

MSMEs get ₹20K cr, to create 17L jobs

Yogi Welcomes Move, Credits ODOP For Revival Of MSME Sector In State

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Lucknow: In a fresh leg-up to the state's medium, small and micro enterprises (MSMEs), loans to the tune of Rs 20,000 crore were disbursed here on Tuesday.

The payout would fund over 3.41 lakh new projects that promise to create 17 lakh jobs in the state.

Lauding the move, announced at an event to mark International MSME day, Chief Minister Yogi Adityanath said: "The MSME units in the state are the source of livelihood for crores of people. An additional 7.5 lakh youths would benefit from the PM and CM internship schemes running in the state."

"The new batch of loan distributed will create more jobs while also infusing fresh life into the MSME sector which had been battling for its existence a decade ago," said the CM, while noting that MSME was the state's second largest employer, agriculture being the first.

Claiming that due to lack of cooperation from the previous governments, entrepreneurs in this sector had become frustrated and disappointed the CM said: "In the past six years, with the inspiration of Prime Minister Narendra Modi, our government has been running nearly 96 lakh MSME units, which serve as the source of livelihoods for crores of people."

The CM attributed the revival of the MSME sector to One District One Product—his government's flagship scheme.

"Uttar Pradesh is the first state in the country to implement the ODOP scheme that led to the revival of the state's MSME sector. It is a matter of pride that ODOP has become a brand within the country.



CM Yogi Adityanath at an event organised on the occasion of World MSME Day, in Lucknow on Tuesday

Whenever MSME and ODOP are mentioned in the country today, the name of Uttar Pradesh comes in the mind of people," the CM said.

He also directed the officials to open a Unity Mall in Avadh Shilpgram of Lucknow within three months to boost the sale of ODOP items.

Informing that the ODOP scheme had helped UP earn scores of geographical indication (GI) certificates, the CM

said: "UP is home to 52 GI tags now with 23 products listed from Varanasi alone. GI tag works like a new age recognition to the traditional products of the state. A day is not far when the traditional products of Uttar Pradesh will be known both within the country and across the world."

The CM also presented GI certificates to entrepreneurs associated with the 11 newly issued GI certificates, inclu-

ding dholak from Amroha, tala from Aligarh, home furnishing from Baghpat, Shajar Pathar from Banda, handloom from Barabanki, Nagina good craft from Bijnor, kalpi handmade paper from Jalaun, gora pathar from Mahoba, tarakashi from Mainpuri, horn craft from Sambhal, and bakhira metal product from Sant Kabir Nagar.

CM Yogi also inaugurated a biogas plant in Gram Man-

Special talk

Lucknow Chapter of Indian Industries Association organised a special talk 'Expansion of Family Business in Current Economy' to mark the MSME day. Speakers, including DM Surya Pal Gangwar and management professional Samish Dushyant Dalal, delved upon the challenges and opportunities of expanding family businesses in the current economy in the presence of IIA members and functionaries.

MSME meet ends

The Uttar Pradesh MSME Conference 2023 organised by ASSOCHAM concluded with preventive health messages. The event saw singer Padma Shri Malini Awasthi sharing her thoughts on the role of MSME sector in providing better quality of life to its employees.

dar Deh Mafi (Mandari) Bhagwat, Prayagraj, and a woolen yarn production centre in Gram Ganja. Furthermore, he distributed funds to 14 MSME entrepreneurs under various schemes of the state government.