 100% | - |
| 3 | | Stipend | No. of months | Rs 2000 for non-residential candidates and Rs 1000 for residential candidates | Instalment 1 | 80% | - |
| | | | | | Instalment 2 | 20% | - |
| 4 | | Post placement support | No. of months | Rs 2000 per candidate for 2 months | Instalment 3 | 100% | - |
| 5 | | Residential support | No. of day | Rs 2000 per month for outstation beneficiaries | Instalment 1 | 30% | - |
| | | | | | Instalment 2 | 40% | - |
| | | | | | Instalment 3 | 30% | - |
| 6 | **Traditional Training sub-** | Training cost | No. of hours | NSQF aligned course: As per Common Norms | Instalment 1 | 30% | Batch creation on scheme portal and commencement of training |

| SN | Component | Sub-component | Unit | Per Person cost | Instalment | Percentage | Criteria for fund release* |
|---|---|---|---|---|---|---|---|
| | **component** | | | Non-NSQF course: As per Category III of Common Norms | Instalment 2 | 40% | Completion of batch certification |
| | | | | | Instalment 3 | 30% | Achievement of program outcomes defined in the scheme guidelines |
| 7 | | Stipend | No. of months | Rs 3,000 per beneficiary per month | Instalment 1 | 80% | - |
| | | | | | Instalment 2 | 20% | |
| 8 | | Assessment and Certification cost | No. of candidates | As per Common Norms | Instalment 2 | 100% | - |
| 9 | | Participation in trade fairs | No. of candidates | As per actuals subject to extant TA/DA rates under Hunar Haat and up to Rs 5,000 per beneficiary per fair | Instalment 3 | 100% | - |
| 10 | | Hunar Haat | No. of Haats organized | Cost of each Hunar Haat shall be decided by the Task Force constituted by the Ministry. | - | - | - |
| 11 | Leadership and Entrepreneurship | Training cost - leadership, entrepreneur | No. of hours | Rs 50 per hour | Instalment 1 | 30% | Batch creation on scheme portal and commencement of training |

| SN | Component | Sub-component | Unit | Per Person cost | Instalment | Percentage | Criteria for fund release* |
|---|---|---|---|---|---|---|---|
| | Component | ship and Biz-Sakhis | | | Instalment 2 | 40% | Certification completed |
| | | | | | Instalment 3 | 30% | Achievement of program outcomes defined in the scheme guidelines |
| | | Health check-up | No. of candidates | Rs 1000 per candidate | Instalment 1 | 100% | Batch creation on scheme portal and commencement of training |
| | | Entrepreneurship linkage cost | No. of enterprises | Rs 3000 per beneficiary | Instalment 3 | 100% | Achievement of program outcomes defined in the scheme guidelines |
| | | Stipend - Leadership, Entrepreneurship & Biz-Sakhis | No. of days | Rs 200 per day | Instalment 1 | 80% | - |
| | | | | | Instalment 2 | 20% | - |
| 12 | Education Component | Training cost | No. of candidates | Rs 16,000 per candidate | Instalment 1 | 30% | Batch creation on scheme portal and commencement of training |
| | | | | | Instalment 2 | 40% | Certification completed |
| | | | | | Instalment 3 | 30% | Achievement of program outcomes defined in the scheme guidelines |

| SN | Component | Sub-component | Unit | Per Person cost | Instalment | Percentage | Criteria for fund release* |
|---|---|---|---|---|---|---|---|
| | | Health check-up | No. of candidates | Rs 1000 per candidate | Instalment 1 | 100% | Batch creation on scheme portal and commencement of training |
| | | Assessment and Certification cost | No. of candidates | Rs 4,000 per candidate | Instalment 2 | 100% | Certification completed |
| | | Stipend | No. of months | Rs 1,000 per month | Instalment 1 | 80% | - |
| | | | | | Instalment 2 | 20% | - |

*Complete list of documents in detail against all criteria shall be published on Ministry's website in public domain*

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