'Achieve full target under CM Yuva scheme by Mar 15'
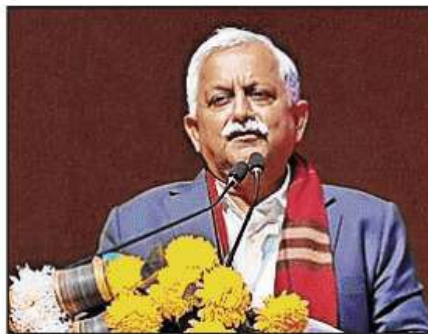
Lucknow: The UP govt has directed officials to ensure 100% target achievement under the Chief Minister's Youth Entrepreneur Development Campaign Scheme (CM Yuva) by March 15, an official spokesperson said Friday.

The decision was taken during a meeting held under the chairmanship of Awanish Awasthi, advisor to the chief minister, and Alok Kumar, additional chief secretary, MSME and export promotion department. Senior officials from the industries department, public sector banks and district administration attended the review.

Officials said the scheme should be viewed as a mission to generate large-scale employment through entrepreneurship. Since its launch, loans worth about Rs 1.5 lakh crore have been disbursed.

Concern was raised over delays in some districts, prompting directions to joint and deputy commissioners (industries) to undertake field visits, conduct detailed reviews and expedite pending cases. Emphasis was also laid on strengthening outreach through the CM Yuva mobile app, with a target of reaching at least 50,000 potential beneficiari-

Awanish Awasthi, advisor to the chief minister

es. They were instructed to prepare daily action plans and ensure timely completion of targets. During the meeting, the state nodal officer presented a district-wise and bank-wise assessment.

UPSIC managing director Raj Kamal Yadav briefed participants on updates related to the RAMP scheme and changes introduced in the portal.

Alok Kumar said the scheme was among the CM's top priorities and called for complete transparency in beneficiary selection, high-quality training and promotion of innovative projects. He warned that negligence would not be tolerated. Awasthi appreciated the achievement of 72% target completion so far and urged officials to push for full coverage. He also stressed the need to include more women beneficiaries, conduct impact assessments and hold minister-level reviews in districts showing weak performance.