

Campaign to strengthen UP's MSMEs

TIMES NEWS NETWORK

Lucknow: Calling micro-enterprises the backbone of India's economy, UGRO Capital and Rashtriya Jan Udyog Vyaapar Sangathan signed a memorandum of understanding to empower MSMEs in Uttar Pradesh.

As per the MoU, while UGRO Capital would host a series of seminars, workshops, and events across India, where the company has a presence RJUVS would collaborate on identifying markets, organising venues, and mobilising its network of micro-enterprises to ensure the success of the campaign. Together, the organisations will reach thousands of small businesses, providing them with the tools needed to grow and succeed.

Founder director of UGRO, Sachindra Nath, said: "This collaboration will focus on raising awareness of govt schemes for small businesses, promoting the benefits of digital credit, and providing strategies for enhancing competitiveness in a dynamic business landscape." National president of RJUVS, Amit Gupta, said: "Micro-enterprises in India often struggle with limited access to vital resources. Through this campaign, we aim to bridge that gap."