

# ‘Matra Bhumi’ plan draws UAE NRIs to their roots

TIMES NEWS NETWORK

**Lucknow:** While attracting potential investors in UAE through the UP roadshow, Uttar Pradesh government’s Matra Bhumi Yojana won hearts of Indians working in the Middle Eastern countries too.

Started by the Yogi government in 2021, the scheme aims to engage with non-resident Indians and enable them to contribute in the development of their motherland (matra bhumi).

Under this scheme, any person or private institution willing to undertake developmental work in a gram panchayat will be supported by the government which will bear 40% of the cost of the project. Thereafter, the project will be named as desired by the collaborator.

“In the UAE roadshow, the UP Matra Bhumi Scheme invoked a lot of interest,” said Pankaj Gandhi, chair-



MSME minister Rakesh Sachan with other delegates in Abu Dhabi, UAE

man UP Development Forum (UPDF) which facilitated the road show activities and brought investors from several Middle Eastern countries face to face with the delegation from UP. Gandhi said Indians living and working in the Middle Eastern countries share an emotional bond with their homeland and many of them want to give it back to their roots. “The scheme provides an apt opportunity and required platform to translate their

desire,” Gandhi said.

The UPDF is of the view that investors in the Middle Eastern countries were keen to diversify their investment in wake of the changing fuel-driven economy and UP can cash upon the sentiment they have for UP.

Meanwhile, proposals to tune of over Rs 10,000 crore seem to be coming over from investors in the Middle East. Delegation was led by MSME minister Rakesh Sachan.