

Uttar Pradesh govt plans e-commerce booster shot for the MSME sector

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To propel the growth of micro, small and medium enterprises (MSMEs), and enhance their competitiveness, the Uttar Pradesh (UP) government is planning to interconnect 155 industrial clusters with a dedicated e-commerce (e-com) platform.

This strategic move is expected to benefit over 50,000 industrial and manufacturing units of these clusters, administered by the UP State Industrial Development Authority (UPSIDA). The dedicated e-com portal is being developed by the UPSIDA, and will connect raw material suppliers, manufacturers, and finished goods vendors operating out of these 155 clusters.

Reducing reliance on external suppliers and cutting costs, the proposed e-marketplace can facilitate direct business-to-business transactions, fostering trade and business alliances among the UP-based units.

“The e-market is a step towards realising the ‘Make in UP’ vision. By fostering a robust industrial ecosystem, we aim to make UP a global manufacturing hub,” UPSIDA Chief Executive Officer (CEO) Mayur Maheshwari said.

He noted that the e-marketplace, which is under the testing phase before launch, would help UP-based industries to save about Rs 20,000 crore in logistics and warehousing costs.

The project is also aimed at contributing to the flagship trillion-dollar economy agenda of the Yogi Adityanath-led UP government.