

ODOP has become backbone of UP's MSME sector, says CM

Push Export To ₹2.5L Cr From ₹86K Cr

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Lucknow: Crediting the state's MSME sector for being the backbone of industrial development, Chief Minister Yogi Adityanath on Friday said with the investment proposals of Rs 35 lakh crore received during the Global Investors Summit would help UP "emerge as the torchbearer of the fourth Industrial Revolution".

He was speaking at an award and toolkit distribution ceremony under the Vishwakarma Shram Samman Yojana. "The state's 96 lakh MSME units are the foundation of the state's development. New designing and packaging institutes should be opened to take MSME products to a new level," the CM said.



CM Yogi Adityanath during distribution of various awards under Vishwakarma Shram Samman Yojana, in Lucknow, on Friday and participants during the event

He further said: "The state's one district-one product scheme is not only promoting the products of every district but also providing them with a global market. ODOP has become the backbone of the MSME sector of UP which has emerged as an example of self-reliant India," the CM said.

The ODOP scheme, he said, had pushed UP's exports upwards with the sector touching Rs 2.5 lakh crore, up from Rs 86,000 crore in 2017.

The CM added that there was a need to link banks with the Vishwakarma Shram Samman Yojana, so that artisans could get easy financial assistance to expand their businesses or start new businesses.

He directed concerned officials to ensure that regular meetings between artisans associated with the yojana and bankers are organised in every district.

During the programme, The CM also honoured 51 we-



avers with Sant Kabir State Handloom Award. Calling the weavers the "strength of the state", the CM said in UP, 2.5 to 3 lakh families were associated with the work of weaving.

The government is soon going to announce freight units for weavers' looms. We must increase our strength so that we can connect with good design and good technology. The government is with you at every step," he said.

The state is providing toolkits to 75,000 artisans associated with the yojana in the entire state, the CM said, emphasising on the need to have export promotion centres in every district so that the artisans could have better access to foreign markets through them.

Also, 34 firms were given the State Export Award and 20 were given MSME award.