

# ACCENT REGION

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## UTTAR PRADESH

# State plans ecomm boost for 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 ecommerce (ecomm) platform.

This 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 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 alliances. “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 ₹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.

The UPSIDA’s digital platform will enhance trade among the state industries, which is expected to catalyse the industrial growth, generate fresh jobs, and increase goods and services tax (GST) kitty by 7-10 per cent. Also, by promoting local sourcing and reducing logistics costs, the e-market will strengthen UP’s economy, streamline procurement processes, and improve transparency. The e-market will also take on board units engaged in packaging and marketing activities to offer a complete industrial value chain of services to clients.

At the same time, the state government is increasing the industrial land bank, with a target to amass over 150,000 acres for industrial and infrastructure development.

