



**MSME MARKETING BOARD**

PRESENTS

# UDYAM JAGRAN YATRA BHARAT

**AN UNPRECEDENTED CONVERGENCE OF  
GOVERNMENT AND PEOPLE**

*"Atmanirbhar Bharat se  
Viksit Bharat 2047 ki aur".*

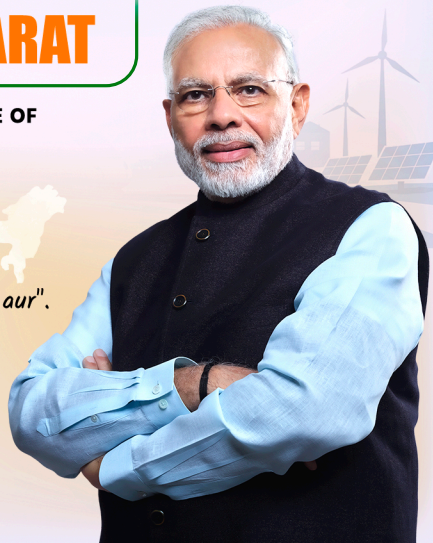
**Narendra Modi**  
Hon'ble Prime Minister of India



**आत्मनिर्भर भारत  
ATMANIRBHAR  
BHARAT**



**75  
Azadi Ka  
Amrit Mahotsav**



**" I AM AN ENTREPRENEUR, I WILL BUILD INDIA "**



# UDYAM

# JAGRAN YATRA BHARAT

**AN UNPRECEDENTED CONVERGENCE OF GOVERNMENT AND PEOPLE**

**" I AM AN ENTREPRENEUR, I WILL BUILD INDIA "**

**Presented By:**

**MSME Marketing Board**

# INTRODUCTION

**To translate Hon'ble Prime Minister Shri Narendra Modi ji's vision of Atmanirbhar Bharat and Viksit Bharat 2047 into action, the MSME Marketing Board proposes the Udyam Jagran Yatra Bharat.**

**This is a nationwide outreach campaign designed to take government people-centric schemes, MSME programs, and financial support directly to entrepreneurs at the village and block level, and to foster an entrepreneurial culture at the grassroots.**

# OBJECTIVES

**1** ENTERPRISE CREATION – ESTABLISH 3.6 MILLION NEW MICRO ENTERPRISES

**2** Livelihood Security -Secure direct and indirect employment for 15 million people

**3** Awareness - Increase awareness of government schemes, credit, and market linkages

**4** Inclusion - Bring women, farmers, SHGs, and small traders into the economic mainstream

**5** Digital Connectivity -Provide single-platform access to all benefits through the Udyam Sathi Portal

# PROGRAM OUTLINE

**ASPECT DETAILS DATE 30TH JUNE 2026**

**Awareness programs will be organized in every district in a festive environment, where a pledge will be taken to establish 3.6 million micro enterprises.**

**Free registration camps will be conducted for new entrepreneurs.**

**Various programs will be held to mark the 12 years of the Hon'ble Prime Minister Shri Narendra Modi's Government.**

# SIX CORE MISSIONS

## 01. UDYAMI PRAGATI MISSION 2026

Establish and support 3.6 million micro enterprises across India.

## 03. SAVITRIBAI PHULE WOMEN ENTREPRENEUR MISSION

Ensure skill training, financing, and market linkages for women entrepreneurs.

## 05. BHARAT UDYOG BAZAAR MISSION

Connect manufacturing and service industries with dealers, distributors, customer support, and subsidy-discount benefits.

## 02. MSME HAAT SHAKTI MISSION

Set up permanent sales and marketing centers for local products at village and block level.

## 04. AGRO & LIVESTOCK PROTECTION CARE MISSION

Provide technology, insurance, and market support to agriculture-based micro units.

## 06. MSME MELA

Organize exhibitions and business fairs for entrepreneurs at district and state level.

## IMPLEMENTATION FRAMEWORK

**A** No new infrastructure is required. The existing network will be leveraged: Unit Count Role

**B** **District Coverage**  
No new infrastructure is required. The existing network will be leveraged: Unit Count Role

**C** **Service Provider Centers**  
3,830 Udyam registration, credit assistance, skill guidance

**D** **NGO Partners**  
2,298 Village-block mobilization, awareness, trust building

**E** **Total Field Units**  
6,128 On-ground implementation

**F** **Capacity**  
With each unit assisting 10 entrepreneurs daily, 3.6 million+ entrepreneurs can be enabled in 60 days.

# EXPECTED IMPACT

Indicator Target

New Micro Enterprises 3.6 million

Direct Employment 1.08 million

Indirect Employment 4.0-4.5 million

**TOTAL LIVELIHOODS SECURED APPROX. 15 MILLION**

**GDP CONTRIBUTION 2-3% INCREASE**

# A BALANCED PERSPECTIVE

## IMPLEMENTATION PLAN

### ● PREPARATION PHASE :

Train 6,128 field units and NGO partners; distribute outreach material

### ● FOLLOW-UP PHASE :

Months of hand-holding support, financing linkages, market entry assistance

### ● EVENT DAY:

Simultaneous pledge, registration camps, live broadcast, address by Central Chairman

### ● MONITORING:

Transparent and rapid tracking via real-time dashboard

# **FUNDING MODEL & INVESTOR BENEFITS**

## **GOVERNMENT SUPPORT :**

MUDRA camps on 30th June

2% interest subvention for the first year Collateral-free loans up to ₹2 crore Fast-track approval process

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## **PRIVATE INVESTMENT:**

MUDRA camps on 30th June

2% interest subvention for the first year Collateral-free loans up to ₹2 crore Fast-track approval process

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## **INVESTOR PROTECTION:**

Response within 48 hours, verified by CA/legal experts

Escrow flow, real-time MIS, third-party audits Target 8-12% annual returns, asset ownership, priority on GeM insurance cover, buyback option, 80G/80IAC tax benefits

## **REQUESTS TO THE GOVERNMENT**

- 1. 48-HOUR SINGLE- WINDOW CLEARANCE SYSTEM**
- 2. MUDRA CAMPS AND 2% INTEREST SUBVENTION ON 30TH JUNE**
- 3. ESTABLISHMENT OF 04 COMMON FACILITY CENTERS AND RURAL INDUSTRY HUBS**
- 4. NATIONAL CAMPAIGN THROUGH PIB, DOORDARSHAN, AIR**
- 5. DECLARE AS A NATIONAL 06 OUTREACH YATRA AND MENTION IN MANN KI BAAT**
- 6. INCLUSION IN DPIIT INVESTOR FACILITATION CELL**

## **CONCLUSION**

# **Udyam Jagran Yatra Bharat**

**IS NOT JUST A PROGRAM--IT IS A PEOPLE'S MOVEMENT. THROUGH THE COLLECTIVE EFFORT OF THE GOVERNMENT, NGOS, ENTREPRENEURS, AND CITIZENS, INDIA'S ECONOMIC FOUNDATION WILL BE STRENGTHENED AND THE GOAL OF VIKSIT BHARAT 2047 WILL BE ACCELERATED.**



**THANK YOU**

**CONTACT: MSME MARKETING BOARD NEW DELHI, INDIA**

SCAN TO JOIN  
UDYAM JAGRAN  
YATRA BHARAT



[www.msmemarketingboard.com](http://www.msmemarketingboard.com)  
[www.udyamsaathi.in](http://www.udyamsaathi.in)



[udyamshati@msmemarketingboard.com](mailto:udyamshati@msmemarketingboard.com)  
[msmemarketing1@gmail.com](mailto:msmemarketing1@gmail.com)  
[support@udyamsaathi.in](mailto:support@udyamsaathi.in)