

# Visionary Policies Enhance UP's Industrial Growth

The Micro, Small, and Medium Enterprises (MSME) sector serves as a cornerstone of Uttar Pradesh's economy, driving employment, industrial production, and exports. Under the leadership of Chief Minister Yogi Adityanath, the state government has implemented strategic initiatives to cultivate growth, innovation, and sustainability within the MSME ecosystem. With more than 25 sectorial policies the government aims to transform Uttar Pradesh into a hub of industrial excellence, driving sustainable economic development and creating abundant employment opportunities.



**“The development of Uttar Pradesh is significantly bolstered by the strength of its Micro, Small, and Medium Enterprises (MSME) sector. Since the inception of the double-engine government, the MSME sector in Uttar Pradesh has experienced unprecedented growth.”**

**- Narendra Modi, Prime Minister**



## 2nd Edition of UP International Trade Show Innovations Meets Excellence



Uttar Pradesh is poised to host the second edition of the UP International Trade Show (UPITS 2024) from September 25 to 29 at the India Expo Centre & Mart in Greater Noida. This significant event will serve as a dynamic platform for businesses across diverse sectors to connect and collaborate on a global scale. UPITS 2024 will showcase the state's economic prowess through a comprehensive exhibition featuring manufacturing, technology, agriculture, healthcare, tourism, agro-food processing, startups, and traditional crafts. The event will also spotlight the state's commitment to MSME

development and the innovative ODOP initiative, which aims to promote unique products from each district. By bringing together a wide range of industries and stakeholders, UPITS 2024 aims to facilitate trade, investment, and knowledge exchange, positioning Uttar Pradesh as a preferred investment destination and a global hub for business and innovation. The UP International Trade Show (UPITS) in 2023 was a resounding success, drawing significant participation from both domestic and international stakeholders. Over 2,000 exhibitors showcased their

**“In 2017, the state had the sixth-largest economy in India, but today, it has risen to second place. Economic growth has made UP a leader in employment generation. MSME entrepreneurs have been crucial in advancing the state's economy.”**

**- Yogi Adityanath  
Chief Minister, Uttar Pradesh**

### Focused Sectors

Agriculture & Allied Sectors	Health & Wellness (AYUSH/Pharma/Naturopathy/Yoga/Unani)
Automobile/ EV / Auto Components	Highways/Industrial Park/Development Authorities
Aviation Sector	Infra, Engineering & Manufacturing Industry, Real Estate
Defence Pavilion	Leather Industry
E-Commerce, Electronics Industry	ODOP Display
Education Sector (Live Demos on STEM)	STPI (Software Technology Parks of India)
Film & Entertainment Industry	Warehouse and Logistics
GI Tag Products from Uttar Pradesh- B2C	Water, Sanitation & Wastewater Management
Handloom, Handicrafts & Textiles	

products and services to a diverse audience of entrepreneurs and trade professionals from 70 countries. The event's impact was further amplified by the presence of 70,000 institutional buyers, fostering robust business opportunities. Exhibitors expressed overwhelming appreciation for the visionary leadership of Chief Minister Yogi Adityanath, attributing the state's rapid socioeconomic transformation and industrial development to his effective governance.

## Remarkable Progress in MSME sector

Under the dynamic leadership of Chief Minister Yogi Adityanath, Uttar Pradesh has ignited a remarkable transformation of its MSME sector. Since 2017, the state has pumped an astonishing Rs. 6,55,684 crore into this vital economic engine, propelling it from a neglected backwater to a thriving powerhouse.

This unprecedented financial commitment has not only breathed new life into the sector but has also created a tidal wave of employment opportunities, benefiting over 2.5 crore youth people. Adityanath's flagship initiatives, including ODOP,

Mukhyamantri Gramodyog Rojgar Yojana, Mukhyamantri Yuva Swarojgar Yojana, and Vishwakarma Shram Samman Yojana, have been instrumental in empowering artisans,



On the occasion of 'International MSME Day', Chief Minister Yogi Adityanath distributed toolkits to the beneficiaries of ODOP and KYB

craftsmen, and aspiring entrepreneurs across the state.

By consistently surpassing loan disbursement targets, these programs have demonstrated their efficacy in fostering a culture of

entrepreneurship and self-reliance. Uttar Pradesh's MSME renaissance is a testament to the government's unwavering commitment to economic rejuvenation and job creation.

## MYUVA Scheme Fuels Entrepreneurial Spirit in UP

**Rs. 1000 cr. budget allocated**

The Uttar Pradesh government launched the Mukhyamantri Yuva Udyami Vikas Abhiyan (MYUVA). This forward-thinking initiative is designed to nurture entrepreneurship among the state's youth.

With a target of empowering 100,000 young entrepreneurs annually, the scheme offers interest-free loans for projects up to Rs. 5 lakhs.

To back this ambitious plan, the government has earmarked Rs. 1,000 crores in the 2024-25 budget. This forward-thinking scheme is designed to uplift the state's educated and skilled youth by enabling self-employment and fostering the growth of new MSMEs. The initiative aims to cultivate entrepreneurship, driving the creation of jobs in both rural and urban settings.



Students at Turner Trades Class In Government Industrial Training Institute ITI Aliganj Lucknow

Over the next ten years, the program seeks to assist one million units, with an ambitious goal of financing 1,00,000 units each year.

Beneficiaries of government-run training programs, such as the Vishwakarma Shram Samman Yojana and the Skill Upgradation Scheme (Kaushal Unnayan) administered by the Uttar Pradesh Skill Development Mission, will be eligible for assistance. Furthermore,

youth with academic credentials, including certificates, diplomas, and degrees, will also be entitled to participate in this scheme.

Once the first loan is repaid, units can access second-stage financing, where they may receive a composite loan of double the initial amount or up to Rs. 7.50 lakh. Arrangements for grants to promote digital transactions have also been made. Under this scheme, the Credit

MYUVA Yojana seeks to encourage young individuals to pursue entrepreneurship as a viable career option

By providing financial support, training, and mentorship, the scheme aims to reduce the barriers to entry for young entrepreneurs

The scheme aims to build successful businesses and generate employment opportunities for others

Guarantee Fund Trust for Micro and Small Enterprises (CGTMSSE) will cover all loans from banks and financial institutions. Funding will be available through nationalized, scheduled, and rural banks, SIDBI, and other financial institutions regulated by the RBI.



## Transforming State's Economic Landscape

The One District One Product (ODOP) initiative, is a visionary strategy designed to spotlight the unique local crafts, industries, and products of each of the state's 75 districts. This project aims to rejuvenate traditional industries, create jobs, and increase exports, contributing to the state's aspiration of becoming a US\$ 1 trillion economy.

ODOP offers extensive support that includes financial aid, skill development programs, marketing assistance, and infrastructure improvements. The goal is to empower local artisans and entrepreneurs, improve product quality and appeal, and stimulate economic growth in Uttar Pradesh's distinct product sectors. This initiative has already seen significant success, with exports nearly doubling from around Rs. 88,967 crore in 2017-18 to

Rs. 1.74 lakh crore in 2022-23. The ODOP initiative's success underscores the power of focusing on local industries and crafts, tapping into traditional skills, and providing tailored support to artisans and entrepreneurs.

**National Recognition** Uttar Pradesh awarded the first prize in the ODOP category by the Government of India, recognizing the initiative's success and impact.

**Common Facility Centers (CFCs)** The completion of 11 CFCs and the ongoing development of 17 more CFCs stand out as significant achievements. These centers provide crucial infrastructure, from production to packaging and marketing, supporting artisans in enhancing the quality and marketability of their products.



### Training and Toolkit Distribution

A substantial number of artisans, approximately 1,08,472 have received training and has been provided with modern toolkits. This initiative has been essential in skill development and quality

improvement across various ODOP sectors.

**Financial Assistance** Projects worth nearly Rs. 2,838 crore have been financed, providing a strong financial backbone for the initiative and facilitating the

growth and sustainability of ODOP enterprises.

**GI Tags** The awarding of tags to 32 ODOP products and the application of GI Tags for 20 more products have significantly contributed to the branding and global recognition of these products.

**ODOP Unity Malls** Proposals for developing 3 ODOP Unity Malls in Agra, Varanasi, and Lucknow are underway, aiming to provide dedicated spaces for showcasing and selling ODOP products.

**Promotional Activities** Over 100 promotional events, including ODOP summits and various fairs and exhibitions, have played a pivotal role in marketing and outreach, expanding the domestic and international footprint of ODOP Products.

**CM Apprenticeship Scheme**, a provision has been made to set up a facility in collaboration with IIT Kanpur for machine learning (ML) including artificial intelligence in the state.

**'Investment Promotion Policy 2023 for Uttar Pradesh FDI, Fortune Global 500 and Fortune India 500 Companies'**. Special incentives are being provided to the investors by the Yogi government which is paving the way for ensuring new chapters of investment in the state.

Uttar Pradesh has witnessed the 2nd highest increase in the number of newly registered companies among all states