

Industrialists linked with app, day fixed to address concerns

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Lucknow: Additional chief secretary (MSME) Navneet Sehgal has said that in order to resolve problems being faced by industrialists, an industrialists day should be organised on the third Friday of each month. All industries officers from each district should be connected with these meetings through the Udyam Saarthi app so that all issues can be addressed on the spot, he said.

Sehgal said that a webinar should be organised each week on the 'one district-one product' scheme and linked with the e-marketplace.

Reviewing the Udyam Saarthi app in a meeting on Monday, Sehgal said that the app has been downloaded more than 50,000 times. Currently there are more than 100 project reports available on it but this figure should be increased. A special awareness drive should be held to link all industrialists with this app, Sehgal directed officials.

A department official said that the app was launched to give a boost to industries and make information pertaining to manufacturing available to them easily. The app has information on the ODOP scheme and programmes on industrial development. Other than this, stories of success, project reports and other important information about establishing industries have been uploaded on the app. Details of all ODOP products have been uploaded on the app and it will also provide youth the opportunity to find avenues of employment.