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88 percent of artisans struggle on account of minimal market connect The Hast Kala Setu Yojana Steps in as a Saviour



The Entrepreneurship Development Institute of India (EDII), in association with iNDEXT-c, organized a one-day Skill Development Program for Artisans (State Awardees) under the Hastkala Setu Yojana, beginning 2020. The objective of the one-day program, which was a supplement to the Hast Kala Project, was to bridge the information asymmetries and upgrade skills of artisans so

that they could function in line with the market trends and demands. Entrepreneurship Development Institute of India, Ahmedabad is the implementing agency for the project Hastkala Setu Yojana, which is supported by the Commissionerate of Cottage and Rural Industries (CCRI), Government of Gujarat. EDII, as implementing agency for the Hastkala Setu Yojana strives to develop an entrepreneurial ecosystem to strengthen rural and cottage industries of Gujarat. Empirical evidences and experiences reveal that around 88 per cent of the artisans struggle to survive despite their unique expertise. It was felt that lack of awareness.