



सत्यमेव जयते

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Scheme Objectives

PM Vishwakarma is a new scheme and envisages to provide end-to-end holistic support to the traditional artisans and craftspeople in scaling up of their conventional products and services. The objectives of the scheme are as given below:

1. To enable the **recognition of artisans and craftspeople as Vishwakarma** making them eligible to avail all the benefits under the Scheme.
2. To provide **skill upgradation** to hone their skills and make relevant and suitable training opportunities

3. To provide **support for better and modern tools** to enhance their capability, productivity, and quality of products.

4. To provide the intended beneficiaries an **easy access to collateral free credit** and reduce the cost of credit by providing interest subvention.

5. To provide **incentives for digital transaction** to encourage the digital empowerment of these Vishwakarmas.

6. To provide a **platform for brand promotion and market linkages** to help them access new opportunities

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