

UP Niryat Vriddhi Abhiyaan

UP – Niryat Vriddhi Abhiyaan is the initiative of India SME Forum, in collaboration with UPSIDC, Government of Uttar Pradesh. This initiative is designed to empower micro, small, and medium-sized enterprises (MSMEs) in enhancing their export capabilities and succeeding in global markets. Focusing on manufacturers, traders, and retailers within the home decor sector in the first cluster, as well as those in other sectors across different clusters, the program offers practical training, one to one consultation, and expert guidance to become exporters. Participants will get the chance to connect with industry professionals, learn from seasoned exporters, and showcase their products internationally.

The program aims to support 1,000+ MSMEs across Uttar Pradesh by fostering innovation and utilizing digital tools like e-commerce. It focuses on building sustainable practices while enhancing supply chain efficiencies. Ultimately, it seeks to create a vibrant ecosystem of export-ready MSMEs that contribute to economic growth and job creation in the state.

Vision

Empower MSMEs in Uttar Pradesh to become successful exporters with essential knowledge, skills and resources across all the sector and cluster.

Foster a dynamic ecosystem that enhances economic growth and innovation, enabling seamless business transformation in response to emerging trends and facilitating access to the global market.

Encourage sustainable development in the region while driving innovation and growth on a global scale.

Establish Uttar Pradesh as a prominent export hub.

Mission

Empower MSMEs in Uttar Pradesh through comprehensive training, support, and mentorship for international market entry.

Identify and equip over 1,000+ promising MSMEs in the home sector to be digitally prepared and compliant with global standards.

Enhance export capabilities via targeted capacity-building programs.

Utilize digital tools and e-commerce strategies to improve market access.

Foster inclusivity by supporting diverse groups, including women and marginalized communities.

Contribute to the state's economy and create job opportunities through increased exports.

About India SME Forum

Founded in May 2011, India SME Forum is India's largest non-profit organization dedicated to supporting small and medium enterprises (SMEs). It advocates for entrepreneur-friendly policies and recognizes innovative SMEs.

With 98,200+ MSME members, including 9,400+ women entrepreneurs, and a network of 1.2 million+ MSME subscribers across 19 State Chapters, the forum plays a pivotal role in strengthening the MSME ecosystem.

As a nominated member of the Advisory Committee under the MSMED Act, 2006, the forum collaborates with key government bodies, including the Ministries of MSME, Finance, Corporate Affairs, and Commerce & Industry. It also partners with international organizations such as UNIDO, ITC Geneva, and WTO's SME group.

India SME Forum fosters enterprise growth through knowledge sharing, policy advocacy, and ecosystem development. It has organized 900+ seminars, workshops, and entrepreneur camps, benefiting over 18,000 SMEs in scaling their businesses. Additionally, it recognizes outstanding MSMEs for their role in employment generation, sustainability, and business expansion.

Through initiatives like UP – Niryat Vriddhi Abhiyaan, the forum empowers MSMEs to become digitally ready, educates them on finance and governance, and enables them to access global markets.

For more information, please visit www.indiasmeforum.org