



THE WORLD BANK



Become 'Champion' MSME: Demonstrate exceptional growth by leveraging government schemes

MSMEs-Growth Engine of
Uttar Pradesh's Economy



Participate in Champions Programme, set new standards for excellence in the MSME sector

Your stories of resilience, creativity, and success, translated into exemplary growth, surpassing benchmarks & inspiring others will now be recognized at a much larger platform.

- Through the Champion MSME initiative, the Government of Uttar Pradesh aims to showcase exemplary MSMEs that have demonstrated outstanding achievements in innovation, sustainability, market leadership, and social impact.
- Comprehensive support will be provided to Champion MSMEs resulting in the enhancement in their turnover, investment, profitability, and employment. This initiative is designed to further enhance the performance and sustainability of MSMEs in the state.

For further inquiries, please connect:

U P SMALL INDUSTRIES CORPORATION LTD.

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Benefits to Champion MSMEs



Avail benefits under Government Schemes for MSMEs

Support to the Champion Units to avail benefits under the RAMP Programme, Central & State Schemes for the MSME Sector



Strengthen the Value Chain through strategic partnership

Facilitation for participation in Anchor Vendor Development Programme by partnering with PSUs/CPSEs, Reverse Buyers Sellers Meet, International Exhibitions, etc.



Modern Branding & Green Packaging

Assistance with product-focused training on packaging, GI Tagging, and green/sustainable packaging.



Resolve impending issues in time bound manner

Support for the timely clearances, approvals, receipt of NOCs and resolve issues of delayed payments for the Champion Units



Establish Market Linkages

Assistance in the creation of forward and backward linkages in both domestic and international markets and act with anchor & ancillary units



Connect with domain/technical experts

Technical assistance from Sector experts



Upskilling and Reskilling of MSME Units

Assistance with the need-based skill development training focusing on sectors such as leather, marble inlay work, carpet, handicraft, etc.



Awards & Recognition

Nomination for the receipt of awards/recognitions at Central level & State Level and at national & international forums

Catalysing the Transformation of MSMEs



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