

This is the new UP of new Bharat: Yogi

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Modi is scheduled to launch an ambitious Vishwakarma Yojana for craftsmen and handloom weavers on Sunday.

The state government distributed loans worth Rs 50,000 crore to craftsmen through programmes organised in all 75 districts on Saturday. "This is the new UP of new Bharat," Yogi said, stressing that his government was committed to providing all help to arti-

sans to boost their skills and productivity.

He said that the state government initiated the One District, One Product (ODOP) scheme in 2018 to provide a platform to local artisans and MSMEs.

"The scheme also established the state as a most sought after destination for investments," he said, adding that no big industry could develop until it was backed by a cluster of MSMEs.

"Many people have got em-

ployment through the ODOP scheme which has attained national dimensions," he said.

Yogi added that the state government came up with Vishwakarma Shram Saman Scheme in 2019 to encourage artisans.

"Under the scheme, nearly 1 lakh craftsmen and artisans have been provided training and toolkits. A person who starts even a small unit can provide employment to others," he said.

The CM stressed that the banks would have to play a key role in helping craftsmen and artisans by providing them easy loans. "The state government and banks may come together to organise loan melas for local entrepreneurs," he said.

Yogi underscored the need for subsidies on the interest levied on loans. "The state government can provide subsidies so that a person remains burden free and progresses," he added.