



MYUVA Scheme

Why in News?

The Uttar Pradesh government distributed loans worth Rs 100 crore to 2500 beneficiaries of Gorakhpur and Basti divisions under [the Chief Minister Yuva Udyami Vikas Abhiyan](#).

- Besides this, toolkits were also provided to 2100 trainees under [the ODOP \(One District One Product\) scheme](#).

Key Points

- **About MYUVA Scheme:**
 - Under this scheme, **the state government aims to create one lakh young entrepreneurs** every year by providing interest-free loans for **projects up to Rs 5 lakh**.
 - The government has allocated **Rs 1,000 crore in the budget for the financial year 2024-25** to support this initiative .
 - It is designed to empower educated and skilled youth across the state, facilitate self-employment opportunities and promote the setting up of new [MSMEs \(Ministry of Micro, Small and Medium Enterprises\)](#) .
 - Beneficiaries who have received training under various government-run schemes such as [Vishwakarma Shram Samman Yojana](#) , [One District One Product Training and Toolkit Scheme](#) , **SC, ST, OBC Training Scheme and skill upgradation run by Uttar Pradesh Skill Development Mission** will be eligible for assistance.
 - Additionally, youth having certificates, diplomas and degrees from educational institutions will also be entitled to benefits under the scheme.
 - On successful repayment of the first loan, the units will be eligible for the second stage of funding, where a composite loan up to double the initial amount or Rs 7.50 lakh can be provided.

One District One Product Programme(ODOP)

- **Introduction:**
 - ODOP is an **initiative to promote economic development at the district level** by promoting and branding one product from each district of the country .
 - It was **launched on 24 January 2018**, on the first foundation day of Uttar Pradesh.
- **Objective:**
 - Preserve and develop local arts/skills and promote creativity.
 - Increase in income and local employment (resulting in reduced migration for employment).
 - Improvement in product quality and skill development .
 - Transforming products in artistic ways (through packaging, branding).
 - Linking production with tourism (live demos and sales outlets – gifts and souvenirs).
 - To resolve the issues of economic differences and regional imbalances

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