

Govt to project Purvanchal as foreign investment destination: ACS (MSME)

TIMES NEWS NETWORK

MSME dept gets award of excellence

Lucknow: The coronavirus pandemic can turn out to be a huge opportunity for the development of Purvanchal as many foreign companies are shifting operations out



of China and UP is pitching itself as a viable investment destination, additional chief

secretary (MSME) Navneet Sehgal said. Speaking at a technical session during the ongoing seminar on development of Purvanchal, which is being jointly organised by the planning department and DDU University, Gorakhpur, Sehgal said that the world's attitude towards China has changed due to the pandemic.

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Lucknow: The state's micro, small and medium enterprises (MSME) department is all set to receive an award for excellence in digital governance and services by Elets, which has chosen UP for six awards in different categories, out of which two have gone to smart cities.

In a citation letter, Elets, which is celebrating its 10th year of giving awards for good governance and innovative ideas, has greeted additional chief secretary Navneet Sehgal for MSME UP e-service portal under the category of 'digital governance'. Elets chief executive officer Ravi Gupta appreciates that the portal not only facilitated small and micro manufacturers and busi-

nessmen in getting their issues resolved in no time, but also saved lots of time and energy. "There are immense possibilities in the field of farming, service sector and One District, One Product (ODOP) scheme. We need to upgrade technology to increase capacity and quality of products. We should

vious governments responsible for the situation.

MSME minister Chaudhary Udaybhan Singh said Purvanchal used to be known for its history, natural wealth and great people. "There is a very rich tradi-

tion, but also saved lots of time and energy.

The CEO said his organisation had received 150 categories from across the country, out of which 28 nominations were selected for 'Elets Awards of Digital Excellence'. In a press release, Elets says other awards include Lucknow Municipal Corporation bonds under the category of 'Leadership in governance', Jansunwal Samadhan under the category of 'Digital governance', Sewamitra module of Integrated Sewayojan portal for 'Digital governance', Ghazilabad Municipal Corporation Integrated Command and Control Centre for smart cities and Agra Smart Cities Ltd, Agra Lockdown Monitoring App under the category of 'Innovations in smart cities'.

common facility centres in Purvanchal. They touched 38% in export in last three years because of product improvement," he said.

Sehgal added that to improve production and quality of Kala Namak rice in