

| initiative |

# Story of small and tiny enterprises in UP

**Pravin Singh  
MD, UPICON**

LUCKNOW

The Uttar Pradesh government has intensified its focus on MSME growth, skill development, and district-level enterprise facilitation through coordinated initiatives across sectors. Senior officials reviewed progress under key programmes including ODOP, Vishwakarma Shram Samman Yojana (VSSY), Chief Minister Yuva Swarojgar Yojana (CM YUVA), and Mukhyamantri Gramodyog Rojgar Yojana. Emphasis was placed on



streamlining implementation, improving beneficiary outreach, and strengthening con-

vergence among departments.

Officials highlighted that

**Multiple schemes from ODOP to VSSY and CM YUVA strengthened through active departmental coordination.**

ODOP remains a central pillar for promoting district-specific products, with renewed instructions to ensure visibility, marketing support, and training. District teams have been asked to monitor production clusters, evaluate artisan requirements, and

address supply chain gaps. The government reiterated that ODOP product inventories must be kept updated and beneficiary training aligned with market demand.

A coordinated approach was stressed for VSSY, with field units directed to ensure timely beneficiary verification, tool-kit distribution, and follow-up training. Officers were advised to maintain transparency in selection processes and accelerate pending approvals. Discussions also covered the need to improve digital uploads, documentation accuracy.



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