



# Souvenirs For the Devotees Coming to Uttarakhand

## Why In News?

On November 1, 2022, Uttarakhand Chief Secretary Dr. SS Sandhu told in the review meeting of MSMEs that souvenirs would be prepared for the pilgrims visiting the Chardham Yatra in the state.

## Key Points

- SS Sandhu informed that lakhs of devotees from all over the country and abroad visit the state during the Chardham Yatra. The preparation of souvenirs for the devotees will open the way for self-employment for the youth and women in the state.
- He said that the focus should be on design, quality, production and marketing for the souvenirs and special attention needs to be given to the size and packaging of the souvenirs so that the devotees do not face any problem in carrying them.
- The Chief Secretary directed to strengthen the grievance redressal mechanism and to give priority to the disposal of complaints at the state level and district level. To bring any kind of scheme, investors should be supported as much as possible, focusing on taking suggestions from investors and resolving the problems faced by them.
- He said that feedback should be taken at the field level regarding other schemes including Mukhyamantri Swarozgar Yojana, so that maximum benefits can be taken from the entrepreneurs.
- He directed to promote one district, two products, link them with growth centers and simplify the departmental process so that investors get benefit from single window.

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