









GL®BAL INVESTORS SUMMIT

New India's Growth Engine

UTTAR PRADESH<br/>MSME SECTOR



# **INDIA SCENARIO**

The Indian MSME sector contributes 33.4% to India's total manufacturing output, with a total of 6.3 crore MSMEs functioning in India.

Out of 6.3 crores, the number of registered MSMEs stood at 80.16 lakh units as on March 31, 2022.

The export share of MSME-related products in the number of all India exports stood at 49.4% and 49.8% for FY21 and FY20 respectively<sup>1</sup>.

- ✓ The number of MSMEs in India increased by a CAGR of 18.5% from 2019 to 2020.
- ✓ Budget allocation for MSMEs in FY22 more than doubled to INR 15,700 crores (USD 2.14 billion) vis-à-vis INR 7,572 crores (USD 1.03 billion) in FY21.
- ✓ MSMEs are being encouraged to market their products on the e-commerce site, especially through Government e-Marketplace (GeM), owned and run by the government, wherefrom Ministries and PSUs source their procurement. As of March 24, 2022, the GeM portal has served 9.63 million orders worth INR 219,071 crores (USD 28.70 billion) from 4 million registered sellers and service providers for 59,259 buyer organizations.

# **MAJOR CENTRAL GOVERNMENT SCHEMES**

# √ Credit Linked Capital Subsidy Scheme

The objective is to facilitate technology upgradation among MSEs by providing a capital subsidy of 15% (limited to a maximum um Rs. 15 lakh).

## Credit Guarantee Trust Fund for Micro and Small Enterprises (CGTMSE)

The scheme was launched to provide collateral-free credit to MSEs. The guarantees are provided to extend collateral-free lending to MSEs through banks and other institutions. The scheme facilitates collateral-free credit to MSEs Fund and non-fund-based credit facilities up to Rs. 200 lakh (US\$ 0.28 million) per eligible borrower are covered, provided they are extended on the project viability without collateral security or third-party guarantee.

<sup>&</sup>lt;sup>1</sup>MSME Industry in India – Market Share, Reports, Growth & Scope | IBEF

# ✓ Raising and Accelerating MSME Performance (RAMP)

On March 30, 2022, the GOI allocated Rs. 6,062.45 crores (US\$ 808 million) for RAMP. The program aims to improve market and credit access, strengthen institutions and governance, improve center-state connections and partnerships, resolve late payment difficulties, and green MSMEs.

# ✓ Micro & Small Enterprises Cluster Development Programme (MSECDP)

The MSME Ministry adopted the cluster development approach as a key strategy for enhancing the productivity, competitiveness and capacity building of MSEs. The program includes activities such as support funding for setting up 'Common Facility Centres, in existing MSE clusters. Infrastructure Development Projects like strengthening of roads drainage etc of existing industrial areas are covered. Also as a new initiative Flatted Factories for MSMEs is being promoted in cluster development program. In 2019-20, 76 Common Facility Centres and 169 Infrastructure Development Projects we have commissioned or for an expenditure of Rs. 202.78 crores (US\$ 28.76 million).

# ✓ Financial Support to MSMEs in ZED Certification

The scheme promotes Zero Defect and Zero Effect (ZED) manufacturing among MSMEs and ZED Assessment for their certification to encourage MSMEs to constantly upgrade their quality standards in products and processes, promote the adaptation of quality tools/systems and energy-efficient manufacturing, and drive manufacturing by adopting the ZeroDefect production processes and without impacting the environment.

## ✓ Entrepreneurial and Managerial Development of SMEs through Incubators

The objective of the scheme is to promote and support the creativity of MSME enterprises and encourage adoption of the latest technologies in manufacturing as well as knowledge based innovative MSMEs. The scheme includes financial assistance up to Rs. 15 lakh (US\$ 0.02 million) for developing and nurturing the idea; up to Rs. 1 crore (US\$ 0.1 million) for procurement and installation of plant and machines to strengthen technology-related R&D activities; or up to Rs. 1 crore (US\$ 0.1 million) as a grant-in-aid for seed capital support to Host Institute (HIs)/Business Incubator (BIs) for converting deserving ideas into start-ups.

# **MAJOR MSME POLICIES IN INDIA**

- ✓ **MY MSME**: In order to facilitate the enterprises to enjoy the benefits of various schemes, the MSME office launched a web-based application module in the form of a mobile app called My MSME. This allows enterprises to make their applications and check for schemes on their mobile phone using the app.
- ✓ **Technology Centre Systems Programme (TCSP):** In March 2021, the Ministry of MSME, implemented the Technology Centre Systems Programme to establish 15 new technology centres that assist MSMEs in the General Engineering, Automotive, Fragrance & Flavour and ESDM sectors.
- ✓ **MSME SAMPARK**: Launched in 2018, the MSME Sampark portal is a digital platform wherein jobseekers (students or trainees of MSME Technology Centres) and recruiters can register themselves for mutually beneficial interactions.
- ✓ **MSME SAMADHAN**: Ministry of MSME has taken an initiative for filling online application by the supplier MSE unit against the buyer of goods/services before the concerned MSEFC (Micro and Small Enterprises Facilitation Council) of his state. These will be viewed by MSEFC council and initiate action for resolving delayed payments issue through conciliation or arbitration.
- ✓ **MSME-SAMBANDH**: In order to make the Public Procurement Policy more effective a Public Procurement portal was launched on 08th Dec'2017. The Portal also tracks the procurement made by CPSEs from MSEs including SC/ST and women MSEs. The Portal helps in effective monitoring while also enabling MSEs to build their capacities and participate in Public Procurement market.



# **UTTAR PRADESH SCENARIO**

- ✓ Uttar Pradesh has a 90-lakh MSME base which is the highest in India and the state contributes around 14 percent share of India's total MSME count of 6.33 crore.
- ✓ The MSME sector accounts for almost 60% of the total industrial output in Uttar Pradesh.
- ✓ Uttar Pradesh is placed 2nd on the EoDB rankings under the Business Reforms Action Plan of the Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry, Government of India².



# **NUMBER OF MSMES REGISTERED IN UTTAR PRADESH**

Туре	No. of Units in Uttar Pradesh (in lakhs)	
Micro	89.64	
Small	0.36	
Medium	0.00	
Total MSMEs	89.99	

Source: Annual Report MSME Deptt Gol 2021

# **MAJOR COMMODITIES EXPORTED FROM UP**

(FY22 Until February 2022)

Buffalo meat	8%	
Products of iron and steel	4%	
Aluminum products	3%	
Leather footwear	3%	
RMG manmade fibres	3%	
RMG cotton including accessories	3%	
Telecom instruments	11%	
Others	65%	

<sup>&</sup>lt;sup>2</sup>MSME UP Brochure | ASSOCHAM

# **MAJOR SUB-SECTORS IN THE STATE**

(AS OF 2019)

Industries	No. of Units	Investment (INR Cr)	Employment
Food Products	65027	7216.32	356341
Beverages, Toba & Toba Product	980	190.77	5406
Cotton Textiles	11267	1050.28	68961
Wool, Silk & Synthetic Fibre Textile	9112	844.26	64660
Jute, Hemp & Mesta Textiles	1571	569.85	6205
Hosiery & Garments	29620	2337.65	202183
Wood Products	10759	1388.10	65156
Paper Products & Printing	5767	1109.41	46721
Leather Products	8139	1825.05	92810
Rubber & Plastic Products	5809	1802.94	59883
Chemical & Chemical Products	5162	1290.49	47214
Non-Metallic Mineral Products	2978	709.46	26757
Basic Metal Industries	3626	1112.02	30307
Metal Products	17237	2689.61	140184
Machinery & Part except Electrical	5874	1449.60	67007
Electrical Machinery & Apparatus	4784	980.13	53030
Transport Equipment & Parts	612	3146.42	5184
Misc. Manufacturing	196922	19251.95	1104029
Repairing & Servicing Industries	349777	23342.36	1483247
TOTAL	735023	72306.67	3925282



# **Key Investment Enablers**

## **Human Resource Availability**

- ✓ UP has a population of 24 crore people and 56% of the population is in the working age group
- √ 67 universities, 5,842 colleges, 370 polytechnics, 3268 ITIs and ITCs (govt. and private under SCVT), several research institutes, centers of excellence and other vocational institutes.
- ✓ The state government has set an objective of giving employment to 50 crore youths and women by giving appropriate preparation through the UP Skill Development Mission plan by 2022.

## Infrastructure

- ✓ It's located on a golden quadrilateral with an excellent road network.
- √ 8.5 % of the Delhi-Mumbai Industrial Catchment area and 57% of Amritsar- Kolkata
  Industrial Corridor is in Uttar Pradesh.
- ✓ The State has the largest railway network spanning over 8,960 Km.
- √ 4 domestic airports at Agra, Allahabad, Gorakhpur and Kanpur and
  3 International Airports at Lucknow, Kushinagar and Varanasi. One upcoming
  international airport at Jewar.

# **Policy Support**

# Highlights of UP Micro, Small and Medium Enterprise Promotion Policy 2022 Capital Subsidy

- ✓ Micro, small and medium enterprises in the Bundelkhand and Purvanchal region of the State will be eligible for capital subsidy of 25%, 20% and 15%, respectively
- ✓ Micro, small and medium enterprises in the Madhyanchal and Paschimanchal region of the State will be eligible for capital subsidy of 20%, 15% and 10%, respectively
- ✓ SC/ST and women entrepreneurs will be eligible for 2% additional, capital subsidy
- ✓ Capital subsidy is capped at Rs. 4 Crore/unit
- ✓ Old MSME units going for the diversification/upgradation would also be eligible for all benefits under this policy if they make new investments equivalent to minimum 25% of their gross block for this purpose.

#### **Interest Subsidy**

- Only micro units will be eligible for interest subsidy
- 50% interest subsidy, payable annually for five years, subject to ceiling of Rs 25 Lakh/unit
- 60% interest subsidy for SC/ST and women entrepreneurs, payable annually for five years, subject to ceiling of Rs 25 Lakh/unit
- Micro units are eligible for both capital as well as interest subsidy

³Sark<mark>ariiYo</mark>jana – 2022 | UPSDM

# **Infrastructure Interest Subsidy**

- Approved MSME industrial parks/ estates/ flatted factory complex (minimum area of 4000 square metres for flatted factory complexes) projects with area of 10 acres or more, will be eligible for annual infrastructure interest subsidy of up to 50%, subject to ceiling of Rs 2 Crore, annually for each project
- Infrastructure interest subsidy will be payable for 7 years subject to a maximum of Rs 14 Crore for each project

# **Stamp Duty Exemption**

- MSMEs will be eligible for 100% stamp duty exemption in the Purvanchal and Bundelkhand region, and 75% in the Madhyanchal and Paschimanchal region except for Gautam Budh Nagar and Ghaziabad wherein stamp duty exemption will be 50%
- Women entrepreneurs will be eligible for 100% stamp duty exemption in any part of the State
- MSME industrial parks/ estates/ flatted factory complex developers will be provided 100% stamp duty exemption, on purchase of land

## **Promoting Quality Improvement among MSMEs**

- MSMEs will be promoted to attain quality standards like ZED, GMP, Hallmark etc. To this end, fiscal assistance up to 75% (maximum Rs 5 Lakh) will be provided to MSMEs, as reimbursement
- For establishment of Laboratories including cost of acquisition of test equipment etc fiscal assistance up to 75% (maximum Rs 5 Lakh) will be provided to MSMEs
- Financial assistance of 75% (maximum Rs.10 lakh) will be provided for attaining patents and GI tags
- Attorney fee of Rs 50,000 and Rs 2,00,000 will be reimbursed for obtaining national and international patents/GI tag, respectively
- Financial assistance of 75% for implementing ERP solutions (maximum Rs 1 Lakh) and ICT solutions (maximum Rs 5 Lakh)

# **Promoting Environment Improvement Measures among MSMEs**

- Fiscal assistance of 50% of the project cost (maximum Rs 10 crore) for establishment of CETPs
- Financial assistance of 50% of the project cost (maximum Rs 75 lakh) for implementing Zero Liquid Discharge facility
- Fiscal assistance of up to 50% of the project cost (maximum Rs 50 Lakh) for establishing boiler facility as common facility (minimum 10 MSMEs will be required to undertake such project)
- Promoting green practice and environmental audits for MSME like energy and water conservation audits – reimbursement of 75% (maximum Rs 50,000) towards audit services fee and 50% (maximum Rs 20 Lakh) towards purchase of auditor recommended equipment/machinery
- Reimbursement up to 50% (maximum Rs 2.5 Lakh) of the consultancy charges incurred towards obtaining green rating for industrial buildings
- Reimbursement up to 50% (maximum Rs 10 Lakh) towards expenses incurred for the establishment of the Environment Management Laboratory/ Environment Management System

#### MSME Act 2022

Government of Uttar Pradesh has been taking path breaking steps to aid MSMEs development in the state. Recently the state government enacted a new MSME Act which allows for establishment and operations of MSME unit within 72 hours of application, through issuance of Acknowledgment Certificate.

# **Highlights of One District-One Product Scheme (ODOP)**

The policy aims to preserve and develop local crafts/ skills, and extend technical assistance and skill development, while also offering financial assistance. Under the scheme, 75 districts in UP are focused on one product that they specialize in:

S.No.	District	Product Name
1.	Agra	Leather Products, Stone/Marble Engr <mark>aving</mark> Handicrafts
2.	Aligarh	Metal Handicrafts, Locks & Hardw <mark>are</mark>
3.	Ambedkar Nagar	Textile Products
4.	Amethi	Moonj Products, Food Processing
5.	Amroha	Dholak (Musical Instruments), Readymade .Garments
6.	Auraiya	Desi Ghee, Milk Products
7.	Ayodhya	Jaggery
8.	Azamgarh	Black Clay Artwork, Clothes (Silk Saree)
9.	Badaun	Zari Zardozi
10.	Baghpath	Home Décor Products
11.	Bahraich	Wheat Stalk Craft, Food Processing
12.	Ballia	Bindi
13.	Balrampur	Food Processing (Pulses)
14.	Banda	Shazar Stone Craft
15.	Barabanki	Handloom Products, Textile Products
16.	Bareilly	Zari Zardozi, Bamboo Products, Goldsmithy (Sunari)
17.	Basti	Wood Craft, Vinegar Products (sirka)
18.	Bhadoi	Carpet
19.	Bijnor	Wood Craft
20.	Bulandsahar	Ceramic Products
21.	Chandauli	Zari Zardozi, Black Rice
22.	Chitrakoot	Wood Craft/ Wooden Toys
23.	Deoria	Decorative Products, Knitting-Embroidery Related Products, Readymade Garments

T		
S.No.	District	Product Name
24.	Etah	Ghoongroo, Ghanti & Brass Products
25.	Etawah	Textile Products, Tailoring & Cloth Embroidery
26.	Farrukhabad	Textile Printing, Zari Zardozi 🤍
27.	Fatehpur	Bedsheets, Iron Fabrication Works
28.	Firozabad	Glassware
29.	Gautam Budh Nagar	Readymade Garments, Textile Products
30.	Ghaziabad	Engineering Products
31.	Ghazipur	Jute Wall Hangings
32.	Gonda	Food Processing Pulses & Maize, Food Processing
33.	Gorakhpur	Pottery (Terracotta), Readymade Garments
34.	Hamirpur	Jooti
35.	Hapur	Home Décor Products
36.	Hardoi	Handloom Products , Textile Products
37.	Hathras	Heeng Processing, Readymade Garments
38.	Jalaun	Handmade Paper, Pea Processing
39.	Jaunpur	Woollen durrie
40.	Jhansi	Soft Toys , Textile Products
41.	Kannauj	Itra (Scents)
42.	Kanpur Dehat	Aluminium Utensils, Plastic Products
43.	Kanpur Nagar	Leather Products, Hosiery & Textile Products
44.	Kasganj	Zari Zardozi
45.	Kaushambi	Food Processing (Banana), Food Processing (Guava)
46.	Kushinagar	Banana Fibre Products, Banana Products
47.	Lakhimpur Kheri	Tribal Cr <mark>aft,</mark> Jaggery
48.	Lalitpur	Zari Silk Sarees, Food Processing, School Dress (Readymade Garments/Hosiery)
49.	Lucknow	Chikankari & Zari-Zardozi
50.	Maharjganj	Furniture
51.	Mahoba	Gaura Stone Craft, Metal Craft
52.	Mainpuri	Tarakashi Art, Knitting, Embroidery related products (Zari Zardozi)
53.	Mathura	Sanitary Products, Thakur ji's dress, Decoration and Kanthi mala
54.	Mau	Textile Products
55.	Meerut	Sports Goods

S.No.DistrictProduct Name56.MirzapurCarpet, Metal Udyog-Brass57.MoradabadMetal Craft58.MuzaffarnagarJaggery59.PilibhitWooden Products, Flutes60.PratapgarhFood processing (Amla)61.PrayagrajMoonj Products, Food Processing62.Rae BareilyWoodcraft (Woodwork)63.RampurPatchwork & Applique Work & Zari Patch Work, Mentha64.SaharanpurWood Craft (Wood Carving)65.SambhalHorn & Bone products66.Sant Kabir NagarBrass Utensils, Hosiery Products67.ShahjahapurZari Zardozi68.ShamliIron Fabrication69.ShravastiTribal Craft, Furniture70.SiddharthnagarFood Processing (Kala namak chawal)71.SitapurDurrie72.SonbhadraCarpet73.SultanpurMoonj Products, Iron & Steel Fabrication
57. Moradabad Metal Craft 58. Muzaffarnagar Jaggery 59. Pilibhit Wooden Products, Flutes 60. Pratapgarh Food processing (Amla) 61. Prayagraj Moonj Products, Food Processing 62. Rae Bareily Woodcraft (Woodwork) 63. Rampur Patchwork & Applique Work & Zari Patch Work, Mentha 64. Saharanpur Wood Craft (Wood Carving) 65. Sambhal Horn & Bone products 66. Sant Kabir Nagar Brass Utensils, Hosiery Products 67. Shahjahapur Zari Zardozi 68. Shamli Iron Fabrication 69. Shravasti Tribal Craft, Furniture 70. Siddharthnagar Food Processing (Kala namak chawal) 71. Sitapur Durrie 72. Sonbhadra Carpet 73. Sultanpur Moonj Products, Iron & Steel Fabrication
58.MuzaffarnagarJaggery59.PilibhitWooden Products, Flutes60.PratapgarhFood processing (Amla)61.PrayagrajMoonj Products, Food Processing62.Rae BareilyWoodcraft (Woodwork)63.RampurPatchwork & Applique Work & Zari Patch Work, Mentha64.SaharanpurWood Craft (Wood Carving)65.SambhalHorn & Bone products66.Sant Kabir NagarBrass Utensils, Hosiery Products67.ShahjahapurZari Zardozi68.ShamliIron Fabrication69.ShravastiTribal Craft, Furniture70.SiddharthnagarFood Processing (Kala namak chawal)71.SitapurDurrie72.SonbhadraCarpet73.SultanpurMoonj Products, Iron & Steel Fabrication
<ul> <li>59. Pillibhit Wooden Products, Flutes</li> <li>60. Pratapgarh Food processing (Amla)</li> <li>61. Prayagraj Moonj Products, Food Processing</li> <li>62. Rae Bareily Woodcraft (Woodwork)</li> <li>63. Rampur Patchwork &amp; Applique Work &amp; Zari Patch Work, Mentha</li> <li>64. Saharanpur Wood Craft (Wood Carving)</li> <li>65. Sambhal Horn &amp; Bone products</li> <li>66. Sant Kabir Nagar Brass Utensils, Hosiery Products</li> <li>67. Shahjahapur Zari Zardozi</li> <li>68. Shamli Iron Fabrication</li> <li>69. Shravasti Tribal Craft, Furniture</li> <li>70. Siddharthnagar Food Processing (Kala namak chawal)</li> <li>71. Sitapur Durrie</li> <li>72. Sonbhadra Carpet</li> <li>73. Sultanpur Moonj Products, Iron &amp; Steel Fabrication</li> </ul>
60. Pratapgarh Food processing (Amla) 61. Prayagraj Moonj Products, Food Processing 62. Rae Bareily Woodcraft (Woodwork) 63. Rampur Patchwork & Applique Work & Zari Patch Work, Mentha 64. Saharanpur Wood Craft (Wood Carving) 65. Sambhal Horn & Bone products 66. Sant Kabir Nagar Brass Utensils, Hosiery Products 67. Shahjahapur Zari Zardozi 68. Shamli Iron Fabrication 69. Shravasti Tribal Craft, Furniture 70. Siddharthnagar Food Processing (Kala namak chawal) 71. Sitapur Durrie 72. Sonbhadra Carpet 73. Sultanpur Moonj Products, Iron & Steel Fabrication
61. Prayagraj Moonj Products, Food Processing 62. Rae Bareily Woodcraft (Woodwork) 63. Rampur Patchwork & Applique Work & Zari Patch Work, Mentha 64. Saharanpur Wood Craft (Wood Carving) 65. Sambhal Horn & Bone products 66. Sant Kabir Nagar Brass Utensils, Hosiery Products 67. Shahjahapur Zari Zardozi 68. Shamli Iron Fabrication 69. Shravasti Tribal Craft, Furniture 70. Siddharthnagar Food Processing (Kala namak chawal) 71. Sitapur Durrie 72. Sonbhadra Carpet 73. Sultanpur Moonj Products, Iron & Steel Fabrication
62. Rae Bareily Woodcraft (Woodwork) 63. Rampur Patchwork & Applique Work & Zari Patch Work, Mentha 64. Saharanpur Wood Craft (Wood Carving) 65. Sambhal Horn & Bone products 66. Sant Kabir Nagar Brass Utensils, Hosiery Products 67. Shahjahapur Zari Zardozi 68. Shamli Iron Fabrication 69. Shravasti Tribal Craft, Furniture 70. Siddharthnagar Food Processing (Kala namak chawal) 71. Sitapur Durrie 72. Sonbhadra Carpet 73. Sultanpur Moonj Products, Iron & Steel Fabrication
Patchwork & Applique Work & Zari Patch Work, Mentha  64. Saharanpur Wood Craft (Wood Carving)  65. Sambhal Horn & Bone products  66. Sant Kabir Nagar Brass Utensils, Hosiery Products  67. Shahjahapur Zari Zardozi  68. Shamli Iron Fabrication  69. Shravasti Tribal Craft, Furniture  70. Siddharthnagar Food Processing (Kala namak chawal)  71. Sitapur Durrie  72. Sonbhadra Carpet  73. Sultanpur Moonj Products, Iron & Steel Fabrication
Mentha  64. Saharanpur Wood Craft (Wood Carving)  65. Sambhal Horn & Bone products  66. Sant Kabir Nagar Brass Utensils, Hosiery Products  67. Shahjahapur Zari Zardozi  68. Shamli Iron Fabrication  69. Shravasti Tribal Craft, Furniture  70. Siddharthnagar Food Processing (Kala namak chawal)  71. Sitapur Durrie  72. Sonbhadra Carpet  73. Sultanpur Moonj Products, Iron & Steel Fabrication
65. Sambhal Horn & Bone products 66. Sant Kabir Nagar Brass Utensils, Hosiery Products 67. Shahjahapur Zari Zardozi 68. Shamli Iron Fabrication 69. Shravasti Tribal Craft, Furniture 70. Siddharthnagar Food Processing (Kala namak chawal) 71. Sitapur Durrie 72. Sonbhadra Carpet 73. Sultanpur Moonj Products, Iron & Steel Fabrication
66. Sant Kabir Nagar Brass Utensils, Hosiery Products 67. Shahjahapur Zari Zardozi 68. Shamli Iron Fabrication 69. Shravasti Tribal Craft, Furniture 70. Siddharthnagar Food Processing (Kala namak chawal) 71. Sitapur Durrie 72. Sonbhadra Carpet 73. Sultanpur Moonj Products, Iron & Steel Fabrication
67. Shahjahapur Zari Zardozi 68. Shamli Iron Fabrication 69. Shravasti Tribal Craft, Furniture 70. Siddharthnagar Food Processing (Kala namak chawal) 71. Sitapur Durrie 72. Sonbhadra Carpet 73. Sultanpur Moonj Products, Iron & Steel Fabrication
68. Shamli Iron Fabrication 69. Shravasti Tribal Craft, Furniture 70. Siddharthnagar Food Processing (Kala namak chawal) 71. Sitapur Durrie 72. Sonbhadra Carpet 73. Sultanpur Moonj Products, Iron & Steel Fabrication
<ul> <li>69. Shravasti Tribal Craft, Furniture</li> <li>70. Siddharthnagar Food Processing (Kala namak chawal)</li> <li>71. Sitapur Durrie</li> <li>72. Sonbhadra Carpet</li> <li>73. Sultanpur Moonj Products, Iron &amp; Steel Fabrication</li> </ul>
<ul> <li>70. Siddharthnagar Food Processing (Kala namak chawal)</li> <li>71. Sitapur Durrie</li> <li>72. Sonbhadra Carpet</li> <li>73. Sultanpur Moonj Products, Iron &amp; Steel Fabrication</li> </ul>
71. Sitapur Durrie 72. Sonbhadra Carpet 73. Sultanpur Moonj Products, Iron & Steel Fabrication
72. Sonbhadra Carpet 73. Sultanpur Moonj Products, Iron & Steel Fabrication
73. Sultanpur Moonj Products, Iron & Steel Fabrication
· · · · · · · · · · · · · · · · · · ·
74. Unnao Zari Zardozi, Leather Products
75 Varanasi Silk Products, Gulabi Meenakari, Wooden Lacquerware & Toys
Saharanju PASCHIMANCHAL Shamil 10
Source: Official Website of
One District One Product Uttar Pradesh
30 Happur 6 Moradabad 63 Pilibhit 9 Sambhai Sambhai Sambhai 65 Bareilly 60 Sambhai Sambhai 8 Sambhai 65 Sambha
Buddha Sambhai Sambhai Nagari Badaun Shahjahanpur Lakhimpur Kheri Aligani Shahjahanpur 43
Mathura Mahamaya Etain Sitapu71 Sitapu71 Behraich 69 Behrampur
(Sideberthrager Mainpurt)  Agra Firozobad Mainpurt  Gonda ONE DISTRICT ONE PRODUCT
& Kushinagar UTTAR PRADESH Wishinagar
Kangur Dehat  Kangur Dehat  Ambedikar Nagar  Ambedikar Nagar
Sultanpur Azamgarh Mau Mau
Fatehpur Pratapgar 31 D Ballia Jaunpur Jaunpur 31 G G G G G G G G G G G G G G G G G G
Mahobi <sup>22</sup> Banda  Kaushambi  Sant  Sant  Varinasi  Sant  Varinasi  Nagar  Chandauli  Nagar
Mirzapur

72 Sonbhadra

# There are four major schemes for ODOP initiative:

# 1. ODOP Margin Money Scheme

Aimed at promoting self-employment among ODOP artisans/ workers by addressing access to finance issue. Supports the artisans by lending margin money (ranging from Rs. 6.25 to Rs. 20 lacs), through formal banking system. The benefits are as mentioned below in the table.

Project Cost	Margin Money Subsidy
Up to Rs 25 lakh	25% of the Project Cost or Rs. 6.25 lakhs,
	whichever is less
More than Rs 25 lakh	20% the Project Cost or Rs 6.25 lakh, whichever is
to up to Rs 50 lakh	higher
More than Rs 50 lakh	Rs. 10 lakhs or 10% of the Project Cost, whi <mark>chever</mark>
to up to Rs 150 lakh	is higher
More than Rs 150 lakh	10% of the Project Cost or Rs.20 lakhs, whichever
	is less



# 2. ODOP - Market Development Assistance (MDA) Scheme

Aimed at promoting participation of artisans & manufacturers in local, national & international melas/exhibitions by providing fiscal assistance and at onboarding artisans & MSMEs on e-commerce platforms. This scheme supports the participants by providing reimbursement of stall charges, transfers, and travel within prescribed limits.

Fairs/ Exhibitions Location	Reimbursement Limits of expenses made	Maximum Limit
Within Uttar	75% of stall charges	Rs 50,000
Pradesh	75% of goods transfer expenses	Rs 7,500
	3AC rail fare or AC Bus fare for	Actuals
	one person	
Within Uttar	75% of stall charges	Rs 1,50,000
Pradesh (National /International	75% of goods transfer expenses	Rs 7,500
level)	3AC rail fare or AC Bus fare for	Actuals
,	one person	
Outside Uttar	75% of stall charges	Rs 2,00000
Pradesh, (National	75% of goods transfer expenses	Rs 25,000 for B2B fairs
/International		/Rs 50,000 for B2C Fairs
level) within India	3AC rail fare or AC Bus fare for one person	Actuals
	75 % of Airfare in economy class	Rs 7,000
Outside India	75% of stall charges	Rs 2,00,000
	75% of goods transfer expenses	Rs 25,000 for B2B fairs
		/Rs 50,000 for B2C Fairs
	75% of total expenditure on 3AC	Rs 75,000
	rail fare or AC Bus fare	
	(Domestic) and 75% economy	
	airfare (International)fo <mark>r o</mark> ne	
	person	

# 3. ODOP - Skill Development & Toolkit Distribution Scheme

Aimed at fulfilling current and future requirements of skilled work force in the entire value chain of ODOP products. Additionally, the scheme intends to equip ODOP artisans / workers through distribution of relevant advanced tool kits. The incentives include:

 Skilled but not certified ODOP artisans/ workers shall be provided 6day training & certified through RPL (Recognition of Prior Learning) approved by relevant Sector Skill Councils (SSCs)

- Unskilled artisans shall be trained and certified through a 10-day training programme
- All trainees shall receive an honorarium of Rs 200 per day, during the training period
- A related toolkit (worth maximum of Rs 20,000) shall be provided for free to the ODOP artisans/ workers on successful completion of the training

# 4. ODOP - Common Facility Centre Scheme

Aimed at developing CFC in each district as per requirement & outcomes from DSR (Diagnostic Study Report) studies to address the following gaps/hurdles in the development of ODOP products industry:

- Testing Facilities
- Design Gap
- Training/Skill Development Gap
- Raw Material Gap
- Marketing Gap
- Technology Gap
- Access to Finance
- Common Logistics Centre
- Packaging Gap

## Incentives include:

- For CFCs of project cost up to Rs 15 crores, the State government shall provide a financial assistance up to 90% of the project cost, while a minimum of 10% would be borne by the SPV
- For CFCs of project cost is more than Rs 15 crores, the State government shall provide a financial assistance of 12.75 crores or the amount remaining after reducing the cost of the land from the project cost whichever is lesser.
- The State government on case-basis can also sanction capital for the projects of similar nature, previously approved by the Central/the State governments, which are incomplete due to the lack of funds. For supporting such incomplete projects, proper justification would be provided

# **Investment Opportunities in Uttar Pradesh**



#### **ELECTRONICS**

- ✓ Electronics System Design and Manufacturing including semiconductor design, electronic components design and hi-tech manufacturing.
- ✓ Electronic components with a focus on making components for electronic products customized for the Indian market.
- ✓ Strategic electronics, with the Government of India keen to encourage domestic manufacturing of products needed by the armed forces.
- ✓ Low-cost consumer electronics, consumer durables.
- ✓ Nano-electronics and micro-electronics.



# **TELECOM**

- ✓ Domestic manufacturing of telecom networking equipment, including routers and switches.
- ✓ Next generation Software-defined Networking equipment.
- ✓ Mobile Customer Data Analytics, services oriented towards analytical solutions.
- ✓ Manufacture of low-cost mobile phones, handsets and devices.
- ✓ Manufacture of Base Transceiver Station equipment.
- ✓ Development of Value-added Services.
- ✓ Over-the-top (OTT) service providers of innovative services and content to mobile subscribers.



# IT and ITES

- ✓ Cloud computing.
- ✓ Social media and mobility.
- ✓ Data analytics services.
- √ e-governance.
- ✓ Mobile apps and software development.
- ✓ Software automation.
- ✓ Information Technology Cities Noida, Lucknow, Kanpur, Agra & Allahabad.



## **MEDIA**

- ✓ Manufacture of Set-Top Boxes (STB) for Direct-to-Home service providers.
- ✓ Digital screens in tier-2 and 3 cities.
- ✓ Digital Media, new forms of content delivery for media companies.



#### **HEALTHCARE**

- ✓ Providing affordable healthcare, especially in rural areas.
- ✓ Low-cost medical devices, which can be used in rural areas.
- ✓ Medical consumables like surgical gloves, scrubs, syringes etc.
- ✓ Low-cost surgical procedures to reduce the cost of healthcare.
- ✓ Medical tourism.
- ✓ Diagnostic labs.



#### **PHARMACEUTICALS**

- Generics and API manufacturing.
- ✓ Contract research.
- ✓ Nutraceuticals and nutracosmetics.



#### BIOTECHNOLOGY

- ✓ Domestic manufacturing of diagnostic kits, reagents and consumables used in testing.
- ✓ Focus on vaccine exports to developed countries.
- ✓ Providing bio-informatics-related solutions.
- ✓ Leveraging the bio-similar opportunity Recombinant products.
- ✓ Agri-produce.
- ✓ Hybrid seeds also represent new business opportunities based on yield improvement.



#### **AUTOMOTIVE**

- ✓ Automotive electronics.
- ✓ Manufacturing automotive components Tier 1 and Tier 2 suppliers to OEMs.
- ✓ Applied electronics.
- ✓ Rubber and chemicals supply to the tyre.



## **TRANSPORT & LOGISTICS**

- ✓ Green supply chain.
- ✓ Reusable packaging material.
- ✓ Technology intensive transport and logistics management.
- ✓ Fleet Management System.



# INDUSTRIAL MANUFACTURING

- ✓ Design, equipment and supplies.
- ✓ Processing and toll manufacturing.
- ✓ Sustainability and pollution treatment services.
- ✓ Facilities management services.



## **LEATHER**

- ✓ Finished leather good manufacturing.
- ✓ Leather goods & Leather Garments manufacturing.
- ✓ Next generation Leather Footwear & components.
- ✓ Leather Fashion Accessories manufacturing.
- ✓ Leather Tanneries.



## **ENGINEERING & PROCESS EQUIPMENT**

- ✓ Engineering solutions segments like chemicals and petrochemicals, pharmaceuticals and automotive for a growing demand for process equipment.
- ✓ Next-generation automation tools like smart robotics in high precision industries.
- ✓ Green Engineering.



#### **CHEMICALS**

- ✓ Bio-based raw materials to reduce dependence on oil.
- ✓ Chemical-based operations &manufacturing.
- ✓ Production of fertilizers from Rock phosphate found in
- ✓ Bundelkhand region.



#### **TEXTILES**

- ✓ Raw fabric and dye production.
- ✓ Processing & Packaging.
- ✓ Spinning, weaving, stitching etc.



#### FOOD AND AGRICULTURE

- ✓ Processed food, ready-to-eat packaged food, premixes, milk & dairy, bakery and processed meat.
- ✓ Backend infrastructure such as cold chain storage, farm collection center, etc.
- ✓ Health food, health beverages, food additives such as vitamin additives, etc.
- ✓ Food packaging, innovative packaging for processed food.
- ✓ Contract manufacturing for crop protection chemicals, and crop nutrients.
- ✓ Poultry, feed and farm additives



#### **DEFENCE OFFSET**

- / New age information systems.
- ✓ Communication platforms.
- ✓ Simulators and equipment.



## **ECOSYSTEM SUPPORT & FINANCING**

- ✓ Creation of business facilitation centers with the linkage of all stakeholders i.e. Industry Associations, equity funds, banks and financial institutions.
- ✓ Loan Finance.
- ✓ Alternate financing sources like securitization of trade credit, securitization of MSME credit, mezzanine financing, access to equity capital through SME Exchanges, Angel Funds / Venture Capital Funds etc.



## **SKILL DEVELOPMENT & TOOL ROOMS**

✓ Skilling development centres and tool rooms depending on current industrial demand across sectors and districts

# **Contact Details for investor query handling**

Name of Nodal Officer: Shri Pranjal Yadav (IAS)

Designation : Secretary

Mobile No : **09956970000** 

Email id : msmesec2@gmail.com





# Address:

4<sup>th</sup> Floor Block A PICUP Bhawan, Lucknow, Uttar Pradesh 226010

**Phone No.:** +91-522-2720236, 2720238

E-mail: upgis2023@investup.org.in

advantageup@investup.org.in

Website - <a href="https://invest.up.gov.in/">https://invest.up.gov.in/</a>



