



JSS MAHAVIDYAPEETHA

JSS COLLEGE FOR WOMEN

Affiliated to the University of Mysore & Re-Accredited by NAAC with 'B+' Grade

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PLACEMENT INFORMATION AND CAREER GUIDANCE CELL



Report on

Prime Minister Vishwakarma Awareness Programme (Empowerment of traditional artisans and Craftsmen)

Report prepared by :

Mohammed Zabiulla
Placement Officer

Date: 16/10/2025

PLACEMENT INFORMATION AND CAREER GUIDANCE CELL

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01	Programme :- Prime Minister Vishwakarma Awareness Programme (Empowerment of traditional artisans and Craftsmen)
02	Date :- 16/10/2025
03	Programme List/ List of participate students :- Attached with report,
04	Number of participants :- 55

Schedule of Programme:-

Date	Time	Session	Speaker /Director
16/10/2025	11.00 am –11.30 am	Welcoming participants and experts sharing objectives of the programme and setting up agenda	<u>Inauguration</u> <u>Session:01</u>
	11.30 am – 1.30 pm	Giving information about PM vishwakarma and benefits of the Scheme, self-employment Empowerment of traditional artisans and Craftsmen availability of Loan Facilities	Sri. Sunil Bose Member of Parliament Chamarajanagara
	01.30 pm – 2:30 pm	Distributing Food to students	Mrs. Shilpanag C T IAS Deputy Commissioner Chamarajanagara
	2.45 pm to 4.30	Benefits, advantages, facilities, different plans strategies etc., about prospective self-employment Empowerment of traditional artisans and Craftsmen	<u>Session:02</u> Sri. Dore Raj Deputy, Director DIC Chamarajanagara Sri Shivakumar MSME Director Bangalore Sri. Devaraj K Joint Director Chamarajanagara

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REPORT ON

Prime Minister Vishwakarma Awareness Programme

(Empowerment of traditional artisans and Craftsmen)

16/OCTOBER/2025

Preambles:-

Ministry of Micro, Small and Media Enterprises and District Industrial centre Chamarajanagara in collaboration with MSME Development and facilitation office Bangalore under their joint collaboration and Placement Information and Career Guidance Cell in association with IQAC Organizing On “**Prime Minister Vishwakarma Awareness Programme**” (Empowerment of traditional artisans and Craftsmen)” Empowering traditional artisans and craftsmen involves a multifaceted approach that includes skill enhancement, financial support, market access, and integration with modern technology. Initiatives like the PM Vishwakarma Scheme provide training, grants, and loans to artisans in over 18 trades to help them build sustainable livelihoods, preserve cultural heritage, and become self-reliant.

Detail explanation of report:-



The programme started with an invocation by Kum, Ambika S Final B.Com student and Kum. Gagana M Final B.Com student welcoming the Guests, Teachers and participants. The programme was inaugurated by the Principal dignitary guests, teachers and students by lighting the lamp at the beginning of the programme.



The principal Dr. N Mahadewaswamy in his inaugural speech motivating the students to explore self –employment and opportunities and uses of government Schemes of Usually self-employed, these artisans and craftsmen, also referred to as Vishwakarmas, account for a significant section of the workforce in the unorganised or informal sector of the economy. By enabling these Vishwakarmas to improve their respective trades and the practice of occupation, the PM Vishwakarma scheme, launched in September 2023 initially implemented for five years up to 2027-28, would result in their better socio-economic status and quality of life.

The artisan economy holds the potential for long-term employment generation and sustainable growth of the textile sector in India. Most artisans are Dalit, tribals, backward communities or rural women whose mobility is restricted due to social or cultural norms. Hence, the artisanal economy becomes even more crucial for greater financial and social inclusion of marginalised creative and socially backward communities.

After that session was hand over to Sri.Sunil Bose Member of Parliament Chamarajanagara has delivered his speech on The PM Vishwakarma Scheme covers artisans and craftsmen who work with their hands and tools, such as carpenters, boat makers, armoires, blacksmiths, hammer and tool kit makers, locksmiths, goldsmiths, potters, sculptors, stone breakers, cobblers, masons, basket/mat/broom maker/coir weavers, doll & toy market (traditional), barbers, garland makers, washermen, tailors, and fishing net makers. After that session will be continued to Sri Dore Raj Deputy, Director DIC Chamarajanagara has delivered a speech on The Government of India has allocated INR 13000 Cr for the PM Vishwakarma Scheme to provide technological tools for offering financial assistance along with training, advanced techniques, and skill-related guidance.

After the completion of First session distributing food to students Second session was hand over to Sri. Shivakumar Director MSME bangalore has delivered a speech on The artisan economy holds the potential for long-term employment generation and sustainable growth of the textile sector in India. Most artisans are Dalit, tribals, backward communities or rural women whose mobility is restricted due to social or cultural norms. Hence, the artisanal economy becomes even more crucial for greater financial and social inclusion of marginalized creative and socially backward communities.

The skills passed from one generation to another within families or other informal groups, following a Guru-Shishya Parampara, have kept the rich culture and art of craftsmanship alive. By integrating these Vishwakarmas into domestic and global value chains, the PM Vishwakarma scheme will help improve the quality and reach of products and services.



Objectives of the Programme:

- **Financial assistance:**

Provide access to credit and financial aid to help them start or grow their businesses. For example, the PM Vishwakarma Yojana offers collateral-free loans.

- **Business development:**

Support business growth through services like loans, business development support, and incentives for adopting modern technologies and digital transactions.

- **Market access:**

Create pathways to sell products in both domestic and international markets through branding and e-platforms.

- **Income generation:**

Contribute to the local economy by creating jobs and improving the livelihoods of artisans and their communities.

Key Highlights

The empowerment of traditional artisans and craftsmen include government initiatives like the PM Vishwakarma Scheme, which provides training, financial support, and marketing assistance. Other highlights are skill development through training, access to modern tools via e-vouchers, and opportunities for market linkages through online platforms and quality certifications. This focus helps preserve cultural heritage, enhances economic self-reliance, and fosters business growth.

Advantages to Students

- **Boosts rural economies:** Artisans, many of whom reside in remote areas, rely on their craft for income. Support for their work reduces the need for them to migrate to cities in search of jobs, helping to stabilize and develop rural economies.
- **Increases financial stability:** Empowerment provides artisans with better financial prospects and reduces reliance on middlemen who often take a large share of the profits. This leads to higher, more sustainable incomes, allowing artisans to improve their standards of living and invest in their families' education and healthcare.
- **Fosters fair and ethical trade:** By supporting artisans directly or through fair trade initiatives, consumers ensure craftspeople receive fair compensation for their skills and labor. This promotes more ethical production processes and supply chains.
- **Creates new market access:** Providing artisans with training and digital platforms helps them reach broader national and global markets. This opens up new revenue streams that help their businesses grow and thrive.

Benefits to Students

- **Cultural Preservation:**
Students learn firsthand about their cultural heritage by engaging with traditional crafts, helping to preserve it for future generations.
- **Enhanced Social Skills:**
Working on crafts with artisans encourages teamwork, communication, and socialization.
- **Self-Expression and Confidence:**
Craft-making provides a medium for self-expression and can boost self-esteem and confidence.

Valedictory session:-

The programme was hosted by Mohammed Zabiulla. Assistant professor and Placement Officer gave concluding remark. He expressed his overall views about PM Vishwakarma scheme is a much-needed scheme to upgrade the skills of Vishwakarma and to provide support for better and modern tools to enhance their capability, productivity, and quality of products and services, and to provide a platform for brand promotion and market linkages to help them access new opportunities

Conclusion:

The awareness programme concluded with a vote of thanks by Kum. Deepika R Final B.Com student, she thanked the Guests, students, and faculty for their active participation. The session successfully created awareness about the opportunities available PM Vishwakarma scheme is a much-needed scheme to upgrade the skills of Vishwakarma and to provide support for better and modern tools to enhance their capability, productivity, and quality of products and services, and to provide a platform for brand promotion and market linkages to help them access new opportunities for growth. So far, over 125700 craftsmen have successfully registered to take benefits of the scheme.



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Ministry of Micro, Small and Media Enterprises and District Industrial centre
Chamarajanagara in collaboration with MSME Development and facilitation office Bangalore
under their joint collaboration

And

Placement Information and Career Guidance Cell in association with IQAC Organizing On

Prime Minister Vishwakarma Awareness Programme (Empowerment of traditional artisans and Craftsmen)

DATE: 16/10/2025

TIME: 11:00 AM

Divine Blessings

*His Holiness Jagadguru Sri. Shivarathri Deshikendra Mahaswamiji
Jagaduru Sri. Veerasimhasana Mahasamsthan Math, Suttur Srikshetra*

President	:	Sri. Sunil Bose Member of Parliament Chamarajanagara
Inauguration	:	Mrs. Shilpanag C T IAS Deputy Commissioner Chamarajanagara
Chief Guest	:	Mrs. Mona Rouath IAS Executive officer Zilla panchayath Chamarajanagara
	:	Sri. Dore Raj Deputy, Director DIC Chamarajanagara
	:	Sri. Devaraj K Joint Director Chamarajanagara
	:	Sri Shivakumar Director MSME Bangalore
	:	Dr. N Mahadevaswamy Principal
Presence	:	Sri. R M Swamy Public Relation Officer JSS Educational Institutions
	:	Sri. Mallikarjuna Swamy M IQAC Co-ordinator
	:	Sri. Mohammed Zabiulla Placement Officer

All are cordially invited

Venue: Seminar Hall



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DATE: 16/10/2025

TIME: 11:00 AM

Programme List

Invocation	:	Kum. Ambika S Final year B.Com
Welcome Speech	:	Kum. Gagana M Final year B.Com
President	:	Sri. Sunil Bose Member of parliament Chamarajanagara
Inauguration	:	Mrs. Shilpa nag C T IAS Deputy Commissioner Chamarajanagara
Chief Guest	:	Mrs. Mona Rouath IAS Executive officer Zilla panchayath Chamarajanagara
	:	Sri. Dore Raj Deputy, Director DIC Chamarajanagara
	:	Sri. Devaraj K Joint Director Chamarajanagara
	:	Sri. Shivakumar Director MSME Banagalore
Presence	:	Dr. N Mahadevaswamy Principal
	:	Sri. R M Swamy Public Relation Officer JSS Educational Institutions
	:	Sri. Mallikarjuna Swamy M IQAC Co-ordinator
	:	Sri. Mohammed Zabiulla Placement Officer
Vote of thanks	:	Kum. Deepika R Final year BCA
Anchoring	:	Kum. Keerthanashetty S Final year B.Com

All are cordially invited

Venue: Seminar Hall