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## MSME Udyam Portal

MSME and Export Promotion Department has started a registration campaign on the MSME Udyam portal in the entire state. The Directorate of Industries is organising camps for the registration of MSMEs in each district. Additionally, MSMEs themselves can also register by visiting the portal. All eligible units can register. The objective is to provide a platform for active MSMEs in UP so that they can

benefit from schemes implemented by the Yogi government for MSMEs. There are more than 96 lakh active MSMEs in Uttar Pradesh, but only 14 lakh MSMEs are registered on the portal so far, while there are a large number of active MSMEs in the state that need to be registered to avail the benefits of government schemes. All these units contribute directly and indirectly to the UP's GDP. Currently URC registration camp is ongoing. In the last few days, more than 1 lac MSMEs have been registered on the portal, which brings the total count of registered MSME units in the state to more than 15 lacs.

## Nivesh Sarathi: Guiding to succeed

UP government's revolutionary single-window clearance system 'Nivesh Sarathi' is a crucial step towards enabling the investors and entrepreneurs in Uttar Pradesh to revert to incentives online. The processing of incentives has been digitised to project the trajectory of 'Digital India'. The Online Incentive Management System kickstarts as soon as entrepreneurs seek to apply for the incentives on the Nivesh Sarathi portal. If there are any errors, glitches or issues occurring during the process, concerned investors will also be able to review their respective applications within 15 days. Further, an online incentive will be provided to the investor once the process of verification of the application is completed. The portal promisingly seeks to augment the digitisation of UP's growth model into a well-verse connected web system, where supply meets demand under one umbrella.

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