

2. Vishwakarma Artisan Connect Portal: Empowering Traditional Artisans Through Digital Inclusion in Uttar Pradesh



Traditional artisans have long been an integral part of Uttar Pradesh's economy, culture, and heritage. From carpenters and blacksmiths to potters, tailors, goldsmiths, and basket weavers, these skilled professionals preserve centuries-old craftsmanship while contributing to local livelihoods and economic development.

However, despite their expertise, many artisans continue to face challenges such as limited market access, irregular employment opportunities, and a lack of digital visibility.

To address these challenges, the Government of Uttar Pradesh has launched the Vishwakarma Artisan Connect Portal—a dedicated digital platform designed to connect artisans directly with customers, businesses, contractors, and government departments.

The portal aims to create new opportunities for traditional craftsmen while strengthening self-employment, entrepreneurship, and sustainable livelihoods across the state.

What is the Vishwakarma Artisan Connect Portal?

The Vishwakarma Artisan Connect Portal is a digital marketplace and networking platform developed under the Department of MSME & Export Promotion, Government of Uttar Pradesh.

The platform enables artisans to create a digital identity, showcase their skills, and connect with potential customers and employers through a transparent and accessible system.

By bringing traditional craftsmen into the digital ecosystem, the portal is helping bridge the gap between skilled workers and market opportunities.

The platform can be accessed through the official website:

<https://vishwakarma.up.gov.in>

Why is the Portal Important?

For generations, many artisans have relied primarily on local referrals and informal networks to find work. While these traditional methods remain valuable, they often limit growth opportunities and market reach.

The Vishwakarma Artisan Connect Portal addresses this challenge by providing the following:

- Greater visibility for skilled artisans
- Direct access to customers and service seekers
- Better employment opportunities
- Increased earning potential
- Recognition for traditional craftsmanship
- Access to a wider professional network

The initiative represents an important step toward preserving traditional skills while adapting them to the demands of a modern digital economy.

How Does the Vishwakarma Artisan Connect Portal Work?

The portal has been designed to be simple, inclusive, and user-friendly.

Artisan Registration

Skilled artisans can register themselves by providing basic information, including:

- Personal details
- Contact information
- Aadhaar details
- District information
- Professional category
- Experience and training credentials

Once registered, artisans can create their professional profiles and become visible to customers and organisations seeking their services.

Customer Registration

Individuals looking for skilled professionals can register on the portal and connect directly with artisans based on their requirements.

Whether it is home repair work, customised craftsmanship, furniture making, tailoring, or other specialised services, customers can identify and contact suitable artisans through the platform.

Business and Contractor Registration

Businesses, institutions, contractors, and government departments can also register and hire artisans for projects, assignments, and contractual work.

This creates a structured ecosystem where opportunities can be matched with skills efficiently.

Key Benefits for Artisans

Expanded Market Access

One of the biggest advantages of the portal is improved market reach.

Instead of depending solely on local demand, artisans can gain visibility among customers and organisations across districts and regions.

Increased Employment Opportunities

By connecting artisans directly with service seekers, the platform helps create a steady flow of work opportunities and supports income generation.

Professional Recognition

The portal gives artisans a formal digital presence, helping elevate the status of traditional professions and recognising the value of skilled craftsmanship.

Support for Self-Employment

As artisans build their customer base and professional reputation, they gain opportunities to establish sustainable micro-enterprises and independent businesses.

Vishwakarma Shram Samman Yojana: Strengthening Artisan Development

Complementing the portal is the Vishwakarma Shram Samman Yojana, a focused initiative aimed at skill enhancement and productivity improvement among traditional artisans.

The scheme supports eligible artisans through:

- Free skill development training
- Trade-specific learning modules
- Modern toolkit distribution
- Capacity-building support
- Productivity enhancement initiatives

Key Features of the Scheme

- Six-day skill development training programme
- Distribution of modern toolkits after successful completion
- Support for traditional artisans across various trades
- Focus on improving income and self-employment opportunities

By combining training, technology, and market access, the scheme helps artisans strengthen their professional capabilities and improve competitiveness.

Preserving Heritage Through Technology

Traditional craftsmanship is not only an economic activity; it is also a valuable part of Uttar Pradesh's cultural identity.

The Vishwakarma Artisan Connect Portal demonstrates how technology can be used to preserve heritage while creating modern economic opportunities.

By enabling digital inclusion, the initiative ensures that traditional artisans remain relevant and competitive in today's evolving marketplace.

Creating New Opportunities for Growth

As more artisans join the platform, the portal has the potential to become one of the largest networks of skilled craftsmen in Uttar Pradesh.

The initiative supports:

- Digital empowerment
- Employment generation
- Entrepreneurship development
- Financial inclusion
- Skill recognition
- Sustainable livelihood creation

These outcomes contribute to stronger local economies while helping artisans achieve greater independence and long-term growth.

Conclusion

The Vishwakarma Artisan Connect Portal is more than a digital platform; it is a transformative initiative designed to empower traditional artisans through technology, visibility, and opportunity.

By connecting skilled craftsmen with customers, businesses, and institutions, the portal is helping create a stronger ecosystem for artisan development in Uttar Pradesh.

Combined with the Vishwakarma Shram Samman Yojana, the initiative is enabling artisans to upgrade their skills, access new markets, increase earnings, and build sustainable futures.

As Uttar Pradesh continues to strengthen its MSME ecosystem, the Vishwakarma Artisan Connect Portal stands as a powerful example of how digital innovation can support traditional skills, promote self-employment, and preserve cultural heritage for future generations.