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“

Uttar Pradesh has emerged as a champion when it comes to developing a new value and supply chain. The resolve of the double-engine government and possibilities of Uttar Pradesh, there cannot be a better partnership than this.

”

Shri Narendra Modi

Hon'ble Prime Minister of India
Government of Uttar Pradesh



“

Uttar Pradesh, with its inherent strengths, present demographics and future growth potential is an attractive investment destination. Our policies aim to foster the goal of inclusive, sustainable and balanced development. Under PM's vision we provide one of the best business environments and responsive policy frameworks in the country. I invite you to be a part of Uttar Pradesh's journey of powering New India with Invest UP as your true partner! ”

SHRI YOGI ADITYANATH

Hon'ble Chief Minister, Government of Uttar Pradesh



MESSAGE

Uttar Pradesh, the 4th largest state of India, is at the cusp of a transformational journey. The vision of Atmanirbhar Bharat laid down by the Hon'ble Prime Minister, Shri Narendra Modi has been the pillar of this metamorphosis. Backed by major governance reforms, an excellent law & order situation, progressive policies and development of state-of-the-art greenfield infrastructure including logistics facilities, airports, expressways, metro, industrial corridors, etc. a vibrant investment climate has been created in the State. Being home to a population size of 240 million people, Uttar Pradesh is the largest consumer & labour market in India.

Aligning with the Hon'ble Prime Minister's vision of making India a 5-trillion dollar (USD) economy, Uttar Pradesh aims to be a major contributor by surging ahead to become One Trillion-dollar (USD) Economy. With this objective, the State is organising the Ground Breaking Ceremony 4.0 on 19th February 2024 at Lucknow to showcase the infinite business opportunities in the State and to provide an integrated platform for global business fraternity to collaborate in the overall economic development of the State. The Summit will bring together policy makers, corporate leaders, business delegations, academia, think tanks, political and government leadership from across the globe, to collectively explore business opportunities in the State.

Through the various reformative steps taken for creating a holistic ecosystem for industrial development and the formulation of more than 25 policies for attracting global investments, the State Government assures a grand welcome to all our investor partners. On this note, I heartfully welcome the global business community to come, invest in UP to power New India. I congratulate Invest UP and eGov Magazine for bringing out this special souvenir to showcase the current investment opportunities in Uttar Pradesh and highlight state's investment landscape.

SHRI YOGI ADITYANATH
Hon'ble Chief Minister
Government of Uttar Pradesh



WELCOME TO NEW INDIA'S GROWTH ENGINE



“ Today, UP has become a hope. If India is a bright spot for the world, it is UP, which is driving the growth of India. Now Uttar Pradesh is known for its good governance, improved law and order, peace and stability. New opportunities for wealth creators are being made here. ”

- Narendra Modi
Prime Minister



GROUND BREAKING CEREMONY @4.0

— 19 FEB 2024 • LUCKNOW —

Investment Projects

Worth

₹ **10**

LAKH CRORE+
TO BE LAUNCHED

34 LAKH+

**JOB
OPPORTUNITIES**

Second Largest Economy	9.2% Contribution in the Country's GDP	25+ Investment Friendly Policies	Highest Number of MSMEs 96 Lakh+	'Expressways' 6 Operational, 7 Under construction	Largest Producer of Food Grains, Milk, Sugar, Potatoes & Ethanol
Metro Operational in 6 Cities	Maximum No. of Airports 10 Operational, 11 Coming up	Emerging Global Data Center, Education & Medical Hub	Largest Consumer Base	Top Ranking In 'Ease of Doing Business'	Single Window Portal 'Nivesh Mitra'



Express Pradesh



Defence Industrial Corridor



One District-One Product (ODOP)



Electronics Hub



Noida International Airport





MESSAGE

I take great pride in inviting the global business community to the Ground Breaking Ceremony of Uttar Pradesh on 19th February 2024. Under the visionary leadership of CM Yogi Adityanath ji, we have undertaken revolutionary governance reforms and accelerated infrastructure development across the state. This has cemented UP's position as one of the most business-friendly destinations in India.

Aligning with Hon'ble PM Modi's clarion call for an Aatmanirbhar Bharat, we are creating an investment-conducive ecosystem in UP targeting \$1 trillion economy status. With a vast pool of skilled human resources and a market of over 240 million consumers, opportunities here are limitless across sectors.

Through progressive policies, simplified compliances and 24/7 single window clearances, we assure complete support to all potential investors. At the Ground Breaking Ceremony, I invite you all to explore lucrative joint venture partnerships for mutual growth.

UP is all set to witness an industrial revolution. I wholeheartedly welcome the global industry to set shop in our state and be a part of this resurgent New India story. With continued reforms, UP will emerge as the manufacturing hub powering India's rise in the 21st century. I congratulate Invest UP and eGov Magazine for bringing out this special souvenir to showcase the current investment opportunities in Uttar Pradesh and highlight state's investment landscape.

SHRI NAND GOPAL GUPTA "NANDI"

Minister for Industrial Development, Export Promotion, NRI and Investment Promotion
Government of Uttar Pradesh



नये भारत का ग्रोथ इंजन निवेशकों का अभिनंदन



“ आज यूपी एक आशा, एक उम्मीद बन चुका है। भारत अगर आज दुनिया के लिए ब्राइट स्पॉट है तो यूपी भारत के ग्रोथ को ड्राइव करने में एक अहम नेतृत्व दे रहा है। यूपी की पहचान आज बेहतर कानून-व्यवस्था, शांति एवं स्थिरता के लिए है। यहां उद्यमियों के लिए नये अवसर बन रहे हैं। ”

- नरेन्द्र मोदी
प्रधानमंत्री



औद्योगिक विकास परियोजनाओं का शुभारंभ | @4.0

— 19 फरवरी 2024 • लखनऊ —

₹ **10**
लाख करोड़+
की
निवेश परियोजनाएं

34
लाख+
नौकरी के अवसर

दूसरी सबसे बड़ी अर्थव्यवस्था	देश के जीडीपी में 9.2% का योगदान	25+ निवेश फ्रेंडली नीतियां	96 लाख से अधिक एम.एस.एम.ई. इकाइयां	'एक्सप्रेसवे' 6 संचालित, 7 निर्माणाधीन	खाद्यान्न, दूध, चीनी, आलू व एथनॉल उत्पादन में देश में प्रथम
6 शहरों में मेट्रो संचालित	देश में सर्वाधिक एयरपोर्ट 10 संचालित, 11 निर्माणाधीन	ग्लोबल डेटा सेंटर, एजुकेशन व मेडिकल हब बनने की ओर अग्रसर	सर्वाधिक उपभोक्ताओं वाला प्रदेश	'ईज ऑफ डूइंग बिजनेस' रैंकिंग में अग्रणी	सिंगल विंडो पोर्टल 'निवेश मित्र'



एक्सप्रेस प्रदेश



डिफेंस इंस्ट्रुमेंटल कॉरिडोर



एक जनपद-एक उत्पाद (ओडीओपी)



इलेक्ट्रॉनिक हब



नोएडा इंटरनेशनल एयरपोर्ट



MESSAGE

I am delighted to share that the state of Uttar Pradesh is going through a phase of rapid transformation, propelled by the vision of Atmanirbhar Bharat articulated by our Hon'ble Prime Minister Shri Narendra Modi ji.

Backed by wide-ranging governance reforms, a secure law and order environment, progressive policies and world-class greenfield infrastructure investments across sectors like logistics, aviation, roads, metro and industrial corridors, Uttar Pradesh has emerged as a highly attractive investment destination.

As the state with the largest population and consumer market in India, catering to over 240 million citizens, Uttar Pradesh aims to be a pivotal contributor to realizing India's ambition of becoming a USD 5 trillion economy. To this end, we have set a target of making Uttar Pradesh a USD 1 trillion state economy.

It is in this spirit that we are organizing the Ground Breaking Ceremony 4.0 on 19th February 2024 in Lucknow. This mega event will showcase the vast untapped business opportunities across sectors in the state and provide a collaborative platform for global leaders, industries, thinkers and policymakers to explore partnership avenues for UP's all-round economic progress.

Through various investor-friendly reforms and over 25 supportive new policies, we assure a warm welcome to all potential investors. I invite the global business community to participate and invest in Uttar Pradesh's growth story as we work towards building a New India.

I congratulate Invest UP and eGov magazine for bringing out this special issue highlighting UP's promising investment landscape and current investment opportunities.

SHRI JASWANT SAINI
Hon'ble Minister of State
Industrial Development
Government of Uttar Pradesh



Be a part of the \$1 Trillion Economy Journey



Your Best Choice for Investment in India



'Express Pradesh'
6 Expressway Operational
7 Under Construction



25+ Investment-Friendly Policies



Largest Consumer Base



Highest number of International Airports in the country



'Achiever State' in Ease of Doing Business Ranking



Industrial Land Bank



Metro Operational in 6 Cities (Lucknow, Kanpur, Agra, Noida Greater Noida & Ghaziabad)



Single Window Portal 'Nivesh Mitra'



Leading Producer of Foodgrains, Milk, Sugar, Potatoes & Ethanol



Emerging Data Center, Education & Medical Hub



96 Lakh+ MSMEs (Highest in India)



Abundant Water Resources



To download the Focus Sector Policies, Please scan



Information and Public Relations Department, U.P.



MESSAGE

I am delighted to invite you all to the fourth Ground Breaking Ceremony scheduled on 19th February 2024 in Lucknow. Under the transformative leadership of our Hon'ble Chief Minister Yogi Adityanath Ji, Uttar Pradesh is emerging fast as a hub of manufacturing and business in India.

In Uttar Pradesh, we have implemented progressive reforms to create an ecosystem conducive for business and industry. World-class infrastructure like expressways, metros, RRTS, airports, waterways etc. are coming up at a rapid pace in the State. 27 sector-specific policies, issued in last over one year, provide incentives to the investors across sunrise and other sectors.

With a large skilled workforce and a domestic market of over 24 crore consumers, Uttar Pradesh is a gateway to North India. Many national and multi-national companies have already set up their base in the State to take advantage of our pro-investment policies.

At the groundbreaking event on 19 February, 2024, projects worth over 10,00,000 crores we aim to approve projects worth more than Rs. 80,000 crores across key sectors like electronics, defense, medical devices, renewable energy etc. shall formally commence. This will boost employment and catalyze the economic growth of the State.

We are strongly committed to facilitate investment opportunities in the State through our investor friendly single window system. I would like to assure investors for our full support throughout the project life cycle.

I invite all business leaders and investors to participate in this grand ceremony and explore the tremendous business possibilities in Uttar Pradesh. Let us embark on a journey of shared progress to build a New India. I congratulate InvestUP and eGov Magazine for bringing out this special Souvenir to showcase the current investment opportunities in Uttar Pradesh and highlight the State's investment landscape.

SHRI DURGA SHANKER MISHRA

Chief Secretary
Government of Uttar Pradesh



उत्तर प्रदेश की अर्थव्यवस्था को \$1 ट्रिलियन बनाने के अभियान में सहभागी बनें



उत्तर प्रदेश - निवेश प्रदेश



'एक्सप्रेस प्रदेश'
(6 एक्सप्रेसवे संचालित, 7 निर्माणाधीन)



25+ निवेश फ्रेंडली नीतियां



सबसे बड़ा
उपभोक्ता बाजार



देश में सर्वाधिक
अंतर्राष्ट्रीय एयरपोर्ट वाला राज्य



ईज ऑफ डूइंग बिजनेस रैंकिंग में
'अचीवर स्टेट'



इंडस्ट्रियल लैंड बैंक



6 शहरों (लखनऊ, कानपुर, आगरा, नोएडा,
ग्रेटर नोएडा एवं गाजियाबाद) में मेट्रो संचालित



सिंगल विंडो पोर्टल
'निवेश मित्र'



खाद्यान्न, दुग्ध, चीनी, आलू
एवं एथनॉल का अग्रणी उत्पादक



उभरता डाटा सेंटर,
एजुकेशन एवं मेडिकल हब



96 लाख+ एमएसएमई इकाइयां
(देश में सर्वाधिक)



प्रचुर जल संसाधन



फोकस सेक्टर पॉलिसीज
डाउनलोड करने के लिए स्कैन करें



MESSAGE

I am delighted to invite you all to the Ground Breaking Ceremony 4.0 being organized in Lucknow on 19th February 2024. Under the visionary leadership of our Chief Minister Shri Yogi Adityanath ji and with the guidance of Prime Minister Shri Narendra Modi ji, Uttar Pradesh is transforming rapidly into a global manufacturing and economic powerhouse.

We are undertaking unprecedented infrastructure development across sectors like roads, expressways, airports, inland waterways, industrial corridors, renewable energy and urban development. Combined with a business-friendly policy regime, this is creating a conducive ecosystem for industries to flourish.

With a population exceeding 240 million which presents a huge domestic market, and its strategic location in northern India, Uttar Pradesh is uniquely positioned to catalyze new opportunities. Several national and international companies have already set up operations, taking advantage of the state's strengths.

During this groundbreaking ceremony, we aim to approved projects worth more than Rs 80,000 crores across key focus sectors. This will generate massive employment for our youth and farmers. We are committed to fully supporting our investors through a single window system and 24/7 work culture.

I invite the business leaders and entrepreneurs from India and overseas to participate in this landmark event and explore the limitless possibilities in Uttar Pradesh. Let us embark on this journey of progress together to fulfil aspirations of New India and make our state a trillion dollar economy by 2027. I congratulate Invest UP and eGov Magazine for bringing out this special souvenir to showcase the current investment opportunities in Uttar Pradesh and highlight state's investment landscape.

SHRI MANOJ KUMAR SINGH

Infrastructure & Industrial Development Commissioner
Government of Uttar Pradesh

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Address

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Lucknow, Uttar Pradesh 226010
+91-522-2720236, 2720238



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www.eletsonline.com



Editor-in-Chief

Dr. Ravi Gupta
ravi.gupta@elets.in

EDITORIAL TEAM

Associate Editor: Garima Pant
Principal Correspondent: Ritika Srivastava
Senior Sub Editors: Abhineet Kumar, Kapil Suri, Nidhi Shail Kujur,
Dr. Asawari Savant
Sub Editors: Kaanchi Chawla, Srajan Agarwal

PROJECT HEAD

Ritika Srivastava

SALES & MARKETING

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Vijay Vardhan Singh, Vivek Kumar Thakur, Anil Sharma

CORPORATE RELATIONS TEAM

Parth Asthana, Rishab Mittal, Shalini Rawat

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Deputy Art Director: Shyam Kishore
Sr. Graphic Designer: Ankush Singh
Graphic Designer: Rahul Kumar Arya

MARKETING & COORDINATION

Ashish Dubey, Muskan Jaiswal, Prakhar Mishra

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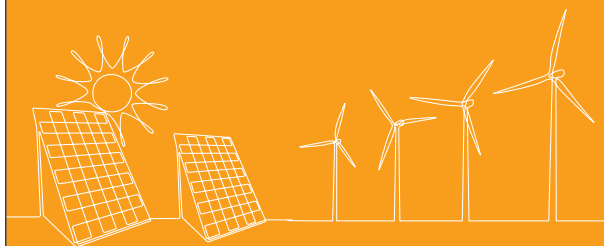
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RAVI RANJAN, IAS, Special Secretary, IT & Electronics Department, Government of Uttar Pradesh; Managing Director, UP Electronics Corporation Ltd. & Managing Director, Shretron Ltd.

INTEGRATING GREEN ENERGY FOR SUSTAINABLE DEVELOPMENT



- Out of total portfolio of 4.27 GW, 1.2 GW is renewable
- About 1 GW of RE is under execution and another 4 GW is in pipeline with a target to increase to 5 GW in next 3-4 years
- Distributing over 28 billion units of power annually to over 4 million customers
- Unmatched 99.9% reliability in its license area
- One of the lowest T&D losses in the country, in its license area



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Leading Through Innovation

ACME-Your Partner for Storage Solutions

Hydro Pumped Storage Plants (PSPs) Pipeline

Uttar Pradesh	Rajasthan	Odisha
Battery Capacity – 22000 MWh Installed Capacity – 3680 MW	Battery Capacity – 12600 MWh Installed Capacity – 2100 MW	Battery Capacity – 15000 MWh Installed Capacity – 2500 MW
Andhra Pradesh	Maharashtra	
Battery Capacity – 18600 MWh Installed Capacity – 3100 MW	Battery Capacity – 9300 MWh Installed Capacity – 1500 MW	

Our vision to build 12GW/72GWh Pump Storage Projects in India by 2030


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Advantages:

- Fixed tariff for tenure of PPA - long term clarity and certainty
- End-to-end responsibility of developer - no construction risk
- Fixed savings on energy bill
- Risk free and hassle-free option to meet IPO compliance or to meet RE100 targets
- No upfront CAPEX investment by consumer in open access
- Waiver of CSS and additional surcharge in captive project
- Captive client can avail tax benefits such as accelerated depreciation
- Green open access rules by MoP further enhances attractiveness of corporate PPAs
- A step towards the target of net zero/de-carbonization of the country

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» **SHRI DURGA SHANKER MISHRA, IAS**
Chief Secretary
Government of Uttar Pradesh

Kindly shed light on the focal policy interventions and reforms instituted by the State Government to facilitate industrial evolution and attract investments in UP.

The Government of Uttar Pradesh has taken various reformative steps in creating a holistic ecosystem for industrial development, through policy-driven governance by formulating 27 policies to attract investments across different sectors including IT/ ITeS, Data Centre, ESDM, Defence & Aerospace, Electric Vehicles, Warehousing & Logistics, Tourism, Textile, MSME etc.

The umbrella Industrial Investments & Employment Promotion Policy, 2022 provides attractive benefits viz Capital Subsidy upto 42% or 100% Net SGST refund or 50% top up on PLI subsidy, Stamp Duty waiver, etc. to manufacturing units setting up businesses in UP. So far, we have received 41 applications worth investments of approx. ₹1.8 Lakh crores of which we have sanctioned (Letter of Comfort) to six applicants investing around ₹3,500 crores.

In a first-ever initiative of its kind in India, the Government of Uttar Pradesh in its attempt to entice global investments has launched a dedicated policy to incentivise FDI, Fortune

“UTTAR PRADESH COMPLEMENTING INDIA’S TARGET OF A DEVELOPED NATION”

Highlighting the significant reforms being undertaken by the state government, **Shri Durga Shanker Mishra, IAS**, Chief Secretary, Government of Uttar Pradesh shares exclusive insights with **Ritika Srivastava** of **Elets News Network (ENN)** about the development & investment opportunities in Uttar Pradesh. *Edited excerpts:*



Global 500 & Fortune India 500 companies' investing in UP. Under the New FDI Policy 2023, we have received 6 applications worth ₹2,700 crores of which we have granted front-end land subsidy to 02 applicants.

How successful have investor outreach programs and inaugural sessions like 'Ground Breaking

Ceremony' been in promoting UP as an investment destination?

After taking various initiatives, the State Government organised the 'Uttar Pradesh Investor Summit' in February 2018 in Lucknow. It garnered investment intents worth ₹4.28 lakh crores. As a result of active facilitation and handholding support to investors, the first three Ground-Breaking Ceremonies

Some illustrative figures of investment intents include:

Details of projects filed During and After UPGIS-2023

Total NO. of Projects	Proposed Investment (₹Cr)	Estimated Employment
33153	36,92,593	1,09,03,769
Sector- size wise (Top-20 by Investment)		
S. No.	Sector	% of Total Investment
1	Renewable Energy	15.47
2	Electronics Manufacturing	12.41
3	Industrial Parks	11.35
4	Higher Education	8.92
5	Manufacturing	6.85
6	Logistics & Warehousing	5.52
7	Real Estate	4.32
8	IT Enabled Services	3.90
9	Tourism	3.40
10	Textile	1.89
11	Power Generation	1.85
12	Housing	2.41
13	Healthcare	1.63
14	Food Processing	1.29
15	Dairy	1.06
16	Food and Civil Supplies	1.03
17	Energy	0.89
18	Hotel	0.72
19	Waste to Energy	0.71
20	Biofuels/Biomass	0.70

(GBC) ensured the following results:

- 1st GBC - 81 projects worth around ₹61,000 crores investment in 2018
- 2nd GBC - 250+ projects worth ₹65,000 crores investment in 2019
- 3rd GBC - 1400+ projects worth ₹80,000 crores investment in 2022

As per the status of Industrial Entrepreneur Memorandum (IEM) Part-2 filed between 2017-22, 227 projects with investments worth ₹43,700 crores have been implemented (DPIIT, March 2023). Further, investments worth approx. ₹95,500 crores was implemented through other land allotments by Industrial Development Authorities, and 5.20 lakh MSME units

have been established in UP between FY17 to FY22, investing around ₹67,600 crores. These include certain marquee international investors who have expanded their business plans in Uttar Pradesh in this time frame. This includes Samsung (S.Korea), Microsoft (USA), Uber (USA), Pepsico (USA), Fairfax (USA), Hindustan Unilever (UK), AB Mauri (UK), Air Liquide (France), Sify (USA), STT Global (Singapore), NTT (Japan), Lulu Group (UAE) etc.

Thereafter, Uttar Pradesh Global Investor Summit (GIS) was held in February 2023 in Lucknow, which led to the signing of investment intents worth ₹33.5 lakh crores. As a run-up to the

Global Investors Summit, international roadshows were organised in 21 cities in 16 countries as well as domestic roadshows were organised at 8 different locations. Bringing together the global investors fraternity, policymakers, corporate leaders, business delegations, academia, think tanks, and political & government leadership at this 3-day long Uttar Pradesh Global Investors' Summit, 2023 held between 10-12 February 2023 in Lucknow, reflects the commitment and hard-work of the State Government. With a footfall of 10,000+ delegates at the Summit, the UPGIS-2023 was like an Investor's Mahakumbh organised by the State Government in Lucknow.

The State Government engaged with 21 countries to partner for this grand event, of which the UAE, Netherlands, The United Kingdom, Denmark, Singapore, Japan, Australia, South Korea, Italy, and Mauritius partnered for the Global Investors Summit. Before UPGIS-2023, the state government conducted international investor meets in 21 cities of 16 countries, including the United Arab Emirates, the United States of America, Canada, the United Kingdom, Germany, Belgium, Sweden, Netherlands, France, Mexico, Brazil, Argentina, Japan, South Korea, Singapore and Australia.

Apart from that, many national & international conclaves/sessions are being organised on a large scale to reach out to the investors. To drive investors' confidence and showcase the government's commitment, the State participated in major national and international events such as the Dubai Expo and World Economic Forum (WEF) at Davos, Switzerland.

What are the major achievements in terms of new industrial investments and employment generation in the State over the last few years? Which sectors have witnessed the highest inflows?

During and post UPGIS-2023, to date over 33,000 MoUs have been signed with Investment Intents worth around ₹37 lakh crores. Around 1.1 crore Jobs

Details of projects filed During and After UPGIS-2023

Region	% of Total Investment	
Paschimanchal	45%	
Poorvanchal	29%	
Madhyanchal	13%	
Bundelkhand	13%	
District-wise (Top-20)		
S. No.	District's Name	% of Total Investment
1	Gautam Buddha Nagar	27.16
2	Agra	7.54
3	Lucknow	6.79
4	Gorakhpur	5.93
5	Varanasi	4.75
6	Jhansi	4.70
7	Ghaziabad	3.66
8	Sonbhadra	2.57
9	Shahjahanpur	2.30
10	Mirzapur	2.21
11	Chitrakoot	2.18
12	Kanpur Nagar	1.97
13	Prayagraj	1.84
14	Jalaun	1.72
15	Aligarh	1.65
16	Ayodhya	1.57
17	Jaunpur	1.57
18	Lakhimpur Kheri	1.49
19	Bareilly	1.37
20	Lalitpur	1.14

are to be created through these investments. Renewable Energy, Electronic Manufacturing, Industrial Parks, and Higher Education Sectors collectively claim nearly 50% of the total investments proposed.

Western Uttar Pradesh has got the maximum intents with nearly 45% while Eastern Uttar Pradesh has got nearly 30% of the total investment intents. Notably, Gautam Buddha Nagar is the leading district for investments with 27% of the total intents and Agra is the runner-up with nearly 8% of it.

What initiatives have been taken to enhance the Ease of Doing Business and improve infrastructure availability across the State?

Over the past few years, Uttar Pradesh's industrial landscape has transformed significantly. The state has aggressively overcome the problems of law and order, power supply, and red-tapism that plagued the State before the current government took over. It is noteworthy that the state government has ensured an equitable flow of investment into various districts to bring about holistic growth and

development for all citizens of the state. It is worth mentioning that in the LEADS 2022 Survey, six states earned the prestigious 'Achievers' category and in the 2023 LEADS 2023 Survey, four States within the landlocked group successfully secured this recognition. Notably, Uttar Pradesh joined the ranks of Achievers this year.

Uttar Pradesh has consistently secured 'Top Achiever' status on the 'Ease of Doing Business' ranking in India. One of the major reforms done by the State Government was the implementation of the country's largest digital single window portal - 'Nivesh Mitra', providing around 450+ online services to entrepreneurs. It is one of the first Portals that has been integrated into the National Single Window platform.

The State Government has built a comprehensive framework for investor facilitation. To ease out the process of MoU Signing and further give proper handholding support to the investors, an online Investor Relationship Management Portal is developed known as 'Nivesh Sarathi', which is a one-stop solution for investors to have a seamless response to their queries, redressing grievances, filing investment intents, seeking facilitation and monitoring of their investment projects.

This includes hiring 100 Udyami Mitras as dedicated Relationship Managers for hand holding investors. Mukhya Mantri Udyami Mitra Scheme is a flagship scheme of the government to reinforce the investment attractiveness of Uttar Pradesh amongst the investor community and create employment opportunities for an inclusive development of the State. "Nivesh Sarathi" has changed the entire way of investor engagement in the State.

How is the State Government working to develop sector-specific industrial corridors and land banks in potential growth centres across UP?

Several industrial projects are being planned in the state & the Uttar Pradesh Government is rapidly developing specific industrial corridors. Out of the

two Defence Industrial Corridors announced in the country, one is coming up in Uttar Pradesh. In these years, out of the 6- nodes within UP, viz. Agra, Aligarh, Kanpur, Lucknow, Jhansi & Chitrakoot, the Aligarh node has been inaugurated, while land allotment is in progress in other nodes. Key allotments include Brahmos in Lucknow, Bharat Dynamics in Jhansi, etc.

UP has set up sector-specific parks; for instance, the state's first Medical Device Park has been launched along the Yamuna Expressway. Similarly, Film City, Toy Park, Apparel Park, Handicraft Park, and Logistic Hub have also come up alongside the Yamuna Expressway. Other projects include IIT GNL in Greater Noida, Mega Food Park in Bareilly, Trans-Ganga City in Unnao, Plastic Park, and Garment Park in Gorakhpur. Further Several Flatted Factory Complexes have been planned.

UP hosts India's largest railway network (more than 16,000 Km) and is home to a considerable catchment area of the Western Dedicated Freight Corridor (WDFC) – 8.5% and Eastern Dedicated Freight Corridor (EDFC) – 57%. Both the corridors intersect in UP at Dadri (G.Noida). Further, the country's first inland waterway, connecting major eastern exporting hubs viz, Prayagraj and Varanasi to Haldia Port has come up. Of this, the tract between Varanasi to Haldia (1,100 Km) is already operational.

A Multi-Modal Terminal at Varanasi and various floating terminals are operational along the NW-1 at Ghazipur / Rajghat, Ramnagar (Varanasi), and Prayagraj. Multi-Modal Logistics Hub (MMLH) at Dadri and Multi-Modal Transport Hub (MMTH) at Boraki are being developed. In a bid to accelerate infrastructure and industrial development in the State, the Government has formed the Bundelkhand Industrial Development Authority (BIDA), under which there is a plan to develop industrial, commercial, and residential townships in the Bundelkhand region on the lines of Noida and Greater Noida.



What support mechanisms like incentives, specialised clusters, and PPP projects have been rolled out to boost MSMEs in the State?

Uttar Pradesh has launched a scheme to facilitate the development of private industrial parks. Known as 'Providing Leadership and Enterprise for Development of Growth Engines (PLEDGE)', the scheme provides private entrepreneurs an incentive to develop Industrial Parks of size 10-50 Acres for the MSME Sector in the State. So far 10 such parks have been started. The state has also launched the Accident Insurance Scheme for Micro Entrepreneurs, under which ₹5 lakhs of financial support is given to the entrepreneur on accident or death.

Mukhya Mantri Yuva Rojgar Vikas Abhiyan (CM- YUVA) under which ₹5 lakh interest-free loan will be given to trained youth to start a new enterprise has also been launched. The scale of finance goes up to ₹7.5 lakh and ₹10 lakh on the return of the loan successfully. Under this new Scheme, 10 lakh youth will be covered in the next 10 years with 1 lakh every year.

Also, the One District One Product Scheme of the state government has given a boost to MSME. Further, Vishwakarma Shram Samman Yojna has helped in training and providing toolkits and working capital to traditional trade workers. This has now been given impetus through the PM Vishwakarma Scheme

initiated in September 2023. Specialised Clusters of ODOP Scheme and Common Facility Centres (CFC) have been provided to take ODOP to a higher business level. So far, 10 CFCs have been made operational and work is under progress on the other 18. Further, the MSME Policy-2021 offers various incentives to the industry for capacity building, innovation, product development, etc. It also offers Capital Subsidy, Infrastructure Interest Subsidy, Electricity Duty exemption, etc. to the new MSME units.

What are the key priorities and missions under the new industrial development policy to accelerate industrialisation and job creation over the next 5 years?

In a bid to accelerate infrastructure and industrial development in the state, the government has focused on various sectors and all regions. It is taking a cluster approach for quick development. Apart from developing different sector-specific parks, the state has formed the Bundelkhand Industrial Development Authority (BIDA), under which there is a plan to develop industrial, commercial, and residential townships in the Bundelkhand region over 35,000 Acres on the lines of Noida and Greater Noida. Also, the government is promoting investments in new areas like Semi-Conductor, Electronics, IT Data Centre, etc. to create employment in upcoming



areas. The focus is to achieve the target of becoming a USD 1 trillion economy in a time-bound manner.

How is the government leveraging the Centre's schemes like the Production Linked Incentive to promote the manufacturing of specific goods within the State?

Uttar Pradesh Industrial Investment & Employment Promotion Policy, 2022 provides the following top-up on incentives received under the Production Linked Incentives (PLI) Scheme of the Government of India:

- i) Top up by an additional 30% of the PLI incentives sanctioned under any PLI Scheme of the Government of India Scheme to be disbursed as and when that gets disbursed by the Central Government.
- ii) An overall ceiling of the incentives to be provided by GoUP to be capped at 100% of Eligible Capital Investment (ECI).
- iii) ESDM Policy offers a top-up of up to 50% on the PLI granted by the central government.

What are the proposed strategies to bolster the State's multi-modal

connectivity infrastructure?

Uttar Pradesh has made considerable progress in developing a robust infrastructure and multi-modal connectivity for logistics efficiency in the state. The formidable connectivity web of air, water, road, and rail network that is being created in the State will help the industries and manufacturing units switch seamlessly between different modes of transport as they send their goods to markets in India and abroad.

The state has the largest network of road (around >400,000 Kms) connectivity in India. Now, it has established itself as the State of Expressways with thirteen existing & upcoming Expressways; of these six expressways have been completed (1,225 kms) while seven are under various stages of development. These Expressways provide seamless connectivity to the manufacturing hubs across the length and breadth of the State.

With existing international airports at Lucknow, Varanasi, Ayodhya, and Kushinagar and a new airport coming up at Jewar, Uttar Pradesh is set to become the only State in the country with 5 international airports. The Jewar International Airport is set to be India's largest international airport spread over

5,000 hectares. Also, UP hosts India's largest railway network (more than 16,000 Km) and is home to a considerable catchment area of Western Dedicated Freight Corridor (WDFC) - 8.5% and Eastern Dedicated Freight Corridor (EDFC) - 57%. Both the corridors intersect in UP at Dadri (G.Noida).

Here, the country's first inland waterway, connecting Prayagraj and Varanasi to Haldia Port is coming up. Of this, the track between Varanasi to Haldia (~1,100 Km) has been made operational. A Multi-Modal Terminal at Varanasi and various floating terminals are operational along the NW-1 at Ghazipur / Rajghat, Ramnagar (Varanasi), and Prayagraj. Multi-Modal Logistics Hub (MMLH) at Dadri and Multi-Modal Transport Hub (MMTH) at Boraki in Greater Noida are being developed.

Would you like to share anything else about opportunities in Uttar Pradesh?

Our State is poised to become the growth engine of the country to achieve the target of Developed India. With robust infrastructure (road, expressways, rail, freight, metro, RRTS, airports, waterways), ideal law and order situation with zero tolerance to crime and corruption, high-quality working environment with top performances in various GoI Indices including Ease of Doing Business, etc, rich natural endowment with land and water making it first in the production of food grains, vegetables, fruits, and milk, increasing set up for capacity building through skilling, technical and higher education etc.

All such developments in the last 7 years have made UP a haven for industrial and business investments. This has attracted the signing of Investment Interests of nearly ₹37 lakh crores so far since February 2023. Ground Breaking Ceremony on 19 February 2024 will witness the grounding of Projects worth over ₹10 lakh crores. These steps are laying the foundation of the Developed New Uttar Pradesh.



Uttar Pradesh's Proactive Reforms Nurturing an Investor-Friendly Environment for Economic Excellence



» **SHRI SANJAY PRASAD, IAS**
Principal Secretary to Chief Minister
Government of Uttar Pradesh

Uttar Pradesh, under the visionary leadership of Chief Minister Yogi Adityanath, is undergoing a transformative journey marked by strategic reforms, major infrastructure projects, and a proactive approach to fostering an investor-friendly environment. With a focus on economic growth, improved connectivity, and sustainable development, the state is poised to become a dynamic hub for investment and innovation, shared **Shri Sanjay Prasad, IAS**, Principal Secretary to Chief Minister, Government of Uttar Pradesh with **Ritika Srivastava** and **Abhineet Kumar** of **Elets News Network (ENN)**.

What are the strategic initiatives being adopted by the government to boost infrastructure development in the state and achieve the target of transforming Uttar Pradesh into a \$1 trillion economy?

Led by the dynamic vision of Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh, the Infrastructure and Industrial Development Department of the state is driving comprehensive strategies to foster the state's economic growth. A significant focus is on enhancing connectivity and industrial infrastructure.

Major infrastructure projects that are underway in the state include the Purvanchal Expressway and Bundelkhand Expressway, both of which are spurring economic activity in their respective regions after completion. In the 2024-25 budget, Rs. 2057 crore was allocated for the Ganga Expressway, Rs. 100 crore for Ayodhya's development, Rs. 150 crore to expand the Maharishi Valmiki International Airport, and Rs. 1750 crore for road development around religious sites. Additionally, Rs. 500 crore was provisioned for the Link Expressway, Rs. 346 crore for the Atal Metro in Agra, Rs. 400 crore under the Atal Industrial Infrastructure Mission, and Rs. 1150 crore for the upcoming Noida International Airport.

Industrial corridors such as the Delhi-Mumbai Industrial Corridor (DMIC) and the Eastern Dedicated Freight Corridor (EDFC) are strategically promoted to catalyse manufacturing growth. To add

to the growth momentum, several investment promotion policies and initiatives such as Invest UP and the Global Investors Summit are enhancing UP's appeal.

The state is an active participant in the Smart Cities Mission and the Smart Cities projects are transforming urban infrastructure in cities across the state. Recently, UP bagged 10 awards at the India Smart Cities Conclave, with Agra securing third position and Varanasi first position in respective categories.

Industrial parks and clusters located across UP provide modern amenities and serve as manufacturing and innovation centers, making the state an attractive investment destination.

The state is also contributing to the nation's journey towards a sustainable future. Renewable energy adoption is encouraged through initiatives like the 'Har Ghar Solar' and 'Solar Cities' schemes. Significant RE investments are creating jobs and new economic opportunities. Through leveraging PPP models, private sector resources are expediting high-quality, timely delivery of infrastructure projects in UP. These initiatives aim to achieve the state's ambitious target of a \$1 trillion economy.

Could you elaborate on the major reforms introduced to facilitate ease of doing business and attract greater private investments into Uttar Pradesh? How are these Ground Breaking Ceremonies

helping in the transformation of the state?

Over the past few years, Uttar Pradesh has undergone a significant transformation in its industrial landscape. The government has diligently distributed investments across districts, fostering holistic growth, and earning the state the 'Achiever' status in recent LEADS 2022 and 2023 surveys. Uttar Pradesh consistently secures the top position in the 'Ease of Doing Business' assessment nationwide.

A notable reform is the implementation of 'Nivesh Mitra,' India's largest digital single-window portal, offering 450+ online services to entrepreneurs and integrating with the National Single Window System. The state has developed a comprehensive investor facilitation framework, featuring the 'Nivesh Sarathi' online portal as a one-stop solution for investors. This portal addresses queries, manages grievances, and monitors investments through relationship managers. The flagship 'Mukhya Mantri Udyami Mitra' scheme, with 100 dedicated managers, further supports investors, reinforcing job creation and enhancing Uttar Pradesh's appeal. 'Nivesh Sarathi' has streamlined investor engagement in the state.

Our government's proactive initiatives, including the 2018 Uttar Pradesh Investor Summit and the 2023 Global Investor Summit, have attracted significant investments. The 2018 Investor Summit secured intentions of ₹4.28 lakh crores, leading to substantial projects and investments in subsequent





Ground-Breaking Ceremonies. Between 2017-22, 227 projects valued at ₹43,700 crores were implemented, accompanied by ₹95,500 crores in investments through land allotments and the establishment of 5.20 lakh MSME units. Renowned international investors like Samsung, Microsoft, and Uber expanded their presence in the state. The 2023 Global Investor Summit witnessed investment intents of ₹33.5 lakh crores, drawing participation from 21 countries and over 10,000 delegates. International roadshows engaged with investors globally before the summit. The State Government's participation in events like the Dubai Expo and World Economic Forum underscores its commitment to fostering investment confidence.

Targeted policy interventions have created an investor-friendly environment, positioning Uttar Pradesh as an attractive industrial destination.

How will upcoming strategic projects such as the International Airport and Defence Corridor contribute towards accelerating the growth trajectory of Uttar Pradesh?

The Government of Uttar Pradesh has envisioned strategic infrastructure projects that will play a catalytic role in accelerating the state's development trajectory.

The Noida International Airport at Jewar, once fully operational, is envisaged to bolster air connectivity and robust aviation infrastructure in the state. This will boost accessibility for industries and

facilitate greater trade and commerce opportunities by connecting UP with major domestic and global markets. The airport and surrounding areas have been earmarked for development as an aerotropolis to attract aviation, logistics, and manufacturing companies. This is expected to generate large-scale employment avenues.

The Uttar Pradesh Defence Industrial Corridor spanning across six identified nodes will significantly strengthen indigenization efforts in the defence manufacturing sector. Through defence industrial partnerships and collaborations, the corridor aims to boost self-reliance in defence production. It is anticipated to attract major investments from global defence entities, thereby driving technology transfers, and skill development and positioning the state as a hub for defence equipment manufacturing.

These ambitious infrastructure projects are envisaged to accelerate industrialization across priority sectors and create robust manufacturing ecosystems. They will likely generate efficient supply chains and promote entrepreneurship in high-technology domains. The projects are also expected to place Western UP favourably on the global economic map by enhancing connectivity and reducing logistics costs. This can substantially augment the growth of MSMEs.

By leveraging extensive industrial multiplier effects, the Jewar International Airport and Defence Corridor are expected to power the state's economic transition toward realizing its vision of becoming a USD 1 trillion economy. It is


hoped that these initiatives will place Uttar Pradesh amongst the top industrialized states in India.

In your view, how has the developmental landscape of Uttar Pradesh evolved in recent years to parameters like infrastructure, liveability, and industrial opportunities?

In recent years, Uttar Pradesh has undergone a transformative journey across various developmental parameters. The state has witnessed substantial progress in infrastructure development, contributing to enhanced connectivity and accessibility. Initiatives such as the construction of expressways, roads, and metros, with an allocation of INR 55,000 crores in the fiscal year 2023-24, reflect the government's commitment to bolstering the state's overall connectivity.

Liveability in Uttar Pradesh has improved significantly, with a focus on smart and sustainable infrastructure initiatives. The state's investments in inland water transport, as seen in the inauguration of India's first Multi-Modal Terminal at Varanasi and the ambitious National Waterway 1 project, highlight efforts to stimulate economic growth and trade, particularly in the Ganga-Bhagirathi-Hooghly river system.

Uttar Pradesh's industrial landscape has become increasingly attractive. Strategic policies and initiatives, including the 'Nivesh Mitra' digital single-window portal and the 'Mukhya Mantri Udyami Mitra' scheme, have created an investor-friendly environment. The state has successfully attracted significant investments, as evidenced by the 2018 Uttar Pradesh Investor Summit and the 2023 Global Investor Summit, with intentions and commitments totaling lakhs of crores.

Overall, Uttar Pradesh's developmental landscape has evolved positively, with a strong focus on infrastructure, improved livability, and burgeoning industrial opportunities. The state's proactive measures and targeted interventions have positioned it as a dynamic hub for investment, innovation, and sustainable growth. 

Uttar Pradesh undergoing massive Infrastructural Transformation



» **SHRI ANIL KUMAR SAGAR, IAS**
Principal Secretary, Infrastructure and Industrial Development Department, Government of Uttar Pradesh

UP government has placed a premium on enhancing infrastructure to amplify connectivity across the state and beyond. Noteworthy achievements such as the Purvanchal and Bundelkhand Expressways have ignited economic vitality in their respective areas. The recent budget also underscores the state's steadfast dedication to fostering infrastructure and driving economic advancement, shares **Shri Anil Kumar Sagar**, IAS, Principal Secretary, Infrastructure and Industrial Development Department, Government of Uttar Pradesh in an exclusive interaction with **Ritika Srivastava** and **Abhineet Kumar** of **Elets News Network (ENN)**. *Edited excerpts:*

Given the recent emphasis on infrastructure development in Uttar Pradesh, could you outline the key initiatives undertaken by the Infrastructure and Industrial Development Department under your leadership to foster economic growth and enhance connectivity across the state?

The Infrastructure and Industrial Development Department in Uttar Pradesh has implemented several key initiatives aimed at fostering economic growth and enhancing connectivity across the state:

- **Infrastructure Development Projects:** The Uttar Pradesh government has prioritised key infrastructure projects to bolster connectivity

within the state and beyond. Significant developments include the completion of the Purvanchal Expressway and Bundelkhand Expressway, fostering economic growth in their respective regions. In the latest budget (2024-25), the government has allocated funds for vital projects: Rs 2057 crore for the Ganga Expressway, Rs 100 crore for Ayodhya's overall development, Rs 150 crore for the expansion of Maharishi Valmiki International Airport, and Rs 1750 crore for road development to religious sites. Additionally, allocations include Rs 500 crore for the Link Expressway, Rs 346 crore for the Agra Metro, Rs 400 crore for the Atal Industrial

Infrastructure Mission, and a proposed Rs 1,150 crore for the Noida International Airport. These investments underscore the state's commitment to infrastructure enhancement and economic progress.

- **Industrial Corridor Development:** Uttar Pradesh has been actively promoting industrial corridors such as the Delhi-Mumbai Industrial Corridor (DMIC) and the Eastern Dedicated Freight Corridor (EDFC). These corridors serve as catalysts for industrial growth, attracting investments, and generating employment opportunities.
- **Investment Promotion Initiatives:** The department has launched

various policies and initiatives to attract domestic and foreign investments in key sectors such as manufacturing, IT, and renewable energy. The Ease of Doing Business reforms and single-window clearance mechanisms have streamlined bureaucratic processes, making Uttar Pradesh a more attractive destination for investors. Invest UP and Global Investors Summit

- **Smart Cities Mission:** Uttar Pradesh is actively participating in the Smart Cities Mission, which aims to develop modern infrastructure and improve the quality of life in urban areas. Several cities in the state are undergoing transformational projects in areas such as urban transportation, sanitation, and digital infrastructure. At India Smart Cities Conclave held in Indore last year, Uttar Pradesh bagged 10 awards, including the third prize in the “best state category”. While Agra got the third position in the ‘National Smart City Award’ category, Varanasi secured first position in the ‘City Awards’ category among smart cities with a population of over 10 lakh in the North Zone.
- **Industrial Parks and Clusters:** The department has been instrumental in the development of industrial parks and clusters across Uttar Pradesh, providing state-of-the-art infrastructure and amenities to businesses. These parks serve as hubs



Upcoming Noida International Jewar Airport

for manufacturing, research, and innovation, contributing to job creation and economic development.

- **Focus on Renewable Energy:** Recognizing the importance of sustainable development, the department has encouraged the adoption of renewable energy technologies such as solar and wind power. Schemes like ‘Har Ghar Solar’ and ‘Solar Cities’ have helped in expansion of renewable adoption in the state. Uttar Pradesh has witnessed significant investments in renewable energy projects, which not only contribute to environmental conservation but also create new avenues for economic growth.
- **Public-Private Partnerships (PPPs):** To leverage private sector expertise and resources, the department has actively promoted PPP models for infrastructure development. Collaborations with private entities have enabled the

implementation of projects in a timely and cost-effective manner, while also ensuring quality and efficiency.

Uttar Pradesh has witnessed significant industrial growth in recent years. How does your department plan to address challenges such as infrastructure bottlenecks, land acquisition issues, and regulatory hurdles to ensure a conducive environment for industrial expansion and investment?

Uttar Pradesh has indeed experienced significant industrial growth in recent years, and addressing challenges such as infrastructure bottlenecks, land acquisition issues, and regulatory hurdles is paramount to sustaining this growth momentum.

To tackle infrastructure bottlenecks, our department is working diligently on upgrading and expanding transportation networks, including roads, highways, railways, and airports. We are investing in the development of industrial corridors and logistics parks to facilitate smooth movement of goods and services, thereby reducing transportation costs and enhancing connectivity.

Regarding land acquisition issues, we are implementing transparent and efficient processes to streamline land acquisition for industrial purposes. We are leveraging digital platforms to simplify land acquisition procedures, minimise bureaucratic delays, and ensure fair compensation to landowners.





Furthermore, we recognize the importance of addressing regulatory hurdles to foster a business-friendly environment. Our department is actively engaging with stakeholders to identify regulatory bottlenecks and streamline procedures. We are committed to simplifying regulatory frameworks, reducing bureaucratic red tape, and promoting ease of doing business in Uttar Pradesh.

In addition, we are proactively engaging with investors, both domestic and international, to understand their concerns and requirements. We are offering incentives and concessions to attract investments across various sectors, including manufacturing, technology, and infrastructure.

Moreover, we are focusing on skill development initiatives to equip the workforce with the necessary skills required by industries. Through vocational training programs and collaboration with educational institutions, we aim to create a skilled workforce that meets the demands of the evolving industrial landscape.

With the introduction of policies like the Uttar Pradesh Industrial Investment and Employment Promotion Policy, how do you envision attracting both domestic and foreign investments to the state, and what measures are being taken to promote ease of doing business and en-

sure timely approvals for industrial projects?

The Uttar Pradesh Industrial Investment and Employment Promotion Policy plays a pivotal role in attracting both domestic and foreign investments to the state by providing a conducive environment for business growth. Through this policy, Uttar Pradesh aims to capitalise on its vast potential, abundant resources, and strategic location to become a preferred investment destination.

To attract domestic investments, the Uttar Pradesh government has been focusing on various sectors such as agriculture, manufacturing, infrastructure, and services. Recent initiatives like the establishment of industrial parks, investment summits, and sector-specific policies have been instrumental in encouraging domestic investors to set up businesses in the state.

Furthermore, the government has been actively engaging with foreign investors through roadshows, seminars, and trade delegations to showcase the

investment opportunities available in Uttar Pradesh. The state's proactive approach in reaching out to international investors and addressing their concerns has helped in building confidence and attracting foreign capital.

In terms of promoting ease of doing business, Uttar Pradesh has implemented several reforms to streamline bureaucratic processes, reduce regulatory burdens, and enhance transparency. Initiatives such as single-window clearances, online application systems, and dedicated support teams for investors have been introduced to simplify procedures and facilitate faster approvals for industrial projects.

Additionally, the government has established specialised agencies and task forces to address investment-related issues promptly and ensure timely resolution of grievances. By promoting a business-friendly environment and fostering a culture of entrepreneurship, Uttar Pradesh aims to unleash its economic potential and drive sustainable growth in the years to come.

In light of the government's focus on sustainable development and environmental conservation, what strategies does your department employ to balance the need for industrial expansion with environmental protection, particularly in ecologically sensitive regions of Uttar Pradesh?

In Uttar Pradesh, the government has implemented a series of strategies to balance industrial expansion with environmental protection, especially in ecologically sensitive regions. Here are some of the key approaches:



- **Promotion of Green Industries:** The Uttar Pradesh government has been actively promoting green industries that prioritise sustainable practices and minimise environmental impact. Through incentives, subsidies, and regulatory support, the government encourages industries to adopt eco-friendly technologies and practices.
- **Environmental Impact Assessments (EIAs):** Before granting approval for industrial projects, the government mandates comprehensive Environmental Impact Assessments to evaluate the potential environmental consequences. This process helps identify risks and ensures that necessary mitigation measures are incorporated into project plans.
- **Strict Enforcement of Environmental Regulations:** Uttar Pradesh has strengthened its enforcement of environmental regulations to hold industries accountable for compliance with pollution control norms and emission standards. Regular inspections and monitoring mechanisms help prevent environmental degradation and ensure that industries operate responsibly.
- **Promotion of Clean Technologies:** The government encourages the adoption of clean and renewable technologies across industries to reduce carbon emissions and minimise ecological footprint. Initiatives such as promoting solar power, energy-efficient manufacturing processes, and waste recycling contribute to sustainable industrial growth.
- **Conservation of Ecologically Sensitive Areas:** Uttar Pradesh prioritises the conservation of ecologically sensitive regions by implementing strict zoning regulations and protected area management policies. This includes safeguarding forests, wetlands, and biodiversity-rich areas from industrial encroachment and unsustainable development practices.
- **Community Engagement and Awareness:** The government actively engages local communities and stakeholders in decision-making processes



related to industrial development and environmental conservation. Through awareness campaigns, education programs, and public consultations, efforts are made to foster environmental stewardship and ensure that community concerns are addressed.


- **Investment in Green Infrastructure:** Uttar Pradesh is investing in green infrastructure projects such as urban parks, green belts, and water conservation initiatives to enhance environmental resilience and mitigate the impacts of industrialization on ecosystems and natural resources.

Data suggests that UP faces significant challenges in terms of infrastructure quality, particularly in the rural areas. How does your department plan to bridge the urban-rural infrastructure divide and ensure equitable access to essential services such as electricity, water supply, and transportation?

The Uttar Pradesh government has recognized the critical need to bridge the urban-rural infrastructure gap and ensure equitable access to essential services across the state. To address these challenges, several key initiatives and policies have been implemented:

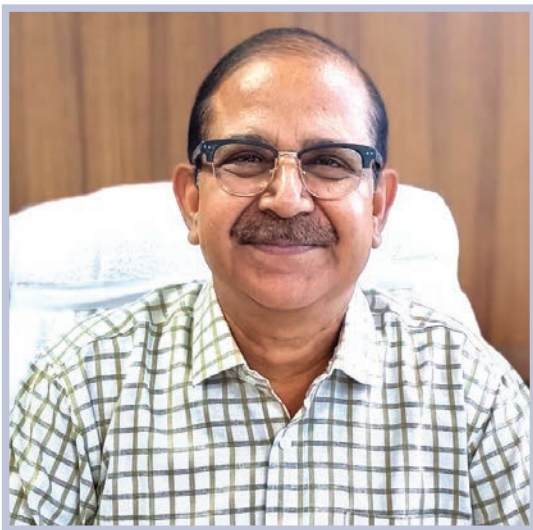
- **Integrated Infrastructure Development Programs:** The government has initiated integrated infrastructure development programs specifically tailored to rural areas. These programs

aim to improve the quality of roads, electricity, water supply, and transportation networks in rural regions.

- **Pradhan Mantri Awas Yojana (PMAY):** Under PMAY, the Uttar Pradesh government is committed to providing affordable housing to all citizens, including those in rural areas. This initiative not only addresses housing needs but also contributes to overall infrastructure development in rural communities.
 - **Rural Electrification:** The state government has been actively working on rural electrification projects to ensure that every household has access to electricity. Schemes like the "Saubhagya Yojana" aim to provide electricity connections to all rural households, thus improving the overall quality of life and fostering economic development.
 - **Water Supply and Sanitation:** The government has launched various water supply and sanitation projects aimed at improving access to clean drinking water and sanitation facilities in rural areas. Initiatives like the Swachh Bharat Mission (Gramin) are instrumental in promoting cleanliness and hygiene in villages.
- Our multi-faceted approach to infrastructure development underscores our commitment to ensuring equitable access to essential services in rural areas. 



YEIDA's Vision 2041 Creating Blueprint for Sustainable Urban Infrastructure



» **DR. ARUN VIR SINGH, IAS (RETD.)**
Chief Executive Officer (CEO), Yamuna Expressway Industrial Development Authority (YEIDA) & CEO, Noida International Airport (NIAL)

The Draft Master Plan 2041 prepared by the Yamuna Expressway Industrial Development Authority (YEIDA) outlines a comprehensive vision and strategy for the development of a sustainable, efficient, and globally recognized city in the vicinity of the Noida International Airport and along the Yamuna Expressway, shared **Dr. Arun Vir Singh, IAS (Retd.)**, Chief Executive Officer (CEO), Yamuna Expressway Industrial Development Authority (YEIDA) & CEO, Noida International Airport (NIAL) in an exclusive interaction with **Ritika Shrivastava & Srajan Agarwal** of **Elets News Network (ENN)**.

What are the key details of the third global tender floated by the YEIDA for the development of the International Film City?

Yamuna Expressway Industrial Development Authority (YEIDA) has floated a global tender for the third time to invite investors and production houses to develop, operate, and maintain the first phase of the International Film City in Sector 21, Noida using a Public-Private Partnership (PPP) model. This tender focuses solely on the development of the first phase, covering 230 acres, a reduction from the initially proposed full project size of 1,000 acres due to past difficulties in attracting bidders because of the substantial investment required.

The first phase involves 155 acres for industrial use and 75 acres for commercial use, with the estimated investment reduced to around Rs 1,500 crore from the earlier Rs 7,200 crore for the entire project. Location of the the Film City is strategically chosen to be near the upcoming Noida International Airport in Jewar and close to the Eastern Peripheral Expressway. Boney Kapoor led company Bayview is the highest bidder for the film city project.

What are the expected benefits and key features of the green field airport development at Jewar, and how does it plan to enhance connectivity within the region?

The development of the green field airport at Jewar, as envisioned by the Government of Uttar Pradesh, is aimed at significantly improving industrialization and tourism in the region by connecting cities such as Agra, Mathura, Gautam Buddha Nagar, and others to the global aviation network. This initiative is expected to integrate the industries in the hinterland with the global value chains, thereby boosting the regional economy. Furthermore, the enhancement in air connectivity is anticipated to increase tourist inflow to existing sites and foster the development of new tourist centers, contributing to the growth of the tourism sector.

A key benefit of the proposed airport is the alleviation of congestion at the Indira Gandhi International (IGI) Airport in Delhi, which is nearing its capacity limits. The

The percentage and role of institutions in the consortium is as follows

Sr. No.	Name of Member	Role	Percentage of Equity
1	Bayview Projects LLP	O and M	48%
2	Parmesh Construction Company Limited	Financial	26%
3	Noida Cyberpark Pvt. Ltd.	Technical	26%

airport's development is planned through a PPP model, with an initial phase featuring two runways by 2024, eventually expanding to a six-runway airport covering 11737 acres (4752 ha). The foundation stone for Jewar Airport was laid by Prime Minister Narendra Modi on 26 November 2021, with Zurich Airport International AG selected as the concessionaire/developer. Phase 1 of the project covers a site area of 1,334 hectares, with the airport expected to become operational in October 2024, ahead of IGI Airport reaching its threshold traffic handling capacity.

In terms of connectivity, the proposed site is strategically located to ensure easy access from the NCR region and various districts of western Uttar Pradesh. It is situated approximately 30 km from State Highway SH-22A, which connects Palwal to Aligarh, and is merely 700 meters away from the Yamuna Expressway. The airport's southern side is planned to be linked to the proposed Palwal Khurja expressway. Additionally, the 100-meter-wide Eastern Peripheral Expressway, intersecting the Yamuna Expressway near the Formula One Track, will connect the site to key locations such as Palwal, Manesar, Ghaziabad, Baghpat, and Meerut, enhancing the overall accessibility and connectivity of the airport with the surrounding regions.

The airport will be connected to Yamuna express with Interchanges which will further connect Delhi-Mumbai express through Jewar-Ballavgarh green field connectivity.

What are the key infrastructure components and development initiatives within the YEIDA region, and how do they support

its vision of becoming a major economic and urban hub in Uttar Pradesh?

The key infrastructure components and development initiatives within the YEIDA region are strategically designed to support its vision of becoming a significant economic and urban hub in Uttar Pradesh. These components include the Yamuna Expressway itself, a 165-kilometer, 6-lane (expandable to 8 lanes) access-controlled expressway that enhances connectivity between Delhi and Agra and serves as the backbone for the region's development. This expressway not only reduces travel time between major cities but also stimulates economic growth along its corridor.

YEIDA is being developed on approximately 25,000 hectares of land along the expressway and includes several ambitious projects. Among these are the Noida International Airport at Jewar, set to be India's largest airport, the Buddh International Circuit (F1 Track), a sports city, an international cricket stadium, proposed largest Film City in India and Heritage City in Vrindavan. These projects are expected to transform the region into a vibrant economic zone, attracting investments and boosting tourism and entertainment industries.

The development of YEIDA is further supported by a comprehensive network of infrastructure projects such as the Golden Quadrilateral, Eastern Peripheral Expressway, and Western and Eastern Dedicated Freight Corridors (DFC), enhancing the region's connectivity with major economic centers. The DMIC investment node nearby is another critical initiative, poised to promote industrial growth and urban development.

Utilities and services infrastructure is



also a key focus in the YEIDA region. Water supply is ensured through various sources, including rivers, canals, and groundwater. The region benefits from the existing GAIL gas pipeline network, with future expansions planned to extend the gas grid to industrial areas, promoting clean energy use. Power supply initiatives are led by the presence of the NTPC Dadri Coal & Gas-based Power Plant, with further plans to enhance the region's power infrastructure through the development of electric substations.

Together, these infrastructure components and development initiatives are pivotal in realizing YEIDA's vision. They not only provide the necessary physical connectivity and utilities but also create a conducive environment for industrial, residential, and recreational developments, thereby positioning YEIDA as a key driver of economic growth and urban development in Uttar Pradesh.

Can you share insights regarding Draft Master Plan 2041 and the approach for achieving the vision and objectives mentioned in the plan?

The Draft Master Plan 2041 prepared by YEIDA outlines a comprehensive vision and strategy for the development of a sustainable, efficient, and globally recognized city in the vicinity of the Noida International Airport and along the Yamuna Expressway. This plan is designed to capitalize on the economic opportunities presented by the airport and the surrounding economic corridors, aiming to enhance the quality of life for its citizens while ensuring the region's development is balanced, sustainable, and inclusive.

VISION

The vision of the Master Plan is to transform the YEIDA area into a sustainable, well-connected city that is recognized globally for its economic opportunities, particularly those surrounding the Noida International Airport. It aims to achieve high living standards for its residents through strategic development that emphasizes economic growth, environmental sustainability, and quality urban infrastructure.

OBJECTIVES

The Master Plan sets forth several key objectives to realize this vision:

- **Economic and Employment Growth:** By creating an Aerotropolis and fostering the development of cities within the city, the plan seeks to strengthen the economic base of the region and generate a surplus of employment opportunities. This involves leveraging the airport and expressway to attract investments and businesses.
- **Quality and Affordable Infrastructure:** It emphasizes the provision of high-quality, affordable infrastructure to ensure a high standard of living. This includes access to essential services, utilities, and modern urban amenities.
- **Sustainable Mobility:** The plan aims to provide safe, reliable, economical, and environmentally friendly transportation options, integrating various modes of transport such as RRTS, buses, non-motorized transport (NMT), cycle tracks, pedestrian pathways, and intermediate public transport (IPT).
- **Cultural and Public Identity:** Through

the development of cultural venues and public spaces, the plan intends to create a unique identity for the city that promotes community engagement and cultural expression.

SALIENT FEATURES

To achieve these objectives, the Master Plan includes several features:

- Development of an appropriate urban form for a Greenfield city, including adequate space for airport city-side development and a balanced regional development that aligns with the regional plan.
- A high containment ratio to manage traffic demand within the city limits and sustainable development strategies for the new city and its surrounding urban centers.
- Flexibility in land use planning to adapt to market conditions, prioritization of affordable housing for industrial workers, and integration of public transport systems.
- Establishing a Central Commercial Centre with world-class infrastructure and an iconic pedestrian promenade, alongside facilities for heavy industrial traffic and logistics near the airport.
- Integration of existing villages into the urban fabric and creation of green buffers along natural features like the Yamuna River to preserve environmental integrity.

The Draft Master Plan 2041 for YEIDA is conceived as a dynamic blueprint for urban development, focusing on industrial growth supported by knowledge-based institutions, and residential, commercial, and recreational facilities. Its location along the Yamuna Expressway, connecting major tourist and economic hubs like Agra and Delhi, positions it uniquely for development that leverages regional advantages while prioritizing sustainability and inclusivity. The plan underscores the importance of preserving environmentally sensitive areas even as it promotes economic and urban development, aiming for a balanced approach that fosters growth and enhances the quality of life for its citizens.



UPSIDA's balanced approach to Industrial Development



» **SHRI MAYUR MAHESHWARI, IAS**

Chief Executive Officer, Uttar Pradesh State Industrial Development Authority (UPSIDA)

Aligning closely with the state's broader vision to achieve a 1 trillion-dollar economy, Uttar Pradesh State Industrial Development Authority (UPSIDA) continues to play a pivotal role in realising Uttar Pradesh's economic potential and prosperity, shares **Shri Mayur Maheshwari, IAS**, Chief Executive Officer, UPSIDA in an exclusive interaction with **Abhineet Kumar & Muskan Jaiswal** of **Elets News Network (ENN)**.

Edited excerpts:

What are the key policies and initiatives implemented by UPSIDA to foster economic growth and development in Uttar Pradesh? How do these policies align with the broader vision of Uttar Pradesh to become a 1 trillion dollar economy?

UPSIDA, as the primary agency for industrial development in the state, is committed to implementing a range of policies and initiatives aimed at fostering economic growth and development in Uttar Pradesh (UP). These efforts play a crucial role in supporting the ambitious goal set by the Hon'ble Chief Minister of UP, Shri Yogi Adityanath, to achieve a 1 trillion-dollar economy.

Some key policies and initiatives spearheaded by UPSIDA to bolster economic growth in the state:

- **34 Services Online:** UPSIDA has revolutionised its service delivery by offering 34 online services, minimising physical interactions between stakeholders and Regional Managerial (RM) offices. This digitalization drive has resulted in a significant increase in plot allotments, doubling from 220 in FY 20 to 450 in FY 23. Notably, over the past four years, UPSIDA has cumulatively allotted over 1400 acres of land, catalysing a three-fold increase in production, from 403 units in FY 2019-20 to 1211 units in FY 22-23.
- **Online Building Plan Approval System:** To streamline the cumbersome building plan approval process, UPSIDA has introduced a user-friendly online system, expediting construction projects and enhancing overall efficiency.
- **Transparent Plot Auctioning:** UPSIDA ensures fairness and transparency in plot allocation through a secure e-Auction portal, managed by the State Bank of India (SBI). This transparent process not only fosters investor confidence but also promotes healthy competition, thereby enriching the investment landscape in UP.
- **Amendments in Building Bylaws:**



UPSIDA has proactively revised its building bylaws to accommodate purchasable Floor Area Ratio (FAR) rules, subdivision policies, and provisions for the cancellation and buyback of unutilized plots. Furthermore, UPSIDA is committed to acquiring new land banks to meet the escalating demands of investors, ensuring sustainable development across the state.

- **Customer Relationship Management (CRM) Centre:** In its pursuit of excellence in customer service, UPSIDA has established a state-of-the-art CRM Centre. This facility is designed to address a wide range of investor inquiries promptly and efficiently. By adopting a structured approach, UPSIDA aims to expedite query resolution, ensuring optimal investor satisfaction. Moreover, the provision of a toll-free helpline (0120-4401000) underscores UPSIDA's commitment to providing accessible and responsive support to its stakeholders.

These initiatives underscore UPSIDA's unwavering commitment to fostering a conducive business environment, promoting transparency, and catalysing industrial growth and development across Uttar Pradesh. By aligning closely with the state's broader vision to achieve a 1 trillion-dollar economy, UPSIDA continues to play a pivotal role in realising Uttar Pradesh's economic potential and prosperity.

What major infrastructure projects is UPSIDA currently undertaking to support industrial growth and attract investments in Uttar Pradesh? How is UPSIDA ensuring that infrastructure development is equitable across different regions of Uttar Pradesh?

UPSIDA is constantly working towards the upliftment of the industrial sector in the state and in line with that, it is in a constant process of developing flagship projects across UP to facilitate every sector across UP.

The Flagship Projects that run under UPSIDA to uplift the industrial development in the state are-

- **Itra Park in Kannauj:** Phase 1 of the park, handed over successfully, received high demand and favourable response, leading to the ongoing development of Phase 2.
- **Trans Ganga City, Unnao:** This ambitious project covers 1144 Acres and aims to bolster industrial infrastructure in Unnao.
- **Saraswati HiTech City, Prayagraj:** Saraswati Hitech is being developed as an Industrial Model Township at Naini, Allahabad with industrial, residential and commercial sectors. Spreads over 1138.78 Acres.
- **Mega Food Park Baheri, Bareilly:** A 250-acre food park is designed to offer a host of investment opportunities for the food processing industry in the state.
- **Flatted Factory, Gautam Buddha Nagar:** UPSIDA's flagship project



Trans-Ganga Hitech City

located at EPIP Kasna, Surajpur, Gautam Buddha Nagar. A project with plug & play facility for multiple units to boost industrial production in Uttar Pradesh.

With the upcoming projects the authority is in regular run to expand the industrial horizons-

- **Integrated Manufacturing Clusters in Agra and Prayagraj:** UPSIDA, in partnership with NICDC, is developing two IMC spanning 1058 Acres in Agra and 1139 + 231 Acres in Prayagraj.
- **Development of State-of-the-Art Industrial Areas:** UPSIDA is actively working on establishing new industrial areas in Hathras, Pilibhit, and Kosi kotwan.
- **Dedicated Pharma Park in Lalitpur:** Spanning 1472 Acres, Phase 1 of this project covering 300 Acres is currently underway.

Infrastructure Upgradation: UPSIDA focuses on upgrading ageing infrastructure in existing Industrial Areas through various schemes, including the Atal Industrial Infrastructure Mission. Over 600 crores have been allocated for

Phase 1 and Phase 2, with an additional 1500 Crore planned for Phase 3. UPSIDA is also undertaking development works in Industrial Areas previously handed over to ULBs and utilising funds from schemes like PM Gati Shakti Revolving Fund and the GoUP Infrastructure Development Fund etc. These initiatives reflect UPSIDA's commitment to enhancing infrastructure across Uttar Pradesh, thereby fostering industrial growth and attracting investments to the region. Expenditure on infrastructure increased with average YoY growth of 12%.

Enhancing safety with 'Safe Industrial Areas' is another great initiative on the lines of 'Safe city project'

Addressing safety concerns in poorly lit areas, UPSIDA has successfully installed over 25,800 streetlights in industrial zones, with an additional 7,350 underway. Complemented by 500 high masts, these lights illuminate even the darkest corners, significantly enhancing security and fostering a sense of well-being for those working and residing in these areas. Safety measures extend beyond lighting, with 630 high-tech cameras strategically placed across key points in Industrial Areas. Monitored by a centralised

Integrated Control and Command Center (ICCC), these cameras ensure round-the-clock vigilance and swift responses to potential security threats.

Recognizing the pivotal role of the women workforce in industrial development, UPSIDA has woven its well-being into its core initiatives. Dedicated help desks in all offices offer support, while clean and secure spaces in Common Facility Centers provide havens. The construction of secure Pink Dormitories in Sandila, Kosi Kotwan, and MG Road is underway, promising convenient and secure housing for women workers to enhance work-life balance. Prerna canteens have been established in every industrial area to open employment opportunities for women. Prioritising cleanliness aligns with the Swachh Bharat Mission's vision, UPSIDA has constructed 32 pink and community toilets, with 22 more under construction. This initiative promotes hygiene and sanitation, uplifting the overall quality of life for everyone under the Safe Industrial office.

For better organisation and management of industrial areas, UPSIDA is now awarding composite Annual Maintenance Contracts for civil works in 60 Industrial areas across Uttar Pradesh, with an estimated expenditure of approximately 47 Crores. The underlying idea is to use the maintenance charges collected from a particular IA in that IA only, optimising the utilisation of maintenance charges collected. Enhancing the use of technology, we are implementing QR codes for easy registration of complaints related to street lights in all the particular IAs. QR codes are being installed at prominent locations in IAs, allowing citizens to scan the QR code and register their grievances directly.

How is UPSIDA promoting investment opportunities in Uttar Pradesh, especially targeting key sectors for growth? What strategies are being implemented to attract both domestic and foreign investments into the state?



UPSIDA has implemented various strategic initiatives to promote investment opportunities in Uttar Pradesh. It has established a dedicated Business Promotion & Publicity Cell (BPPC) staffed with in-house Investment Promotion Experts, focusing on extensive outreach activities such as global and domestic events, exhibitions, social media engagement, press releases, and outdoor media campaigns. This proactive approach aims to attract both domestic and foreign investments into Uttar Pradesh. Moreover, UPSIDA strategically develops sector-specific Industrial Parks tailored to the strengths of different regions in the state, actively promoting investments through participation in industry-specific exhibitions and expos. Notably, UPSIDA's participation at the Uttar Pradesh Investor's Summit 2023 (UPITS) showcased the state's investment opportunities on a global stage, earning the organisation recognition with the first prize in the event's inaugural edition.

UPSIDA has conducted investment outreach activities in Hyderabad, which is a prominent pharmaceutical hub in the country. This initiative aims to attract investments into the upcoming Pharma Park in Lalitpur, leveraging the strategic

location and potential of the region. These strategies collectively underscore UPSIDA's commitment to promoting investment opportunities in Uttar Pradesh, attracting both domestic and foreign investments into the state, and facilitating sustainable economic growth and development.

What measures has UPSIDA taken to improve the ease of doing business in Uttar Pradesh for entrepreneurs and businesses? How are you addressing regulatory hurdles and streamlining processes to encourage entrepreneurship and investment?

UPSIDA's commitment to enhancing ease of doing business is evident through its seamless transition to a digital framework, offering 34 online e-services through Nivesh Mitra resulting in an impressive user satisfaction rate of 96%. The integration of the Online Building Plan Approval System (OBPAS) and Geographic Information System (GIS) technology has significantly enhanced efficiency, reducing processing times by 18%.

Furthermore, the UPSIDA mobile application provides allottees with unparalleled ease in accessing vital information and services, further

reinforcing UPSIDA's commitment to leverage technology for the benefit of investors and promoting a conducive business environment in Uttar Pradesh.

What is UPSIDA's approach towards promoting sustainable development while pursuing economic growth and industrial expansion? How are environmental concerns and sustainability being integrated into the planning and execution of infrastructure and industrial projects?

UPSIDA recognizes the importance of sustainable development alongside economic growth and industrial expansion and has adopted various strategies to integrate environmental concerns and sustainability into its projects.

Inclusivity in Industrial Parks: UPSIDA prioritises inclusivity by strengthening Truckers Parks with driver amenities, special pick-and-drop facilities for women, crèches for children, establishing skill development centres, and conducting regular health camps. These efforts contribute to the overall well-being of the industrial workforce.

Development of Green Spaces: UPSIDA demonstrates a commitment to environmental consciousness and sustainability through the development of green spaces using the Miyawaki technique. This approach not only enhances the aesthetic appeal of industrial areas but also promotes biodiversity and ecosystem restoration.

Promotion of Renewable Energy: UPSIDA promotes the use of renewable energy sources within industrial parks. One such initiative includes the installation of Solar PV Cells on the rooftops of official buildings. By harnessing solar energy, UPSIDA reduces carbon emissions and dependency on fossil fuels, contributing to a cleaner and greener environment.

Through these initiatives, UPSIDA aims to foster sustainable development practices while supporting economic growth and industrial expansion, ensuring a harmonious balance between environmental conservation and industrial progress. 

Shree Cement – Building Blocks for an Aspirational Nation



Shree Cement today stands as a titan in the Indian cement industry. As India's second largest cement manufacturer – both in terms of capacity and market capitalisation, its growth trajectory has been illustrious, intrepid, and inspiring with an unwavering focus on innovation, strategic expansion, manufacturing excellence, and a customer-first approach. The journey that started over 44 years ago brought myriad challenges but the vision of Chairman Emeritus Shri Benu Gopal Bangur and Chairman Shri Hari Mohan Bangur also created millions of opportunities. Shree's commitment to serve the Indian market and more importantly, be that quintessential building block in a rapidly expanding India has earned it numerous accolades and a topline that is expected to cross over Rs 19,500 crore.

India's leading cement manufacturer stands as one of the industry's giants with a robust presence both in India and the UAE. Financially robust, the company boasts a market capitalization of over Rs 1.00 lakh crore and an impressive turnover of Rs 16,800 crores. With a dedicated workforce and an extensive network of over 23,000 dealers, 40,000



retailers, and numerous transporters and warehouses, the company has established itself as a force to be reckoned with.

Driven by a visionary mission, the company aims to foster prosperity by embracing innovation and sustainable

practices. This commitment is exemplified by the company's remarkable journey since its inception in 1979, witnessing an exponential growth in capacity from 0.60 million MT to over 53.4 million MT, accompanied by geographical expansion and an ever-growing network of channel partners.

Operating on more than 56% green energy, 6 times water positive, and at the forefront of waste usage, Shree Cement takes great satisfaction in its innovative approach towards sustainable operations. The company has received recognition for its exceptional energy conservation efforts from the Bureau of Energy Efficiency and has been named a "Sustainability Champion" by the World Economic Forum. Beyond its commercial endeavours, Shree Cement, over the years has touched more than 7 lakh lives through its numerous CSR interventions, enhancing lives through the work of organizations like the Prabha Khaitan Foundation. Shree Cement's flagship project 'Naman' is a tribute to the soldiers who made the ultimate sacrifice for the Nation.

The company has demonstrated a commitment to expansion and adaptation through recent organizational reforms, digitization initiatives, and the opening of new operations in West Bengal and Rajasthan. The company envisions a remarkable roadmap to having 80 million MT capacity by the year 2028, emphasizing leaps and bounds in growth. The company plans to enter new business avenues such as RMC and white cement, emphasizing customer-centric strategies, marketing expansion, and an enhanced product portfolio. The rallying cry of "Build Smart – Only Bangur" encapsulates Shree Cement's commitment to excellence and innovation as it continues to shape the future of the cement industry. 

BANGUR CEMENT

SOLID GHAR

★ सिर्फ ★

BANGUR
CEMENT



Uttar Pradesh

MAXIMISING INVESTMENT OPPORTUNITIES



Source: INVESTUP

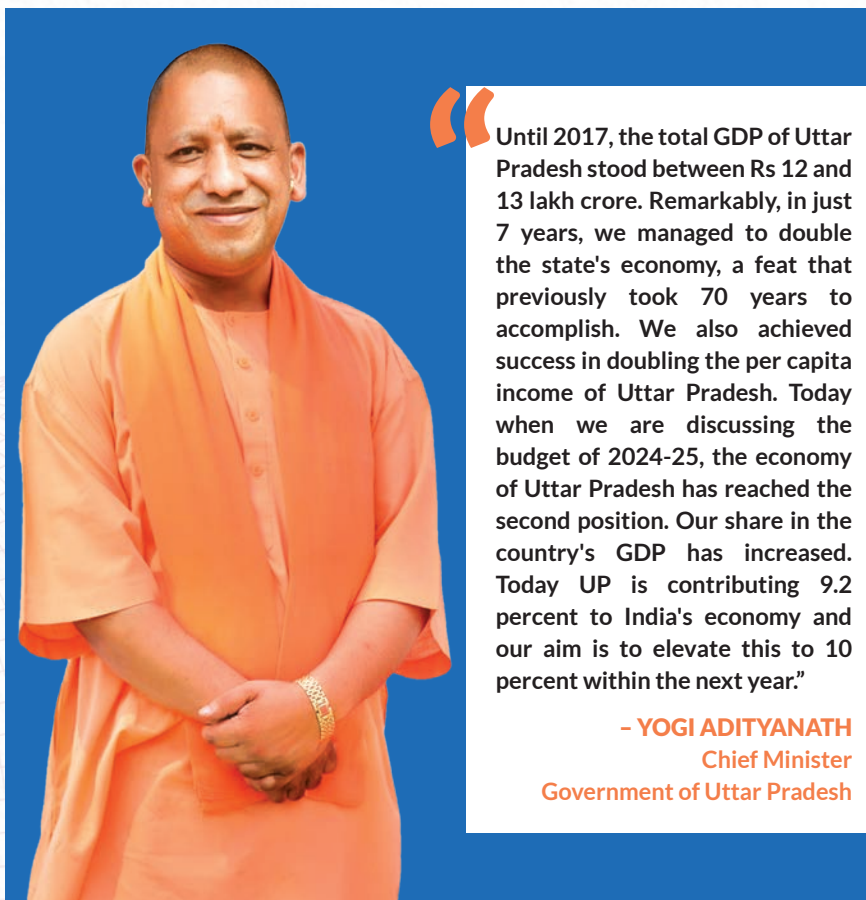
Garima Pant | Associate Editor | Elets News Network (ENN)

Being India's second-largest state, Uttar Pradesh possesses immense economic might and investment possibilities. It has emerged as a transformational growth engine & its massive scale and fast-paced progression are evident from the fact that UP accounts for 9.2% of the national GDP (source: UP DIPR). Complementing its inherent strengths, the proactive investor-friendly policies and exemplary governance under the current leadership have catalyzed widespread progress. This has enabled UP to evolve into one of India's most robust investment destinations, capitalizing on vast opportunities across diverse sectors.

In Uttar Pradesh, the acceleration of investor support is propelled by digital governance and strategic interventions, with a keen emphasis on managing the entire investment life cycle to elevate the overall business environment. This involves the creation of investor facilitation portals, such as Nivesh Mitra and Nivesh Sarathi. These platforms operate as interactive online tools, providing valuable assistance to investors throughout their engagement in the state's investment process.

Additionally, the state has launched an ambitious plan to build India's first AI city in Lucknow. This innovative project will house and promote the AI ecosystem, positioning UP at the forerunner of emerging technologies. Lucknow already houses prominent Centers of Excellence (COEs) in areas like AI and MedTech with extensive integration of AI. The AI COE located at the Indian Institute of Information Technology (IIIT) Lucknow alone supports over 15 AI/ML startups, fostering a culture of creativity and entrepreneurship.

As per the Expression Of Interest issued by the nodal agency UP Electronics Corporation Ltd., AI City aims to be a hub where ideas flourish and the workforce of tomorrow is reared. It will integrate world-class research centres, educational institutions,



Source: INVESTUP

“Until 2017, the total GDP of Uttar Pradesh stood between Rs 12 and 13 lakh crore. Remarkably, in just 7 years, we managed to double the state's economy, a feat that previously took 70 years to accomplish. We also achieved success in doubling the per capita income of Uttar Pradesh. Today when we are discussing the budget of 2024-25, the economy of Uttar Pradesh has reached the second position. Our share in the country's GDP has increased. Today UP is contributing 9.2 percent to India's economy and our aim is to elevate this to 10 percent within the next year.”

- YOGI ADITYANATH
Chief Minister
Government of Uttar Pradesh

and infrastructure to promote industry-academic collaboration. 40 acres of land have been allotted by the state government for the project, with assurances on development incentives and approvals.

Financial support up to Rs. 100 crore has been proposed for setting up the enabling IT infrastructure, along with incentives for residential and commercial real estate development. The project also envisions luxury and affordable housing, dedicated institutes, and AI-enabled transport systems to incubate a thriving startup culture. The other cities slated for the AI- and IT-based makeover include Kanpur, Gautam Buddha Nagar (Noida), Varanasi, and Prayagraj (Allahabad). Such futuristic measures underline UP's commitment to leverage new opportunities, further strengthening its appeal as one of the world's most progressive investment hotspots.

UP has also witnessed tremendous

infrastructure development in the state with significant growth on land, water, and air. Chief Minister Yogi Adityanath recently affirmed to the House that UP will soon become the first state with 21 airports.

In the fiscal year 2023-24, a budget of INR 55,005 crore has been earmarked for diverse infrastructure projects. These initiatives encompass the construction of expressways, roads, and metro systems, aiming to establish Uttar Pradesh as one of the most well-connected states in the country.

CM Yogi has also announced that following the completion of the Purvanchal Expressway and Bundelkhand Expressway, the construction of the Gorakhpur Link Expressway will commence. Additionally, the Ballia Link Expressway is currently in progress, while efforts are underway to build the Chitrakoot Link Expressway. Before the

Prayagraj Mahakumbh, endeavors are being made by the government to initiate the Ganga Expressway. Supported by the Indian government, construction of the Lucknow-Kanpur Link Expressway and Ballia Link Expressway is underway. Over the past seven years, a total of 1235 four-lane projects have been advanced across various districts of the state.

“In 2017, two airports in the state, Varanasi and Lucknow, were fully operational. Today, there are 10 operational airports, providing air services to more than 75 destinations with 150 flights. From 2016-17 to 2023, there has been a 100-fold increase in the number of air travelers. An Inland Waterway Authority has been created for connectivity in the perennial rivers here. Under this, the construction of a multi-modal terminal in Varanasi district has been completed. Currently, we have the largest rail network”, Yogi added.

CM Yogi further stated that Uttar Pradesh has now become a business hub and a dream destination for investment. When the law and order are good, and the government's intentions are clear, investments are bound to flow into the state, he remarked. Investors across the country and the world want to come for investment and the GIS 2023 is the best example of this, with proposals for investment of around Rs 40 lakh crore.

CM Yogi added that these achievements have been facilitated by UP's robust law and order situation, conducive business environment, investor-friendly policies, streamlined single-window system, and accountable, transparent policies.

The substantive growth witnessed by the state has been owing to the investment opportunities across the focus and sunrise sectors. We take a peek into the key enablers across these sectors accelerating the rise of UP as a preferred investment destination.

TRANSFORMING ENERGY LANDSCAPE

Uttar Pradesh has witnessed notable advancements in the realm of renewable energy over the past seven years. Within



World's Leading Energy Transition & Decarbonisation Solutions Company

greenko



www.greenkogroup.com



Source: UPNEDA

The Ayodhya Solar City project involves the installation of more than 2,500 solar-powered streetlights

this period, the state has successfully augmented its renewable energy capacity to a cumulative 4300 MW, with 2300 MW harnessed from solar energy and 2200 MW from bioenergy. To amplify these efforts, the Uttar Pradesh Government has introduced the UP Solar Energy Policy 2022 and Bioenergy Policy 2022, presenting advantageous opportunities for both investors and the general public in the state.

With an unwavering commitment to fostering sustainable development, the Government of Uttar Pradesh envisions a shift towards clean energy. As part of the broader goal to build a 1 trillion dollar economy, the government, in collaboration with the Uttar Pradesh New and Renewable Energy Development Agency (UPNEDA), the designated nodal agency for renewable energy initiatives, actively promotes the adoption of diverse renewable energy sources.

The state has observed a substantial increase in power generation capacity over recent years. In 2016-17, the total installed capacity was 5,600

MW, which has now surged to an impressive 8,688 MW. Notably, village electrification has also experienced remarkable growth, covering 128,494 villages in 2017 to a current total of 249,818 villages, ensuring comprehensive electrification across the state.

From 2012 to 2017, approximately 8.44 lakh electrification projects were completed. However, from 2017 to the present, this figure has surged more than 20 times, reaching 1.65 crore completed projects. As stated by the Chief Minister, before 2017, electricity availability was irregular. Since then, rural areas now receive power for an average of 18 hours daily. Tehsil headquarters enjoy a supply for 21-22 hours, while district headquarters have access to 24/7 electricity.

Notably, the installed solar capacity has increased tenfold, rising from 288 MW in 2017 to an impressive 2,596 MW currently. Notably, Ayodhya and Varanasi are being developed as Solar Cities, featuring groundbreaking initiatives like a 10 km solar-powered smart road in Ayodhya, setting a world record. Furthermore, the Bundelkhand Expressway is being transformed

into a Solar Expressway, underscoring the state's commitment to renewable sources of energy for a sustainable future.

SOLAR CITIES

In a visionary move to boost solar energy usage, the Uttar Pradesh government has unveiled ambitious plans to transform 17 major cities, including the revered Ayodhya and Varanasi, into solar cities. This groundbreaking initiative begins with the development of solar cities and extends to the government's commitment to replicate the model in solar villages.

The Ayodhya Solar City project involves the installation of more than 2,500 solar-powered streetlights, underscoring the city's deep commitment to sustainability.

Chief Minister Yogi Adityanath had recently inaugurated a solar boat service in Ayodhya, showcasing the city's dedication to innovative green solutions. Ayodhya already proudly features solar-powered amenities like ATMs and solar trees at 40 intersections, symbolizing its wholehearted embrace of renewable energy.

As Ayodhya takes the lead in embracing solar energy, Varanasi, another significant city, is making strides by installing rooftop solar plants on government buildings. Under this initiative, Varanasi is poised to welcome the installation of 25,000 rooftop solar plants, cementing its status as a trailblazer in solar innovation. The future shines bright as these cities illuminate the path toward a more sustainable and eco-friendly future.

IT & ITES DRIVING FUTURE GROWTH

The state of Uttar Pradesh has been proactively shaping a conducive environment to attract investments and accelerate the growth of its burgeoning IT & ITES industry. Recognizing the immense potential of the digital economy, the Yogi Adityanath-led government has introduced a slew of progressive policies, incentives, and infrastructure developments. From setting up dedicated industrial parks with world-class facilities to nurturing local innovation ecosystems, the efforts are bearing fruit. Global and domestic tech



Source: INVESTUP

From the sacred city of Ayodhya to the undiscovered natural treasures, Uttar Pradesh stands as a promising destination for the flourishing travel and tourism sector, rapidly emerging as India's most preferred tourism hub.

giants are now looking at UP with renewed interest, especially lured by the availability of a skilled talent pool and low cost of operations. With several big-ticket investments already in the pipeline, the supportive climate has started enabling the state to emerge as the next destination of choice for the knowledge-based industry.

Recognizing the IT & ITES industry's role in job creation, entrepreneurship, and overall economic progress, the government has rolled out a comprehensive suite of incentives and reforms. These include capital subsidies up to 10% of investment

value, interest subsidies, reimbursements on operating expenses, patent filing costs, and employee recruitment.

Land and infrastructure needs are supported through 25% reimbursement on land costs up to Rs.50 Cr and a 100% stamp duty waiver for initial investments. Skill development is fostered through 50% course fee subsidies and patent grants.

The ease of doing business is further strengthened through facilities such as single window clearances and universal accessibility of government services

digitally. Special focus is placed on nurturing local startups through grants and incubation programs.

These progressive measures seek to cultivate a thriving technology ecosystem in UP. By attracting domestic and global enterprises, investments under the policy will not only generate employment but also spur innovation across emerging domains of AI, IoT, blockchain, etc.

With its pro-investment stance and talent pool of over 200 million, UP is well-placed to emerge as a premier tech hub of Northern India. As digital technologies increasingly drive future progress, the new policy envisions harnessing their full potential for an inclusive and sustainable development of the state.

FOOD PROCESSING POLICY EMPOWERING GROWTH

UP boasts a well-established supply chain encompassing procurement, storage, processing, and distribution. The state government has implemented several initiatives to foster the food processing industry, such as the PM SAMPADA Yojana, Mega Food Parks, and Cold Chain projects. These endeavors focus on offering essential infrastructure, technology, and financial support to propel the industry forward.

In addition to these efforts, the state hosts a dedicated training center, the State Food Processing Institute,



Source: Dept. of Horticulture and Food Processing, UP

The state government has implemented several initiatives to foster the food processing industry, such as the PM SAMPADA Yojana, Mega Food Parks, and Cold Chain projects.

along with other centers that provide training and skill development opportunities for entrepreneurs and workers engaged in the food processing sector.

In a strategic move to cultivate the immense potential of the food processing sector, the UP Government has introduced the comprehensive Food Processing Industry Policy 2023. With a vision to position Uttar Pradesh as a leading hub for food processing, this policy capitalizes on the state's abundant agricultural resources and skilled workforce.

Key Incentives to Drive Private Investment

The policy offers a diverse range of incentives to attract private investments, including substantial capital subsidies of up to 35% for new units and 25% for expansion projects. Land acquisition norms have been streamlined, and various charges have been exempted to facilitate a conducive investment environment.

Boosting Infrastructure Development

Emphasizing infrastructure development, the policy provides grants for the establishment of processing clusters, cold chain networks, and decentralized facilities. Strengthening backward and forward linkages is a priority, ensuring a



Recognizing the pressing need for efficient infrastructure, Uttar Pradesh is gearing up for smart and sustainable initiatives.

Source: eGov

seamless supply chain for the food processing industry.

Empowering Rural Participation

A special focus is placed on enhancing rural participation through support for Self Help Group (SHG) and Farmer Producer Organization (FPO) led projects. Women entrepreneurs receive additional subsidies on solar power utilities for their production units, fostering inclusivity in the sector.

Ease of Business Initiatives

Regulatory reforms, such as common

market mandates across UP and freight subsidies on exports, are further enhancing the ease of doing business. Certification initiatives are introduced to enable farmers to add value to regional crops.

Vision for Sustainable Scaling

With a robust framework and collaborative approach, the policy envisions the sustainable scaling up of food processing activities. This strategic move aims to optimize agricultural efficiency, create new skills, and generate job opportunities.

Leveraging Agricultural Potential for National Impact

Uttar Pradesh's strategic initiative is poised to leverage its agricultural potential, propelling overall growth by positioning the state as a pivotal processor and supplier of food products nationwide. This comprehensive policy marks a significant step towards a flourishing and self-reliant food processing industry in the state.

TRAVEL & TOURISM DRIVING GROWTH OPPORTUNITIES

From the sacred city of Ayodhya to the undiscovered natural treasures, Uttar Pradesh stands as a promising destination for the flourishing travel and tourism sector, rapidly emerging as India's most preferred tourism hub. In



Uttar Pradesh's strategic initiatives are poised to leverage its agricultural potential, propelling overall growth by positioning the state as a pivotal processor and supplier of food products nationwide

Source: GOOGLE

the initial nine months of 2023, this northern Indian state warmly welcomed over 32 crore tourists.

Boasting a diverse array of more than twenty globally renowned tourist destinations, spanning various faiths, and hosting three UNESCO World Heritage Sites, Uttar Pradesh is actively enhancing its travel infrastructure and amenities. The state is committed to developing seamless multi-modal connectivity, introducing new tourism infrastructure, cultivating brand identity, and creating niche thematic products within or beyond its twelve Mega Tourism Circuits. These initiatives are a collaborative effort involving state resources and private sector participation.

The UP Tourism Department's "Tourism Policy 2022" has been implemented to stimulate tourism-related investments, foster increased private sector engagement, facilitate asset creation (both hard and soft infrastructure), enhance the capacity of tourism service providers, and promote a holistic, responsible, and sustainable tourism ecosystem. The policy significantly boosts direct contributions, offering a capital subsidy of up to 30% per project, leading to heightened operational efficiencies and expedited project execution. This policy has also opened up investment opportunities across 33 new categories of Tourism Units.

LOGISTICS & WAREHOUSING

Uttar Pradesh's logistics and warehousing ecosystem is evolving rapidly, driven by a strategic geographic location, robust infrastructure development, and proactive government policies. Rapid industrialization in the state is also creating a higher demand for more sophisticated logistics infrastructure in the State. Uttar Pradesh's commitment to creating a conducive environment for logistics and warehousing has resulted in a flourishing ecosystem, presenting lucrative investment opportunities.

STRATEGIC GEOGRAPHIC LOCATION

Uttar Pradesh, with its central location in India, serves as a pivotal logistics hub. Its proximity to major consumer markets, industrial clusters, and ports enhances its strategic importance for efficient supply chain management.

INFRASTRUCTURE DEVELOPMENT

The state's significant investment in infrastructure development is a key driver for the logistics sector. Well-connected highways, upcoming dedicated freight corridors, and modernized airports contribute to seamless transportation networks, facilitating the swift movement of goods.

GOVERNMENT POLICIES AND SUPPORT

Uttar Pradesh has introduced progressive policies to boost the logistics and warehousing sector. The state offers incentives for investment in warehousing infrastructure, making it an attractive destination for businesses. Policy initiatives include simplifying regulatory processes, tax benefits, and support for technology integration in logistics operations. Uttar Pradesh Warehousing and Logistics Policy 2022 has been useful in creating an international-level business environment and in making this sector integrated, cost-efficient, flexible, and creating a sustainable logistics ecosystem in the country by optimizing regulatory norms and separating supply-side bottlenecks.



Ballon Festival



From the sacred city of Ayodhya to the undiscovered natural treasures, Uttar Pradesh stands as a promising destination for the flourishing travel and tourism sector.

Source: INVESTUP

INVESTMENT OPPORTUNITIES

Warehousing Facilities: Ample opportunities exist for the establishment of modern warehouses and distribution centers to cater to the growing demand for storage and distribution services.

Transportation and Last-Mile Connectivity: Investing in transportation solutions and last-mile connectivity infrastructure presents a promising avenue, addressing the need for efficient movement of goods within and beyond the state.

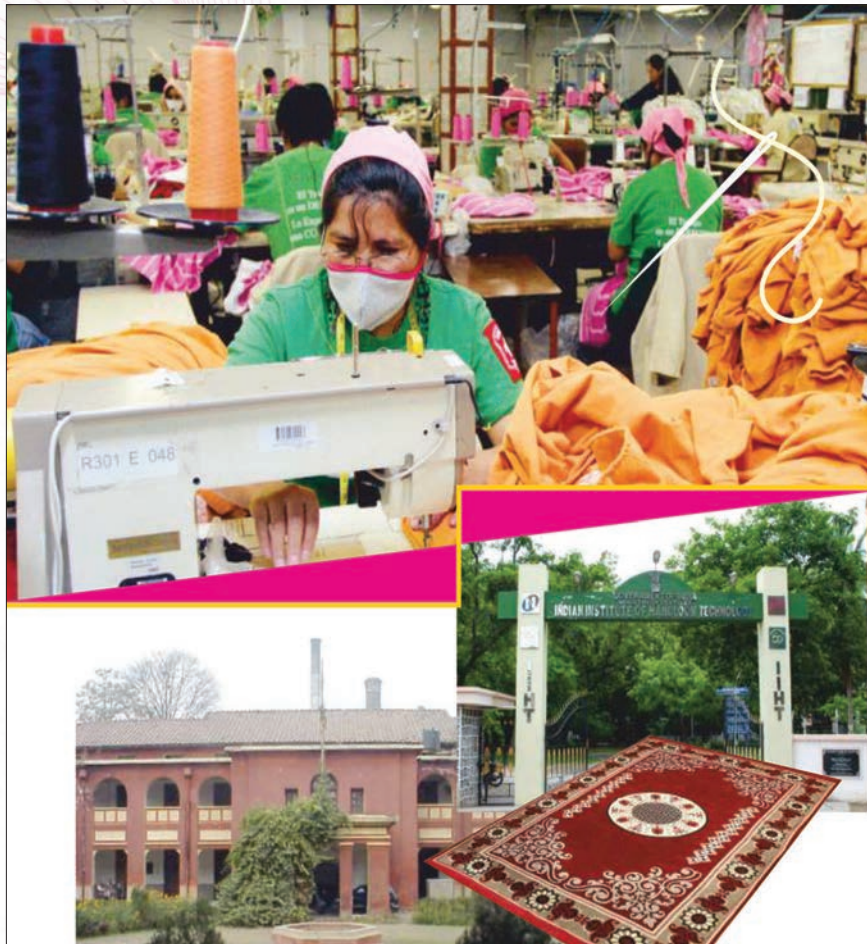
Technology Integration: Companies investing in cutting-edge technologies for warehouse management, inventory tracking, and logistics optimization can capitalize on the evolving market demands.

Cold Chain Infrastructure: With a focus on supporting the agro-processing industry, there are significant prospects for investments in cold chain logistics, ensuring the seamless transport of perishable goods.

Uttar Pradesh's logistics and warehousing ecosystem is poised for sustained growth, fueled by strategic advantages and robust government support. The state's commitment to creating a business-friendly environment, coupled with its geographic centrality, makes it an attractive destination for investors looking to capitalize on the dynamic logistics and warehousing sector.

HANDLOOM & TEXTILE WEAVING**UTTAR PRADESH'S SCRIPT FOR SUCCESS**

In Uttar Pradesh, the textile sector is a vital traditional industry, ranking as the third-highest fabric-producing state in India, contributing 13.24% to the national production. The state houses approximately 1,99,000 handloom weavers and 5,00,000 power loom weavers, forming natural clusters over centuries. The region's Silk sarees from Varanasi and Mau, Chikankari from Lucknow, Zari-zardozi from Lucknow, Bareilly, and Shahjahanpur, Carpets from Bhadohi, Mirzapur, and Sonbhadra, and Durries from Sitapur are nationally recognized, many carrying the



The state offers diverse investment opportunities across the value chain, encompassing Garmenting, Dyeing, Fabric production, Spinning, and Apparel design and manufacturing.

Source: INVEST UP

Geographical Indicator (GI) tag. In 2021-22, textile and apparel exports from Uttar Pradesh reached INR 20,000 Cr (USD 2.46 billion), solidifying its position as India's largest market with a consumer base of 240 million people.

Gautam Budh Nagar and Kanpur districts host some of India's largest ready-made garment and hosiery clusters, creating extensive employment opportunities. Recognizing this potential, the Indian Government has extended various benefits to the Textile and Apparel sector. The top contributors to Foreign Direct Investment (FDI) in India's Textile sector from April 2016 to March 2021 include Japan, Mauritius, Italy, and Belgium, providing market access arrangements benefiting investors in Uttar Pradesh. The state offers diverse investment opportunities across the value chain, encompassing Garmenting,

Dyeing, Fabric production, Spinning, and Apparel design and manufacturing.

Opportunities Across the Textile Value Chain

Uttar Pradesh presents vast potential for man-made fiber and filament manufacturing, aligning with changing consumer preferences emphasizing health and hygiene. The spinning sector in the state is globally competent, marked by advanced technology, competitive pricing, and high-quality standards. Continued growth and adoption of new technologies are anticipated. The state holds a prominent position in the world's highest installed weaving capacity, with strengths in fabric manufacturing. However, untapped opportunities lie in value-added and specialty fabrics. With a

substantial labor force, particularly with a high rate of female participation, the state can become a vital link in the global value chain through stitching for the apparel industry. The apparel industry, a significant job generator, has the potential to create 70 jobs for every INR 1 crore (USD 122,925) invested, outperforming the average job creation in other industries. Lastly, the technical textile sector, a burgeoning knowledge-based industry in India, offers extensive opportunities for joint ventures and Foreign Direct Investment (FDI).

PHARMA MOMENTUM IN UTTAR PRADESH

At the heart of India's pharmaceutical sector, Uttar Pradesh, the nation's most populous state, leverages its substantial population and robust manufacturing and healthcare infrastructure. A beacon of innovation and entrepreneurship, the state hosts over 10,000 registered startups and more than 60 incubation centers, fostering a dynamic ecosystem for creativity and business ventures. The commitment to nurturing innovation is exemplified by the establishment of 'Promote Pharma,' a dedicated institution for pharmaceutical research and innovation.

Moreover, Uttar Pradesh leads the country in the number of Micro, Small, and Medium Enterprises (MSMEs), playing a pivotal role in the state's manufacturing sector expansion. As a top

manufacturing hub in India, the state accommodates 608 manufacturing units across various pharmaceutical categories, supported by an extensive distribution network featuring 71,000 wholesale and 108,000 retail drug sale licenses.

Substantial investments in healthcare, evident in the ₹32,009 crore allocations in the 2021-22 budget for health and family welfare, coupled with a strong focus on education and skill development, underscore the state's dedication to sectoral growth. The ambitious plans include operationalizing 49 nursing schools and 49 paramedical schools over the next five years, increasing educational seats significantly. This includes adding 7,000 MBBS seats, 3,000 post-graduate seats, 14,500 in nursing, and 3,600 in paramedical courses, ensuring a robust supply of skilled professionals for the pharmaceutical industry.

In tandem with this focus on education and infrastructure, a transformative initiative unfolds with the inauguration of a Pharma Park in Lalitpur, Bundelkhand, sprawling across 1,472 acres. Led by the Uttar Pradesh State Industrial Development Authority (UPSIDA), this ground-breaking project, initiated in two phases starting with 300 acres, marks a substantial stride in augmenting the state's manufacturing capabilities. Employing cutting-edge surveying techniques for precision, this ambitious endeavor showcases Uttar Pradesh's aspirations to become a key

hub in India's pharmaceutical landscape.

Backed by strategic investments in healthcare infrastructure, a thriving startup ecosystem, and a commitment to bolstering education and skill development, Uttar Pradesh is poised to strengthen its foothold as a major player in the pharmaceutical industry.

The state, with plans to kick-start projects worth Rs. 10 Lakh crore, exemplifies its standing as one of the fastest-growing economies in India. The outlook for Uttar Pradesh's pharmaceutical sector is promising, aiming to enhance healthcare outcomes for its populace and significantly contribute to the growth of India's pharmaceutical industry.

SKILLING FOR THE FUTURE

Uttar Pradesh, under the Yogi Government, is making waves in skill development, opening doors to employment for thousands. In the fiscal year 2023-24, they've notched up big wins, placing 36,843 trained candidates from industrial training institutes into jobs. The Uttar Pradesh Skill Development Mission has further contributed by placing 29,354 trainees in various companies.

This implies over 66,000 young folks across the state now have jobs thanks to vocational education. What's impressive is that these opportunities reach every nook and cranny, touching students from all 75 districts across Uttar



Source: UPSDM

Uttar Pradesh, under the Yogi Government is making waves in skill development, opening doors to employment for thousands.

Torrent Group has a strong presence in Pharmaceuticals, Power and City Gas Distribution sectors



Be it finding a cure for fatal diseases or ambitious power generation projects; or setting new standards in transmission and distribution; breakthrough pharma discoveries; or setting up new milestones in EV charging infrastructure, city gas distribution network; green hydrogen initiatives; new-age pumped storage hydro projects; or 24X7 customer care initiatives - Torrent has a strong infrastructure in place to ensure that we are always at the centre of the movement towards a better life.

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Torrent Pharma, is the flagship Company of the Torrent Group, with annual revenues of more than ₹ 9,620 Crores (approx. USD 1.5 billion). It is ranked 6th in the Indian Pharmaceuticals Market. It has marketing presence in 50+ countries and is ranked No. 1 amongst the Indian Pharma Companies in Brazil, Germany and Philippines.



Torrent Power, the ₹ 25,694 Crs (approx. USD 3 Billion) is one of the largest companies in the country's power sector with presence across generation, transmission & distribution. Be it ambitious power generation projects or efficient uninterrupted power supply to industries or 24x7 customer care initiatives - It is all about transforming lives.



Torrent Gas, is one of the leading CGD companies in the country and has been authorised to set up CGD infrastructure and sell CNG to vehicle users and PNG to industries and households in 34 districts across 7 States (Uttar Pradesh, Gujarat, Maharashtra, Rajasthan, Punjab, Tamil Nadu and Telangana) and 1 Union Territory (Puducherry).



Pradesh. This positive news came out during the recent budget session of the UP Vidhan Sabha.

In a recent assembly session, Kapil Dev Aggarwal, the Minister of State for Vocational Education and Skill Development (Independent Charge), shared ongoing efforts to get the youth into vocational education to secure them employment. They're offering training in 84 trades across industrial training institutes, following standards set by the National Council for Vocational Education and Training (NCVET) of the Government of India.

Moreover, the Uttar Pradesh Skill Development Mission is running 386 short-term courses in various sectors. These courses cover both traditional and modern trades like ITES, Electronics, Aerospace, and Healthcare. It's a move towards staying current and relevant & ensuring that skills translate into opportunities.

ELECTRIC REVOLUTION REDEFINING THE MOBILITY LANDSCAPE

Uttar Pradesh is also leading the charge in the electric vehicle (EV) revolution in India, showcasing impressive sales figures of 66,701 units. This surge is particularly evident in the three-wheeler segment, positioning the state as a frontrunner in EV adoption. While Karnataka and

Maharashtra dominate in two-wheelers and four-wheelers, Uttar Pradesh proudly hosts 3,37,180 EVs on its roads, making a substantial contribution to the national tally of 13,34,385 EVs. The state has capitalized on the benefits of the FAME 1 & 2 schemes initiated by the Government of India.

Concurrently, Uttar Pradesh is making significant investments in charging infrastructure, with 207 stations sanctioned under FAME II. These strategically positioned stations span nine cities, including Noida, Lucknow, Varanasi, Prayagraj, Kanpur, Aligarh, Saharanpur, Bareilly, and Jhansi. The state is also propelling EVs into public transportation, deploying electric buses on key routes through strategic partnerships with private entities. Special tariff orders for EV charging have been implemented, aligning the state with the charging infrastructure standards set by the Union Government.

Uttar Pradesh's comprehensive EV strategy revolves around three core pillars: building robust charging infrastructure, accelerating EV adoption, and promoting domestic manufacturing. These pillars are anchored in key success factors, including affordability, convenience, technology, and awareness. The state's phased approach aims to seamlessly transition its transportation system to EVs, stimulate demand through

public transportation initiatives, and attract investments for indigenous manufacturing.

Underlining this commitment, the New Electric Vehicle Manufacturing and Mobility Policy 2022 emphasizes the critical role of charging infrastructure in driving EV adoption. This well-thought-out strategy creates an enabling environment for both public and private charging infrastructure, including swapping facilities, marking a significant stride towards sustainable electric mobility in Uttar Pradesh.

UTTAR PRADESH'S INFRASTRUCTURE SURGE

In recent years, Uttar Pradesh has experienced an impressive upswing in infrastructure development, with a keen focus on intelligent and sustainable projects across land, air, and water domains. This concerted effort has not only elevated the living standards for citizens but has also positioned the state as a prime destination for lucrative investments.

AIR CONNECTIVITY ENHANCEMENTS

- Uttar Pradesh's strategic expansion of its air infrastructure includes seven strategically located domestic airports, facilitating seamless travel within the state and beyond.
- The state's three international air-



In recent years, Uttar Pradesh has experienced an impressive upswing in infrastructure development, with a keen focus on intelligent and sustainable projects across land, air, and water domains

Source: INVESTUP



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Uttar Pradesh

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Rajasthan

Battery Capacity – 12600 MWH
Installed Capacity – 2100 MW

Odisha

Battery Capacity – 15000 MWH
Installed Capacity – 2500 MW

Andhra Pradesh

Battery Capacity – 18600 MWH
Installed Capacity – 3100 MW

Maharashtra

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- Waiver of CSS and additional surcharge in captive project
- Captive client can avail tax benefit such as accelerated depreciation
- Green open access rules by MoP further enhances attractiveness of corporate PPAs
- A step towards the target of net zero/de-carbonization of the country

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ports, concentrated in cities like Lucknow and Varanasi, serve as vital gateways connecting Uttar Pradesh to key destinations globally, creating opportunities for trade, tourism, and cultural exchange.

- The ambitious Regional Connectivity Scheme (RCS) has further strengthened regional air connectivity, with completed projects in Prayagraj, Hindon, and Bareilly, and six ongoing initiatives promising economic development.

REVOLUTIONIZING INLAND WATERWAYS

- As a trailblazer in India's inland water transport sector, Uttar Pradesh inaugurated the country's first inland waterway project, National Waterway 1 (NW1), stretching from Allahabad to Haldia.
- Covering a significant 26% of the state's catchment area, NW1 links major exporting hubs to Haldia Port, unlocking vast economic potential.
- The inauguration of India's first Multi-Modal Terminal (MMT) at Varanasi enhances connectivity and trade efficiency along NW1, offering substantial investment opportunities.

EXPRESSWAYS DRIVING CONNECTIVITY

- Uttar Pradesh is undergoing a transformative shift in its transportation infrastructure with state-of-the-art expressways, exemplified by the Agra-Lucknow Expressway, reducing travel time and enhancing accessibility.
- On-going and proposed projects, including the Purvanchal Expressway and Bundelkhand Expressway, present lucrative investment opportunities, promising to bolster connectivity and economic growth further.

RAIL TRANSPORT AND ROAD NETWORK

- With an extensive rail track length of 8949 kms, UP boasts the largest railway network in India, presenting opportunities for investment in a crucial transportation hub.

As UP continues its investment in world-class infrastructure, it not only solidifies its position as a dynamic hub for investment, innovation, and growth but also offers a promising landscape for investors seeking diverse and lucrative opportunities.

- The state's expansive road infrastructure, spanning over 4 lakh kms, offers avenues for investment, including 11,737 kms of national highways ensuring seamless connectivity.

METRO OPPORTUNITIES

- Urban transportation is witnessing a revolution with operational metros in Lucknow and Noida, while upcoming projects in Kanpur and Agra open up investment prospects to revolutionize intra-city travel.

INDUSTRIAL CORRIDORS AND DEFENCE INITIATIVES

- Uttar Pradesh is on the cusp of extraordinary growth with major industrial corridors like Delhi Mumbai Industrial Corridor (DMIC) and Amritsar Kolkata Industrial Corridor (AKIC), offering substantial

opportunities for industrialization and job creation.

- The Uttar Pradesh Defence Industrial Corridor (UPDIC) beckons investors with an estimated investment of Rs. 50,000 Crore and the potential to generate 2.5 lakh job opportunities.

BUDGET 2024-25: A CATALYST FOR INVESTMENT

- The state budget's allocation of Rs. 55,000 crore for transformative transport infrastructure projects serves as a testament to Uttar Pradesh's commitment to becoming an attractive investment destination.
- Key highlights, including schemes for urban flooding, urban services, smart cities, housing for the poor, and continued support for urban infrastructure development, present diverse investment opportunities.

SMART & SUSTAINABLE INFRASTRUCTURE

Recognizing the pressing need for efficient infrastructure, Uttar Pradesh is gearing up for smart and sustainable initiatives. The government's visionary move to convert 17 major cities, including Ayodhya, Noida and Varanasi, into solar cities, extends the model to rural areas, presenting investment opportunities in sustainable infrastructure projects.

As UP continues its investment in world-class infrastructure, it not only solidifies its position as a dynamic hub for investment, innovation, and growth but also offers a promising landscape for investors seeking diverse and lucrative opportunities. The state's emphasis on smart and sustainable infrastructure underscores its commitment to meeting the demands of its growing population while providing investors with opportunities for long-term resilience and prosperity.

THRIVING DEFENCE AND AEROSPACE SECTOR

With a robust infrastructure and a supportive ecosystem, UP's policy

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framework is strategically designed to attract investments in the following areas within the Aerospace and Defence (A&D) sector:

1. **Defence Parks:** Opportunities abound in Defence Parks, especially in Kanpur and other districts like Varanasi, Agra, and Gautam Buddha Nagar, providing an excellent environment for defence-related industries.
2. **Defence Public Sector Undertakings (DPSUs):** The state welcomes investments in Defence PSUs, offering a conducive atmosphere for their growth and expansion.
3. **Aircraft/Helicopter Manufacturing and Assembly Units:** Uttar Pradesh presents a fertile ground for the establishment of Aircraft and Helicopter Manufacturing and Assembly Units, creating opportunities for both domestic and international players.
4. **Military Component and Automobile Manufacturing:** The state is poised for investments in manufacturing military components and automobile components for military use, tapping into the growing demand in these sectors.
5. **Testing Facilities for Military Equipment:** Investors have the chance to establish testing facilities for military equipment, contributing to the development and enhancement of cutting-edge defense technologies.
6. **Police Modernization:** UP offers opportunities for investments in police modernization projects, aligning with the evolving needs of law enforcement agencies.
7. **Forensics Centers:** The establishment of Forensics Centers is a potential investment area, addressing the increasing demand for advanced forensic capabilities.
8. **Ordnance Manufacturing and**

PROPOSED PROJECTS TO KICK START WITH GBC @ 4.0


- NIDP (Hiranandani Group), Sify Technologies, STT Global, and Jackson Limited to establish Data Centres across UP.
- Ashok Leyland and Yamaha to set up automobile and EV projects across UP.
- NTPC, Greenko Group, Torrent Power, ACME Group, JSW Energy PSP Six, and Tusco to set up thermal, hydropower and solar projects across UP.
- M3M India, INGKA, The House of Abhinandan Lodha to construct residential and retail properties in UP.
- Tata Technologies to upgrade 150 Government ITIs.
- Air India SATS Airport Services and the Sharaf Group to respectively establish an air cargo terminal, cold storage, and logistics park.
- Tarq Semiconductors, Dixon Technologies, Haier, Addverb Technologies, and Kent RO Systems to manufacture electronics products across the state.
- Sharda Group of Institutions, Yashoda Hospitals, and Apollo Hospitals to set up super specialty hospitals across UP.
- AB Mauri & Varun Beverages to set up food processing plants in UP.
- Adani Defence Systems and Technologies, Ancor Research Labs, and Aerolloy Technologies to invest in defense and weapons manufacturing.
- Banas Dairy and CP Milk and Food Products to invest in the dairy industry of UP.
- Century Pulp and Paper, Dalmia Cement Bharat, M/S Indorama India,
- Rimjhim Ispat and Fun Zoo Toys to set up various manufacturing units across the state.

Testing Facilities: Entrepreneurs can explore investments in Ordnance Manufacturing and Testing Facilities, supporting the production and evaluation of military ordnance.

9. **Missile Components Manufacturing:** The state welcomes investments in the manufacturing of missile components.
10. **Multipurpose Parks:** Opportunities extend to Multipurpose Parks, creating a diverse environment for various defense-related activities.
11. **Development of Facilities for Unmanned Aerial Systems (UAS):** Investors can play a role in developing facilities for testing and assembling Unmanned Aerial Systems, a rapidly growing sector in the defense industry.

Uttar Pradesh's strategic location and conducive policies make it an

attractive destination for investments in the defense and aerospace domains. The state's commitment to fostering growth in these sectors creates a promising landscape for businesses seeking opportunities in defense manufacturing and R&D.

In a short span, UP has transformed into a role model for effective governance, new economic opportunities, and improved quality of life. Its all-around progress on indices such as irrigation coverage, urban regeneration, skill development, and startup culture is truly laudable. As UP continues powering India's rise with a vibrant workforce and strategic location, its future remains bright. The next phase will focus on knowledge-based industries, smart infrastructure, and sustainability - taking this northern giant's success story to even greater heights. 

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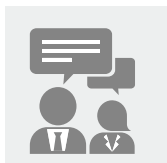


CONNECT, COLLABORATE & CATALYSE FOR A NETWORKED FUTURE

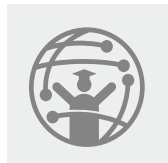
In the fast-paced digital age of today, the need for governments and individuals to adapt, innovate, and harness the power of technology has never been greater.

Realizing this, Madhya Pradesh Science & Technology Department, under the aegis of M.P. State Electronics Development Corporation Ltd (MPSEDC) and Elets Technomedia, is delighted to announce **National Digital Transformation Summit**, on 15-16 March 2024 at Bhopal.

KEY HIGHLIGHTS



Well-curated Panel Discussions



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Technology Showcase



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KEY DISCUSSION POINTS

- Governance transformation through digital innovations
- Cloud for efficient e-Government services
- Data Analytics for improved public grievance redressal
- Real-world blockchain applications in e-Governance
- ONDC for fostering an e-Commerce environment
- Use cases & pathbreaking governance initiatives

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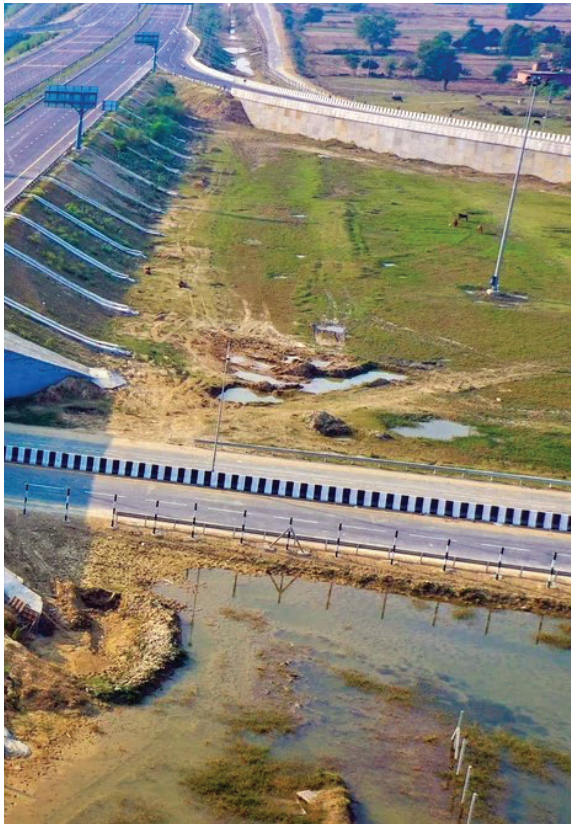
Uttar Pradesh Shines Bright

A Paradigm Shift in Development



» **SHRI ABHISHEK PRAKASH, IAS**
Secretary, Infrastructure and Industrial Development Department, Government of Uttar Pradesh and Chief Executive Officer, Invest UP

Uttar Pradesh's remarkable growth trajectory is underpinned by four fundamental pillars: a steadfast commitment to zero tolerance towards crime, robust collaboration with the Central government, boasting the nation's largest consumer base, and possessing a thriving ancillary sector, particularly in the Micro, Small, and Medium Enterprises (MSME) domain. **Shri Abhishek Prakash, IAS**, Secretary, Infrastructure and Industrial Development Department, Government of Uttar Pradesh and Chief Executive Officer, Invest UP emphasises these crucial elements during an exclusive discussion with **Ritika Srivastava of Elets News Network (ENN)**.



Can you elaborate on the initiatives Invest UP has undertaken to create a business-friendly ecosystem and how have these initiatives impacted the state's economic growth?

Uttar Pradesh's economy is on a growth trajectory. As the 2nd largest economy, UP's economic growth has been robust and its share in exports has also been increasing rapidly. The government has also increased its capital outlay, thereby driving growth. UP's growth story has been possible because of the 4 pillars of zero tolerance towards crime, effective collaboration with Central Government, being the highest consumer base in the country and having the top ancillary (MSME) base.

We have been continuously working on bolstering a wholesome infrastructure in the state - be it land, air, road, or water routes. We are the only state to have 5 international airports to cater to both cargo and passenger traffic. We are known as the Expressway Pradesh, as UP has the largest share of the entire country's expressways network. We have introduced single window portals, such as

Nivesh Mitra, which offers more than 450 services and Nivesh Sarathi for signing of investment MoU and support through the lifecycle of projects.

Further, all state government sectoral policies are integrated in it and investors can seamlessly navigate their way through them and also upload their grievances on them. All these factors go a long way in impacting economic growth. These key enablers have led to UP becoming a LEADS achiever state. There are only 4 states in that category and UP is one of them. We are also ranked number 1 in the good governance index and number 2 in export preparedness index (in landlocked states category). We are also an achiever state in ease of doing business (EoDB).

What specific sectors or industries have emerged as primary drivers of growth in Uttar Pradesh, and how do you plan to sustain and diversify this momentum in the coming years?

In recent years, Uttar Pradesh has witnessed a significant surge in industrial growth, particularly highlighted during and post the Uttar Pradesh Global Investors Summit 23 (UPGIS23). The summit resulted in a substantial influx of investment intents, with over 27,000 MoUs signed, amounting to a staggering

38 Lakh Cr. This initiative is poised to create more than 11 million jobs, marking a transformative period for the state's economy.

Several sectors have emerged as primary drivers of this growth trajectory. Notably, Renewable Energy, Electronic Manufacturing, Industrial Parks, and Higher Education have assumed pivotal roles, collectively constituting nearly 50% of the total proposed investment in the state. Geographically, Western Uttar Pradesh has attracted the maximum intents, securing around 45%, while Eastern Uttar Pradesh follows closely with approximately 30% of the total investment intents.

The strategic development plans encompass various districts, with Gautam Buddha Nagar leading the investment landscape with 27% of total intents, closely followed by Agra with nearly 8%. Looking ahead, the government is focused on expanding industrial infrastructure, exemplified by the planned Bundelkhand Industrial Development Authority (BIDA), spanning 14,000 hectares, akin to the Noida model.

Central to Uttar Pradesh's future economic landscape is the upcoming Noida International Airport, envisaged as a pivotal hub for multi-modal connectivity. Spanning approximately 7.5k hectares, the airport will boast six runways and





host Asia's largest MRO facility alongside a logistics hub. Moreover, the airport's connectivity, including the proposed RRTS link to Ghaziabad and integration with freight corridors and industrial corridors, underscores its significance as a catalyst for growth.

The state government has also instituted various policy-driven reforms to foster a conducive environment for industrial development. With around 25 policies spanning sectors like IT/ITeS, Data Centre, ESDM, Defence & Aerospace, Electric Vehicle, Warehousing & Logistics, Tourism, Textile, and MSME, Uttar Pradesh aims to attract a diverse range of investments. The Industrial Investment & Employment Promotion Policy 2022 stands as a cornerstone, offering enticing benefits such as capital subsidies of up to 42%, 100% Net SGST refund, and Stamp Duty waivers to manufacturing units establishing operations in UP.

Moreover, in a pioneering move, the government introduced a dedicated policy to incentivize FDI and attract Fortune Global 500 & Fortune India 500 companies to invest in Uttar Pradesh. This initiative underscores the state's commitment to fostering a conducive investment climate and ensuring sustainable growth in the years to come. Through a combination of strategic infrastructure development, policy

reforms, and sectoral diversification, Uttar Pradesh aims to consolidate its position as a leading destination for investment and economic prosperity.

Uttar Pradesh has become a major investment destination, reportedly attracting around Rs 4.12 lakh crore of investment between 2017 and 2022. How do you plan to sustain and further enhance the state's appeal to investors in the coming years?

In Uttar Pradesh, the landscape for investment is promising, driven by a multitude of upcoming growth centers that captivate investor interest and bolster economic activity. To facilitate this

momentum, the state has strategically formulated key sectoral policies. These encompass a broad spectrum, including but not limited to, FDI policy, Defence and Aerospace, Warehousing & Logistics, Agro & Food Processing, Aviation, Leather, Pharma & Chemicals. One of the pivotal strategies involves the establishment of dedicated parks tailored to specific sectors. Notably, significant land banks are under development across various industrial authority areas, with a spotlight on the Bundelkhand Industrial Development Authority, slated to become one of the largest authorities in terms of area coverage.

Moreover, Uttar Pradesh is spearheading initiatives to develop sector-specific parks, marking a significant stride in industrial infrastructure. For instance, the inauguration of the State's maiden Medical Device Park along the Yamuna Expressway underscores this commitment. Similarly, plans are underway for the creation of a Film City, Toy Park, Apparel Park, Handicraft Park, and Logistic Hub along the same corridor, promising diversified opportunities for investors. Additional ventures such as the establishment of IIT GNL in Greater Noida, a Mega Food Park in Bareilly, Transganga City in Unnao, Plastic Park in Gorakhpur, and Garment Park in Gorakhpur further accentuate the state's expansive development agenda.

In alignment with fostering a conducive investment climate, Uttar Pradesh aims to efficiently manage current investments



while exploring untapped markets for future collaborations. A portfolio of over 25 policies, fortified by attractive incentives, underscores the state's commitment to sustaining and augmenting its appeal to investors. Notably, the Industrial Investment & Employment Promotion Policy 2022 serves as an overarching framework, extending enticing benefits to manufacturing units venturing into UP.

Furthermore, the Government of Uttar Pradesh has introduced a dedicated policy aimed at incentivizing FDI, Fortune Global 500 & Fortune India 500

companies to invest in the state. This strategic approach reflects a concerted effort to fortify UP's position as a premier investment destination, poised for sustained growth and economic prosperity.

Ease of doing business is crucial for attracting long-term investments. How does Invest UP work with the state government and other stakeholders to streamline processes and create an investor-friendly environment in Uttar Pradesh?

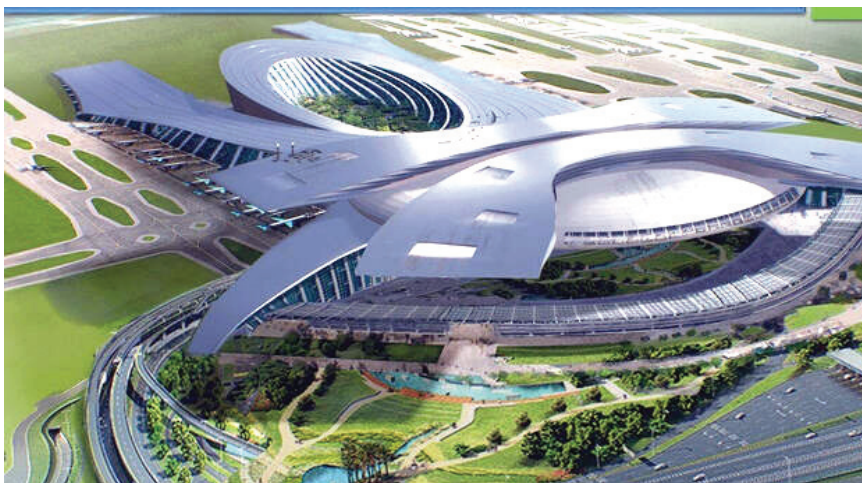
The state of Uttar Pradesh has made

remarkable progress in enhancing investor facilitation, recognizing the importance of translating the ease of doing business into the pleasure of doing business. Over recent years, the industrial landscape of the state has undergone a significant transformation, marked by proactive measures to address issues related to law and order, power supply, and bureaucratic hurdles.

Notably, the state government has ensured a balanced distribution of investment across various districts, aiming for holistic growth and development benefiting all citizens. In prestigious surveys like LEADS 2022 and 2023, Uttar Pradesh has consistently earned recognition as a top achiever, underscoring its commitment to fostering a conducive business environment. Key reforms, including the implementation of the pioneering digital single-window portal 'Nivesh Mitra', offering over 450 online services, have streamlined processes and integrated seamlessly with the National Single Window platform.

Additionally, initiatives like the 'Nivesh Sarathi' online Investor Relationship Management Portal and the appointment of 100 dedicated UdyamiMitras have provided crucial support to investors, symbolising a paradigm shift in investor engagement. The state government's proactive approach is further evidenced by the formulation of 25 policies across sectors such as FDI, IT/ITeS, tourism, and MSMEs, aimed at attracting investment and fostering industrial growth. Centralised systems like the Online Incentive Management System under Nivesh Mitra have simplified incentive processes, promoting transparency and efficiency.

The success of these endeavours was evident in the grand Global Investors' Summit of February 2023, where the state received investment intents exceeding Rs 35 lakh crores. These accomplishments underscore Uttar Pradesh's commitment to creating a conducive environment for investment and economic growth, setting a precedent for inclusive development and prosperity. 





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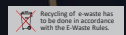
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Uttar Pradesh's thriving IT Industry takes Center Stage

The core objective of the UP-Electronics Manufacturing Policy 2020 is to position Uttar Pradesh as the preferred destination for the electronics industry, shares **Shri Ravi Ranjan, IAS**, Special Secretary, IT & Electronics Department, Government of Uttar Pradesh; Managing Director, UP Electronics Corporation Ltd and Managing Director, Shretron Ltd. in an exclusive interview with **Ritika Srivastava** of **Elets News Network (ENN)**. *Edited excerpts:*



» SHRI RAVI RANJAN, IAS

Special Secretary, IT & Electronics Department, Government of Uttar Pradesh; Managing Director, UP Electronics Corporation Ltd and Managing Director, Shretron Ltd.

Considering the strategic importance of IT and electronics in economic development, what are the core objectives of the UP-Electronics Manufacturing Policy 2020, and how does it align with the national Make in India initiative?

The UP-Electronics Manufacturing Policy 2020 is a strategic initiative aimed at harnessing the potential of the Information Technology (IT) and electronics sector in Uttar Pradesh, one of India's largest states

with a GDP exceeding USD 256 billion and a massive consumer base of around 240 million people. The state has already seen significant contributions from industry giants like Microsoft, TCS, IBM, Wipro, Oppo Mobiles, Haier Electronics, STMicroelectronics, HCL, Samsung, and LG Electronics.

The policy primarily focuses on accelerating the development of the Electronics System Design and Manufacturing (ESDM) ecosystem across the entire state. By making its incentives applicable to all eligible units setting up in Uttar Pradesh, the policy aims to foster exponential growth in the establishment of ESDM units. This growth is not only anticipated to boost the state's economy but also create a

substantial number of employment opportunities.

The core objective of the UP-Electronics Manufacturing Policy 2020 is to position Uttar Pradesh as the preferred destination for the electronics industry. It seeks to achieve this by providing a competitive infrastructure and a favourable policy environment. The policy emphasises cultivating the Electronics Manufacturing Industry as a crucial growth driver for Uttar Pradesh. This will be achieved through the effective utilisation of a skilled workforce, adaptation of innovation, and incorporation of emerging technologies, resulting in a sustainable ecosystem that contributes to the overall economic growth of both the state and the nation.



Samsung sets up the World's Largest Mobile Phone Factory in Noida Uttar Pradesh

Several key milestones under the policy align with the national Make in India initiative:

- Uttar Pradesh hosts 55% of all electronics component manufacturers in India.
 - The state is a major manufacturing hub for mobile phones in India, contributing significantly with a 65% share of the overall output. It is home to major mobile phone manufacturers such as Samsung, Xiaomi, Oppo, and Vivo.
 - Uttar Pradesh hosts over 196 companies in the Electronics System Design and Manufacturing (ESDM) sector.
 - The state has established itself as a key hub for electronics manufacturing, boasting Electronics Manufacturing Clusters, Electronics Manufacturing Zones, Industrial Clusters, and Special Economic Zones (SEZs) exclusively dedicated to electronics manufacturing.
 - In the fiscal year 2023, Uttar Pradesh secured the 2nd position in electronics manufacturing exports, with an export value of USD 2.58 billion, capturing a substantial share of 16.65%.
 - During UP GIS 2023, 215 MoUs were signed in the electronics manufacturing sector, with projects worth INR 3,86,157 Crores. This significant investment is expected to further boost the Make in India initiative, reinforcing Uttar Pradesh's position as a key player in the electronics manufacturing landscape.
- With the ambition to position Uttar

With the ambition to position Uttar Pradesh as a data centre hub, what specific infrastructure developments and energy provisions are being prioritised to ensure reliability, sustainability, and competitive advantages for investors?

In our relentless pursuit of positioning Uttar Pradesh as a thriving data centre hub, we have strategically prioritised significant infrastructure developments and energy provisions. This commitment aims to ensure reliability, sustainability,



Upcoming Data Centre Park in Greater Noida, UP

and competitive advantages for potential investors seeking to establish their presence in the state.

To achieve this vision, our focus on infrastructure development includes robust 24x7 power and water supply, relaxation of building bye laws, and the provision of essential infrastructure at the doorstep of data centre parks. Recognizing the critical nature of the data centre industry, it is classified as an essential service provider under the Essential Services and Maintenance Act (ESMA) as per the UP Data Center Policy 2021.

To further incentivise the establishment of these data centre parks, we offer financial benefits, including interest and land subsidies. Crucially, our commitment to enhancing power infrastructure reliability involves providing dual-grid lines to the first eight Data Center Parks, with the Department of IT & Electronics committed to reimbursing the cost of one grid, ensuring uninterrupted power supply.

Financial incentives, such as interest subsidies, land subsidies, and stamp duty exemptions, have been carefully crafted to attract substantial investments in both Data Center Parks and Units. Our dedication to sustainable energy practices is evident in

exemptions on wheeling and transmission charges for intrastate power sales for 25 years, along with open access for data centre units operating outside these parks.

For a decade post-commencement of commercial operations, Data Center Units enjoy a 100% exemption on electricity duty, reinforcing our commitment to sustainability. Moreover, we empower the Data Center Industry to freely import renewable energy from outside the state, with the added benefit of energy banking in every financial year.

These meticulously planned provisions are designed to create an environment conducive to the growth of the data centre industry, attracting substantial investments and ensuring a reliable and sustainable energy supply for data centres in Uttar Pradesh. We eagerly anticipate witnessing the positive impact of these initiatives on the technological landscape of our state.

Policy Achievements

- The policy has successfully attracted an investment of INR 19,969.9 Cr., establishing 636 MW Data Center Capacity in Uttar Pradesh against a target of INR 20,000 Cr., 250 MW, and 3 Data Center parks under the Data Center Policy 2021.



A Mobile Manufacturing Unit in UP

- Major players, including Adani, Sify, NTT, Webwerks, STT, and NIDP (Yotta), have contributed to the state's data centre ecosystem.
- The inauguration of North India's First Hyperscale Data Center, Yotta D1, on October 31, 2022, marks a significant milestone under the Data Center Policy.
- As the policy achieved its target, a revised target of INR 30,000 Cr., 900 MW, and 8 Data Center Parks were set under the UP Data Center Policy (First Amendment 2022).
- A total of 24 MoUs were signed under the UP Global Investor Summit 2023, amounting to INR 1,00,424 Cr., spanning various regions including Gautam Buddha Nagar, Lucknow, Ghaziabad, and an Edge Data Center across the state.
- Six projects, totaling INR 51,878 Cr., have been made ready for Ground Breaking Ceremony (GBC).

In the realm of e-governance, could you elaborate on prominent initiatives exemplifying the integration of technology to enhance citizen-centric services? Specifically, how do these projects address the digital divide between rural and urban areas?

One noteworthy flagship project in the domain of e-governance is the Statewide Roll-Out of the e-District Project Vision. This State Mission Mode Project is designed to ensure the easy accessibility of all government services to the common man through the internet and common service delivery outlets, fostering efficiency, transparency, and reliability of services at affordable costs.

The key objectives include the backend computerization of District, Tehsil, and Block levels, improved service delivery, extensive capacity building and training of field-level functionaries, and the facilitation of services through Common Service Centres (CSCs). By leveraging these initiatives, the project aims to provide easy, anywhere, and anytime access to government services, thereby bridging the digital gap between rural and urban areas.

Impact on Citizens of Uttar Pradesh (Rural & Urban)

- **Economical:** The government has implemented nominal fees for the delivery of online services through its e-District Portal.
- **Technological:** All services are delivered online through the

e-District portal using various digital payment modes for the convenience of citizens.

- **Social:** Efficient delivery of services with improved service levels, providing easy, anywhere, and anytime access to government services.
- Citizens can avail services online as well as through government-authorized Common Service Centres (CSCs) established at every gram panchayat level in the state.
- **Persons affected:** Citizens of Uttar Pradesh (Rural & Urban) along with more than 49,000 Government Officers.

Benefits and Key Outcomes

- Uttar Pradesh was the first state in the country where the statewide roll-out e-District Project was successfully implemented.
- The project serves as a single-window platform for the delivery of citizen-centric services.
- Currently, 314 Government-to-Citizen (G2C) services of 41 departments are operational in 75 districts through the e-District Portal
- Over 32.50 crores applications have been processed through the e-District, and the number of applications and services continues to rise.
- Under the CSC 3.0 Scheme, more than 1.80 lakhs CSC centres have been established, with over 1.85 lakhs operational, providing 314 G2C services of 41 departments to citizens.
- To promote digital payments, all established CSC centres are facilitated with BHIM and other UPIs.
- The e-District portal (Income, Caste, Domicile, etc.) of the Government of Uttar Pradesh has been integrated with the Digital Locker System, making more than 8 crore documents available over DigiLocker.
- Various departments, including e-District Services, Secondary Education, Board of Technical Education, State Council of Vocational Training, and Joint

Entrance Examination Council, have been onboarded on the DigiLocker platform as issuers.

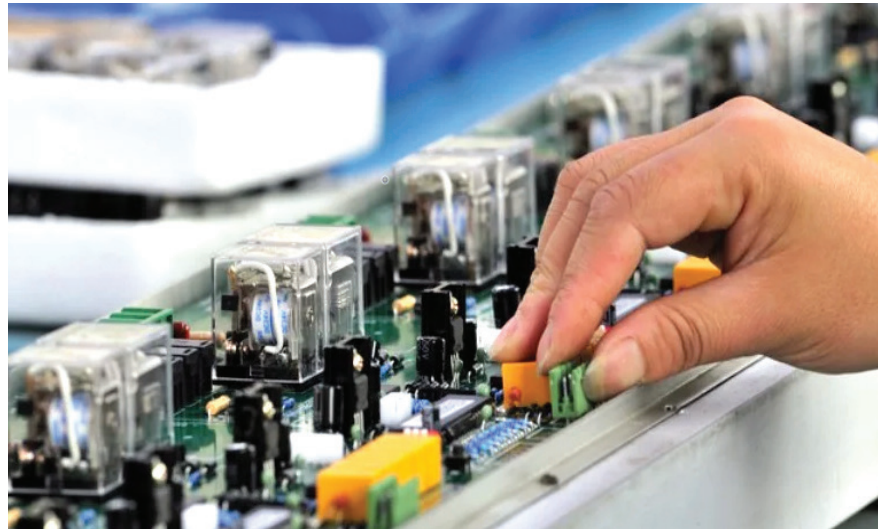
- Integration of e-District Services with the UMANG App is underway in coordination with the NIC UP Team.

How does your organisation actively foster Public-Private Partnerships (PPPs) to drive technological advancements and digital transformation in Uttar Pradesh, particularly in collaboration with key players like IT consulting firms, Internet service providers, system integrators, and OEMs?

Our organisation recognizes the significance of Public-Private Partnerships (PPPs) in achieving ICT infrastructure growth across various service delivery and infrastructure sectors. We actively engage with key partners, including IT consulting firms, Internet service providers, system integrators, and OEMs related to the IT industry, as well as Telecoms. These collaborations play a pivotal role in strengthening the delivery of citizen-centric services in Uttar Pradesh.

In light of the digital transformation of government services, what comprehensive cybersecurity frameworks and incident response strategies has UP Electronics Corporation Ltd. implemented to safeguard sensitive citizen data and critical infrastructure?

Over the past decade, Uttar Pradesh has undergone significant digital transformations in government services. As a response to the exponential increase in critical government data, UP Electronics Corporation Ltd. (UPLC) has implemented robust cybersecurity measures under the Department of IT & Electronics, GoUP. These measures include issuing cybersecurity guidelines and SOPs, conducting security audits for IT applications and portals, providing cybersecurity services through CERT-In empaneled partners, and drafting a dedicated Cybersecurity Policy awaiting approval from the Government and the Hon'ble Cabinet of Uttar Pradesh.



What, in your perspective, are the key strategic challenges that Uttar Pradesh faces in scaling its IT and electronics sectors, and what opportunities do you foresee that could position the state as a leader nationally and globally in the next decade?

Key Strategic Challenges

- **Infrastructure Development:** Ensuring reliable power supply, efficient transportation, and modern facilities are crucial for the growth of the IT and electronics sectors.
- **Skilled Workforce:** Developing and retaining a skilled workforce through educational institutions and training programs is critical.
- **Conducive Business Environment:** Creating an investment-friendly climate with policies that attract both domestic and foreign investors is essential.
- **Streamlining Regulatory Processes:** Simplifying regulatory processes and offering incentives can encourage businesses to establish operations in the state.
- **Research and Development:** Establishing a strong ecosystem for research and development is vital for innovation and competitiveness.
- **Collaboration for Innovation:** Encouraging collaborations between industry, academia, and research

institutions fosters a culture of innovation.

- **Cybersecurity Concerns:** As the IT sector grows, robust cybersecurity measures are crucial to protect businesses and consumer data.

Opportunities

- **Digital India Initiatives:** Aligning with the "Digital India" program can integrate technology into various sectors, fostering overall growth.
- **Start-up Ecosystem:** Promoting a vibrant start-up ecosystem encourages innovation and growth in the IT and electronics sectors.
- **Specialised Zones:** Creating dedicated zones for IT and electronics industries attracts businesses with a conducive environment and shared resources.
- **E-Governance Implementation:** Integrating advanced technology in government processes enhances efficiency and transparency, serving as a model for other states.
- **Global Partnerships:** Establishing international collaborations opens avenues for technology transfer, investment, and market access on a global scale.
- **Focus on Emerging Technologies:** Investing in emerging technologies positions UP as a leader in cutting-edge industries such as artificial intelligence, IoT, and blockchain. 

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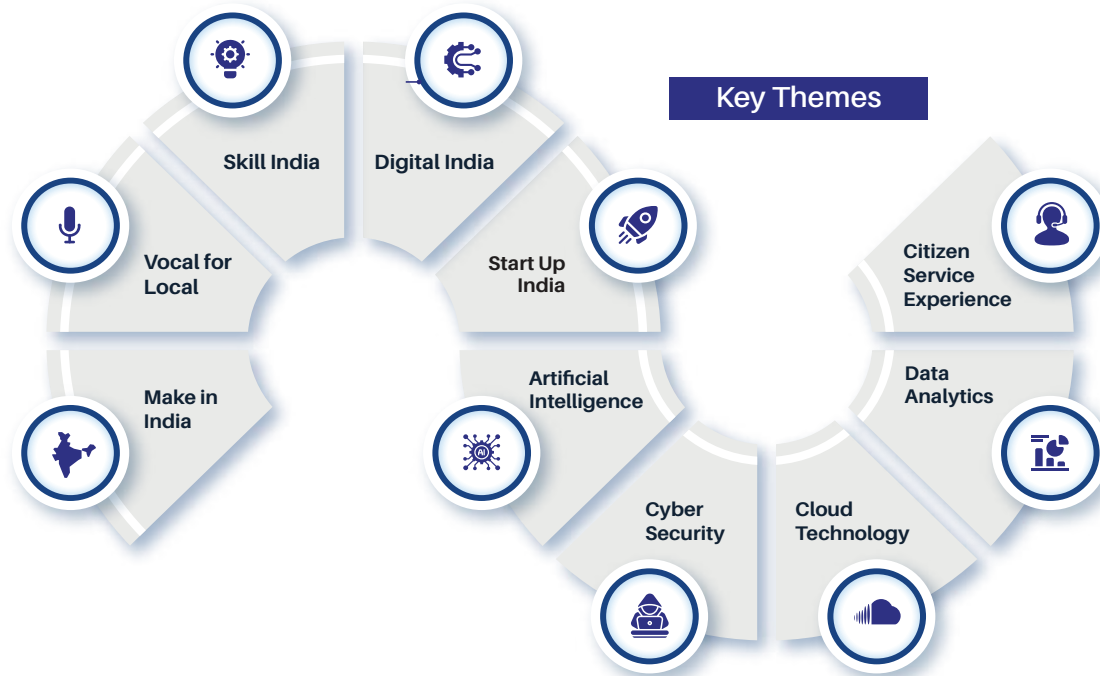
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UPNEDA's Holistic Approach to Sustainable Energy in Uttar Pradesh



» **ANUPAM SHUKLA, IAS**
Director
Uttar Pradesh New & Renewable
Development Agency (UPNEDA)

The state of Uttar Pradesh has made significant progress in the field of renewable energy in the last 07 years with the renewable energy capacity in the state increasing to a total of 4300 MW by using 2100 MW solar energy and 2200 MW bioenergy. To further the efforts, Uttar Pradesh Government has released the UP Solar Energy Policy 2022 and Bioenergy Policy 2022, which are very beneficial for investors and the general public in the state.

The Government of Uttar Pradesh is committed to the sustainable development of the state through energy transition. To achieve the goal of creating a 1 trillion dollar economy, the Government of Uttar Pradesh, through UPNEDA, the nodal agency designated for renewable energy works in the state, is promoting the use of various

sources of renewable energy. Some achievements in the renewable energy sector of Uttar Pradesh include:

- Till date, about 345 MW capacity solar rooftop plants have been installed in the state. Some of the plants have been installed in the residences of 12,938 domestic electricity consumers, who have been given state grant amount of Rs 38.63 crore. Solar rooftop plants have been installed in 1550 buildings of additional social institutions /educational institutions/ government/ semi-government, industrial and commercial institutions. To promote the use of solar rooftops, UPNEDA is also doing the work of making the beneficiaries aware in the identified districts like Ayodhya, Ghaziabad, Varanasi, Kanpur, Aligarh etc. through information department, radio jingles, district-level workshops etc.

● Under the Uttar Pradesh Government Solar City Programme, Ayodhya is being developed as a model solar city which includes solar rooftops, solar high masts, solar street lights, solar trees, solar cold storage, solar boats, solar parks, and solar water. The establishment of kiosks and solar energization of pump stations etc. are also included. To start the above works, the Uttar Pradesh Government has sanctioned an amount of Rs 28.2 crore. More than 2500 solar lights have been installed in Ayodhya. Apart from Ayodhya, 17 other municipal corporations and Noida have been included under the Solar City programme.

The Government of Uttar Pradesh is entering into a strategic partnership with Central PSUs like THDC, NHPC, and SECI through the nodal agency UPNEDA to implement utility-scale solar projects in the state. Some of the major projects to be started in the state in the next two years are as follows:

1. Tusco Limited – Jhansi – 600 MW, Lalitpur – 600 MW, Chitrakoot – 800 MW. To start these projects, the process of land acquisition has been completed 90 percent in Jhansi district, 75 percent in Lalitpur and 60 percent in Chitrakoot.
2. BSUL, Jalaun – 1200 MW
3. BSUL, Kalpi Solar Power Project – 65 MW
4. BSUL, Madhogarh Solar Power Project – 45 MW
5. BSUL, Mirzapur Solar Power Project – 100 MW
6. Jalaun Solar Park (Gurah) – 40 MW, Jalaun Solar Park (Guna) – 75 MW, Jalaun Solar Park – (Parasan) – 75 MW, Kanpur Dehat Solar Park (Gujarai) – to be commissioned by February 2024
7. LSPDCL, Prayagraj Solar Park (has been commissioned.)
8. LSPDCL, Mirzapur Solar Park – 75 MW (has been commissioned)

● Under the "Decentralized Distributed Generation" program, the beneficiary families of the districts adjacent to the Indo-Nepal border and such remote/remote unelectrified areas/settlements/settlements of the

state, in which conventional/grid electricity supply from Uttar Pradesh Power Corporation Limited is not possible. Houses are being electrified/energized by installing solar power pack plants. In the last year, solar power packs have been provided to 6431 beneficiary families in Maharajanj, Kushinagar, Bahraich, Balrampur, Shravasti, Pilibhit, Lakhimpur. The fixed cost for the supply/installation of a solar power pack plant including last year's five-year warranty is Rs. 47427. 29/- only which includes one 200-watt solar module, and one 80 A. H Lithium ferro-phosphate battery, 5 LED luminaries, one 20-watt D.C. ceiling fan, a mobile charging point, and all other desired hardware.

● Under PM Kusum Yojana Component-C, an ambitious target of 2000 MW solar energy capacity has been set for Uttar Pradesh by the year 2027. Approval has been received for 2000 private on-grid pumps in Kusum C-1 and 150 MW capacity in Kusum C-2 (month-September, 2023). Apart from the above, Uttar Pradesh is the first state in the country to provide a state government subsidy of Rs 50 lakh/MW capacity in Kusum component C-2 feeder level solarization. In Kusum C-1, a 90 percent subsidy is being provided to all

farmers and up to 100 percent subsidy is being provided to economically weaker communities like Bantangiya, Musahar etc. UPNEDA has received 5000 applications for solarizing private on-grid pumps in Kusum C-1. UPNEDA has set a target of solarization of 2000 private metered on-grid pumps in the financial year 2023-24. The remaining private on-grid pumps will be taken for solarization in the coming years.

● In line with the vision of Honorable Prime Minister Shri Narendra Modi Ji to generate wealth from waste, the State Government is promoting bioenergy projects. The state government aims to set up at least 1 bioenergy project in every tehsil of Uttar Pradesh. In-principle approval has been given by the State Government for 127 bio-energy projects, the total cost of which is Rs. 6700 crore, out of which a total of 35 projects, whose total cost is approx. Rs.18000 crore, have also received final approval from the State Government.

The favorable policies of the State Government and better infrastructure created during the last 07 years have shown their impact and a total investment of Rs 8 lakh crore has been received in the renewable energy



sector at the Global Investor Summit held in February 2023. Through the efforts of UPNEDA, 111 projects (Solar - 32, Bio till groundbreaking ceremony) Energy - 74 and Pumped Storage -05) are ready for October 2023. Government land for 09 projects (07 solar and 02 bioenergy) has been transferred to developers for the construction of the projects. Apart from this, government land has been identified for the construction of bio-energy projects at 14 more places.

In further efforts, training centers have been set up at several locations (locations: Chinhath - Lucknow, Ghosi-Mau, Siyarmau - Kannauj and in tie-up with various ITI institutes) to ensure wider access to skill development programs under "Surya Mitra Yojana". Of the 1,900 youth who trained, 65 have successfully secured employment and 90 have taken up self-employment ventures. UPNEDA aims to train 30,000 Surya Mitras till 2027.

For the overall development and security of the people of Uttar Pradesh, Babu Kalyan Singh Yojana has been started under which solar street lights will be installed in a total of 1,500 gram panchayats, with a total budget of Rs. 22.5 crores.

UPNEDA is also organizing programs

Subsidy on solar rooftop for private residences

Central grant:

01 KW to 03 KW - Rs.18,000.00 per KW

04 KW to 10 KW - 9,000.00 per KW

State subsidy: Rs. Rs.15,000.00 per KW, Maximum Rs.30,000.00

to promote special communication in districts like Kanpur, Varanasi, Aligarh etc. to increase the adoption of rooftop solar.


To promote green hydrogen/green ammonia production and this sector in the state, the government has prepared a draft of Uttar Pradesh Green Hydrogen Policy 2024. The process to get the said draft policy approved by the government is in the final stage.

For the establishment of Pumped Storage Hydro Plant (PSP) plants in the state, action is being taken to identify sites and implement them. For this work, the process has been started to set up 09 projects with a total proposed capacity of about 12,000 MW by 05 developer companies.

Apart from the above, UPNEDA is also taking help from technical consultants like Grant Thornton, Deloitte, RMI, Vasudha

Foundation, CEED, IIT Kanpur, Delhi and BHU, World Bank, ADB, The Nature Conservancy etc. for technical feasibility study and development. Noted concepts in emerging areas of renewable energy. Collaborations are also being done with agencies such as NexGen InfoWorld to participate in the carbon credit mechanism. To maintain transparency at every level, ERP system is also being developed.

UPNEDA is also making efforts for timely and prompt disbursement of subsidies to customers through a transparent online portal. The subsidy has been distributed to around 8000 beneficiaries in this financial year, with the subsidy being made available in 15 days with the help of an online portal.

Bioenergy and solar energy portal has been developed by UPNEDA for effective and transparent approval of projects. Developers can register their projects through these portals for state government approval. All approvals are given through this portal. An online process for issuing NOC for the production of biodiesel from biodiesel projects has also been launched. 

Views expressed by: **Anupam Shukla IAS**, Director, Uttar Pradesh New & Renewable Development Agency (UPNEDA).



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21
World-class facilities



~335K
Farmer associates



>210K
Hectare Area
under Sugarcane



660
Kilo Litres Per Day (KLPD)
Distillation Capacity



>12,000
Million Litres Per Day (MLD)
of water treated



>12,000
High-speed gearboxes
installed globally



PM KUSUM: Empowering Farmers with Solar Energy Solutions

Abhineet Kumar | Elets News Network (ENN)

In a bid to revolutionise energy access and agricultural practices, the Uttar Pradesh government has unveiled ambitious plans to harness solar power for irrigation purposes through the Pradhan Mantri Kisan Urja Suraksha evam Utthaan Mahabhiyan (PM KUSUM) scheme. This initiative, designed to cater to the energy needs of the state's burgeoning agricultural sector, aims to install over 30,000 solar photovoltaic irrigation pumps across Uttar Pradesh.

This initiative aims to provide free electricity to farmers. The target is to achieve 2000 MW capacity of solar energy in Uttar Pradesh by 2027. Approval for 2000 private on-grid pumps

in Kusum C-1 has already been granted, and subsidies of 90 percent are available for all farmers, with up to 100 percent subsidies for economically weaker communities. Uttar Pradesh New and Renewable Energy Agency (UPNEDA) has received 5000 applications for solarization of private on-grid pumps in Kusum C-1, with plans to solarize 2000 private metered on-grid pumps. This not only reduces power losses for the Power Corporation but also provides substantial benefits to farmers.

According to recent budget announcements (2024-25), the state government has allocated a substantial

budget of Rs 449.45 crore for the implementation of the PM KUSUM Yojana, marking a significant increase compared to previous fiscal allocations. The plan underscores the government's commitment to promoting clean energy alternatives while addressing the pressing energy demands of Uttar Pradesh's farming communities.

The responsibility of executing this ambitious initiative falls upon the UPNEDA, which will oversee the installation of solar-powered irrigation systems spanning 75 districts. Through the deployment of surface and submersible pumps, farmers across the state will gain access to clean energy

solutions, thereby enhancing agricultural productivity and sustainability.

The PM KUSUM scheme represents a paradigm shift in the agricultural landscape, empowering farmers to diversify their income streams beyond traditional farming practices. By leveraging solar energy resources, farmers can now utilise non-arable lands for the installation of solar panels, contributing to both energy generation and income augmentation. The scheme aims to connect lakhs of farmers to the national grid, enabling them to harness surplus power and bolster their economic prospects.

At the national level, the PM KUSUM initiative forms a pivotal component of the Government of India's broader vision to mitigate climate change and promote renewable energy adoption. Launched in alignment with the Paris Climate Agreement objectives, the scheme targets significant reductions in fossil fuel dependency by transitioning towards sustainable energy sources.

The multifaceted PM KUSUM scheme comprises three key components:

- **Decentralised Grid Connected Solar Power Plants (Component-A):** Under


this component, farmers, cooperatives, panchayats, and Farmer Producer Organizations (FPOs) can establish small solar power plants on barren or cultivable lands. The generated power will be purchased by Distribution companies (DISCOMs) at tariffs set by State Electricity Regulatory Commissions.

- **Installation of Standalone Solar Powered Agriculture Pumps (Component-B):** This facet of the scheme facilitates the replacement of diesel pumps with solar-powered alternatives, reducing irrigation costs and environmental pollution. With a focus on off-grid areas, small and marginal farmers receive priority assistance, including subsidies and financing options.
- **Solarisation of Agriculture Feeders (Component-C):** Through this variant, agricultural feeders are equipped with solar power plants, ensuring reliable daytime power for irrigation purposes. The initiative offers subsidies for solarisation, significantly reducing operational costs and promoting sustainable energy practices.

According to recent budget announcements (2024-25), the state government has allocated a substantial budget of Rs 449.45 crore for the implementation of the PM KUSUM Yojana, marking a significant increase compared to previous fiscal allocations.

The PM KUSUM scheme not only promises to enhance energy and water security for farmers but also presents substantial employment opportunities. Studies indicate that for every megawatt of solar installation, approximately 24.50 job-years are created, fostering self-employment and skill development among rural communities.

By embracing solar energy solutions, farmers stand to benefit from stable income streams and reduced operational expenses over the scheme's 25-year lifespan. Through collaborative efforts between the government, financial institutions, and agricultural stakeholders, the PM KUSUM initiative aims to catalyse a new era of sustainable agriculture and economic prosperity across India.

In conclusion, PM KUSUM emerges as a transformative initiative poised to redefine the energy landscape of Uttar Pradesh and India at large. As the nation strives towards a greener, more sustainable future, the empowerment of farmers through clean energy solutions remains paramount, embodying the spirit of progress and environmental stewardship. 



TORRENT POWER FOSTERING CLEAN & GREEN ENERGY

Torrent Group has scaled new heights marked by new forays and noticeable milestones in the past years. Torrent Power's Managing Director, **Jinal Mehta** shares the business philosophy and the Group's vision in an exclusive interaction with **Abhineet Kumar & Parth Asthana** of **Elets News Networks (ENN)**. Edited excerpts:



» JINAL MEHTA

Managing Director
Torrent Power

What are the business areas of Torrent Group and as you move on the growth path, what do you identify as the group's key strengths?

Torrent Group has diversified operations with group revenues of Rs. 37,600 crore (approx. USD 4.5 billion) having a focus on the Health and Energy Sector. In Health, we have a presence in pharma, whereas, in Energy, our presence is in the entire power value chain of generation, transmission, distribution, and city gas distribution.

Our key strengths are our Group's core values that ensure value for stakeholders with sustainability. These values - laid down by our founder, are the pillars on which Torrent builds its future. With these core values i.e. Integrity, Passion for Excellence, Participative Decision Making, Concern for Society & Environment, Fairness with Care, and Transparency, we have transformed ourselves from a humble startup fifty years ago, into a globally-respected diversified business organisation.

What strategies has Torrent Power implemented to navigate the evolving energy landscape, especially considering the increasing focus on renewable energy sources and sustainability?

Torrent has identified renewable energy (RE) based generation as the sustainable growth driver for its power business. Currently, out of its total portfolio of 4.27 GW, 1.2 GW is renewables. It is systematically increasing the share of RE in its generation portfolio. About 1 GW of RE is under execution and another 4 GW is in the pipeline with a target to increase its



RE capacity to 5 GW in the next 3-4 years. In addition to increasing its RE capacity, it is also working on Green Hydrogen and Pump Storage Hydro projects.

With the global push towards decarbonization, how is Torrent Power working towards reducing its carbon footprint and promoting cleaner energy alternatives in its operations?

Torrent Power strives to adopt green and sustainable practices in its operations and services and has taken several measures to reduce its carbon footprint including increasing its share of RE in its generation portfolio, reducing T&D losses in all its distribution units, zero liquid discharge at all the generation plants to minimise water consumption, 100% of fly ash utilisation, multiple tree plantations drives with approx. 6 lakh trees already been planted.

How does Torrent Power plan to address the challenges and opportunities posed by advancements in technology, such as smart grids and digitalization, in the power distribution sector?

Torrent has supplied about 28 BU to its 4 Mn Consumers during FY 23. In our endeavour to achieve passion for excellence in distribution, we have adopted new technologies in our operations. Torrent Power already possesses the wherewithal in terms of IT and communication systems to implement Smart Grid in its license areas. Torrent has a critical advantage in terms of end-to-end SCADA connectivity


along with AMR metering for high value consumers and distribution automation. We have implemented various interventions of automation, communication & IT systems to monitor, measure, and control power flows in real-time, and identify losses. This has helped us to achieve a distribution loss of 2.62% for its license business for FY 2022-23; which is one of the lowest across the country and comparable to global benchmarks.

In the context of changing regulatory frameworks and policies in the energy sector, what initiatives is Torrent Power undertaking to ensure compliance and adaptability to these changes?

In the recent past, the Ministry of Power has notified various forward-looking rules and notifications for the power sector

such as rights of consumers, changes in law, late payment surcharge, etc. To ensure compliance and adaptability, Torrent has initiated a deep dive into the existing systems to ensure readiness to adapt to these changes and ensure prompt and responsive customer services while ensuring adherence to all regulatory requirements. Torrent is also ensuring sufficient capacity building of its manpower to not just meet but excel at the benchmarks set by the Ministry.

How does Torrent Power plan to enhance its energy infrastructure resilience, considering the increasing frequency and intensity of extreme weather events and the potential impacts of climate change on the power sector?

Torrent has at the start of its journey in the power sector identified the critical need for undergrounding of distribution networks to safeguard the same from extreme weather events and frequent disruptions. In turn, Torrent has created a majority underground network along with compact distribution substations across its distribution segment. Further, for extra high voltage networks where undergrounding is technically and financially challenging, Torrent has installed galvanised lattice and monopole towers having smaller footprints thereby minimising risks from the impacts of climate change. 



Uttar Pradesh's Renewable Energy Drive: Advancing the PM's Vision for a Greener Future



Dr. Asawari Savant | Elets News Network (ENN)

Amidst the dynamic landscape of Uttar Pradesh (UP), a transformative energy revolution is underway, propelled by innovation, collaboration, and a steadfast commitment to sustainability. As the state emerges as a beacon of progressive governance, it not only navigates the complexities of its energy sector but also seizes upon abundant opportunities for growth and innovation. With a strategic blend of renewable and non-renewable resources, the state stands poised to lead India's green agenda, offering a compelling narrative of economic prosperity and environmental stewardship. This article delves into the key enablers, policy support, and pioneering initiatives

shaping UP's renewable energy and green mobility investments, ushering in a new era of sustainable development and opportunity.

HARNESSING UP'S RENEWABLE ENERGY POTENTIAL

Invest UP emerges as the architectural force behind UP's metamorphosis into an investment haven. With more than 20 meticulously crafted sectoral policies and a reservoir of skilled workers, Invest UP is the vanguard beckoning businesses to unfurl their banners in the heart of India. According to a recent update, to increase the focus on Renewable Energy and reduce carbon emission, the UP government will develop all 17 municipal civic bodies in the state as solar cities.

The government has already invested in Ayodhya to set up a 40MW solar plant on 165 acres of land, of which 14MW has been commissioned whereas full capacity will be commissioned by August 2024. The government is sculpting an ecosystem where dreams transcend imagination and translate into tangible successes, fueled by the state's commitment to fostering economic growth.

UP carries a colossal potential to generate 28 GW of renewable energy, proving a testament to the state's commitment to affordable, sustainable power. The surge in grid-connected renewable energy production, propelled by 4.39 lakh bio-gas plants and more than 2500 MW solar energy installation target, paints a portrait of a state harnessing its resources for a greener tomorrow.

KEY ENABLERS AND POLICY SUPPORT

UP opens its arms to investors with a decentralized green economy, a trove of raw materials, and a liberal FDI regime allowing 100% investment through the automatic route. Land reforms offer a unique proposition, allowing solar projects on agricultural land without the labyrinth of land-use conversion. The government sweetens the deal with subsidies, stamp duty exemptions, and electricity duty waivers, creating an investor's paradise.

UP's ENERGY LANDSCAPE: NAVIGATING TOWARDS SUSTAINABILITY

With a 17% increase in global renewable power capacity in 2021, the state emerges not merely as a regional player but a global force. India's ambitious commitment to COP26, aiming for 500 GW of renewable energy by 2030, establishes UP as a cornerstone in the nation's green agenda. UP's energy future is characterized by a strategic blend of renewable and non-renewable resources:

Non-Renewable Energy Resources

- **Coal:** Coal stands as the most significant non-renewable energy resource in UP, powering several thermal plants including Anpara, Obra, and Rosa Thermal Power Stations.
- **Natural Gas:** Although UP has limited reserves, it is connected to the national gas grid through pipelines, supporting thermal plants like Dibiyapur and Panki.
- **Oil:** The state boasts a few small oil reserves and houses an oil refinery in Mathura.

Renewable Energy Resources

- **Solar Power:** With vast potential, UP has already seen the development of significant solar projects in Jalaun, Jhansi Solar Power Project.
- **Wind Power:** Despite limited potential, UP has operational wind power projects contributing to its renewable energy mix.
- **Hydroelectric Power:** The state hosts several hydroelectric power plants, with Rihand Dam standing



out as one of the largest in India.

- **Biomass Energy:** Leveraging agricultural residues, UP taps into biomass energy generation, with several operational biomass-based power plants.

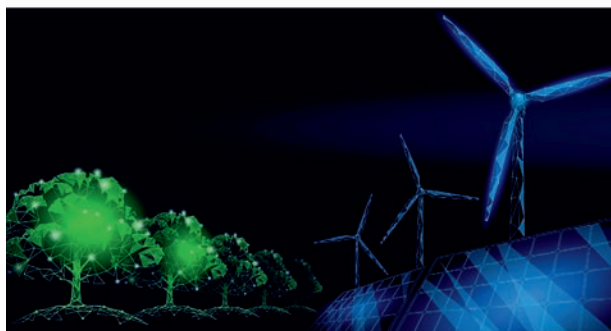
NAVIGATING CHALLENGES AND SEIZING OPPORTUNITIES IN UP'S ENERGY SECTOR

UP grapples with multifaceted challenges in meeting its energy demands, nonetheless, amidst these challenges lie abundant opportunities

for growth and innovation in the energy domain.

Challenges include power generation shortfall, exacerbating the strain on its energy resources; lack of robust transmission and distribution infrastructure, hindering the efficient supply of energy across the state and the persistently high transmission and distribution losses further strain the energy ecosystem, impacting its sustainability and reliability.

On the brighter note, UP stands poised to harness its vast potential in



renewable energy sources, offering a pathway towards sustainable energy production and reduced reliance on traditional fossil fuels. Embracing modern technologies in transmission and distribution infrastructure presents an opportunity to enhance efficiency, reliability, and resilience in energy supply systems. Energy resources serve as a linchpin for the economic growth and development of UP. In recognition of this vital role, the state government has initiated various measures to catalyze the growth of the energy sector.

GREEN ENERGY CAMPAIGNS AND ONGOING SCHEMES

UP, blessed with a solar potential of 22.38 GW, aspires to install 22,000 MW of solar power projects by 2026-27. The Uttar Pradesh Solar Energy Policy 2022, a beacon of progressive governance,

offers investors a canvas of incentives, including a 100% exemption on stamp duty and electricity duty. The state's commitment extends to empowering the youth through extensive training programs, creating a skilled workforce poised for the green revolution.

UP's energy-saving campaigns and compliance mechanisms like the Perform Achieve and Trade (PAT) scheme echo its dedication to sustainability. Ongoing schemes like the Pradhan Mantri Kisan Urja Suraksha Evam Utthan Mahabhiyan underscore the state's commitment to clean and sustainable energy practices.


PIONEERING UP'S RENEWABLE ENERGY AND GREEN MOBILITY INVESTMENTS

The Memorandum of Understanding (MoU) between NTPC Green Energy Limited (NGEL) and Uttar Pradesh Rajya Vidyut Utpadan Nigam Limited (UPRVUNL) signifies a collaborative effort to develop Renewable Energy floating Solar Power. This agreement also entails the formation of a Joint Venture Company (JVC) to meet Renewable Generation Obligations and integrate flexibility in generation by scheduling Thermal/Hydro Power Stations alongside Renewable Energy and Energy Storage. NGEL, a subsidiary of NTPC, will spearhead renewable energy development, focusing on areas like Green Hydrogen and Energy Storage Technologies. Conversely, UPRVUNL, primarily operating thermal power plants, seeks to diversify into Renewable

Energy and Energy Storage sectors, aligning with India's energy transition goals.

The Uttar Pradesh government has devised an energy policy aimed at ensuring a reliable, affordable, and sustainable energy supply. While the policy emphasizes a blend of renewable and non-renewable energy sources, the state faces challenges such as power generation capacity shortages and inadequate transmission and distribution infrastructure. With a target to generate 22 GW of solar power over the next five years, including both solar parks and rooftop installations, Uttar Pradesh is also exploring green hydrogen as part of its renewable ambitions, aligning with national goals of achieving carbon neutrality by 2070. Moreover, initiatives like the New Electric Vehicle Manufacturing & Mobility Policy, 2022, underscore the state's commitment to green mobility solutions, aiming to attract significant investments in the electric vehicle sector. Uttar Pradesh extends an inviting landscape for investors, offering diverse opportunities from solar power plants to green hydrogen manufacturing units, tapping into the vast potential of its renewable energy sector.

In conclusion, Uttar Pradesh stands at the forefront of pioneering renewable energy and green mobility investments, propelled by strategic collaborations, progressive policies, and a steadfast commitment to sustainability. As the state harnesses its renewable energy potential and embraces innovative technologies, it not only addresses its energy challenges but also creates a conducive environment for economic growth and environmental stewardship. With ambitious targets, comprehensive policies, and a supportive ecosystem, the state beckons investors to join its journey towards a greener, more prosperous future and charts a course towards sustainability, inviting stakeholders to partake in shaping a resilient energy landscape that benefits both present and future generations. 



Uttar Pradesh's significant strides in solar energy adoption

Abhineet Kumar | Elets News Network (ENN)

Uttar Pradesh has left an indelible mark in the realm of solar energy. Over the past seven years, the state has achieved significant strides in this critical sector, serving as a guiding light for the entire nation. During this period, Uttar Pradesh has successfully added approximately 2,300 MW of solar energy capacity. This remarkable feat owes its success to the unwavering commitment of the state government, complemented by policies like the UP Solar Energy Policy 2022, Solar Cities and Har Ghar Solar Yojana. These policies not only paved the way for new investment opportunities but also delivered substantial benefits to both investors and the public.

The state has set an ambitious target in its 'Solar State Energy Policy 2022' to achieve 22,000 megawatts of solar energy implementation by 2026-2027. This bold objective includes a proposal to deploy 6,000 megawatts through solar rooftop systems in residential, governmental, organizational, and industrial buildings. To

achieve this, Uttar Pradesh is embracing innovative strategies and initiatives.

One of the primary focuses of the policy is the implementation of robust Information, Education, and Communication (IEC) strategies to stimulate demand for solar rooftop PV power plants in both residential and non-residential sectors. Furthermore, the state plans to develop 16 Nagar Nigam and Noida City as Solar Cities, starting with Ayodhya to be developed as model solar city where approximately 13,50,000 houses will be equipped with solar rooftop systems during the policy period.

However, implementing utility-scale solar power projects comes with challenges, particularly in acquiring large land parcels, which is crucial for setting up solar power parks. To address this, the Uttar Pradesh New and Renewable Energy Development Agency (UPNEDA) is establishing a Land Bank of government revenue land in the Bundelkhand region. Already more than 5,500 acres of land have been leased to joint ventures of CPSU at Rs 1 per acre per annum and to

the private developers at Rs 15,000 per acre per annum.

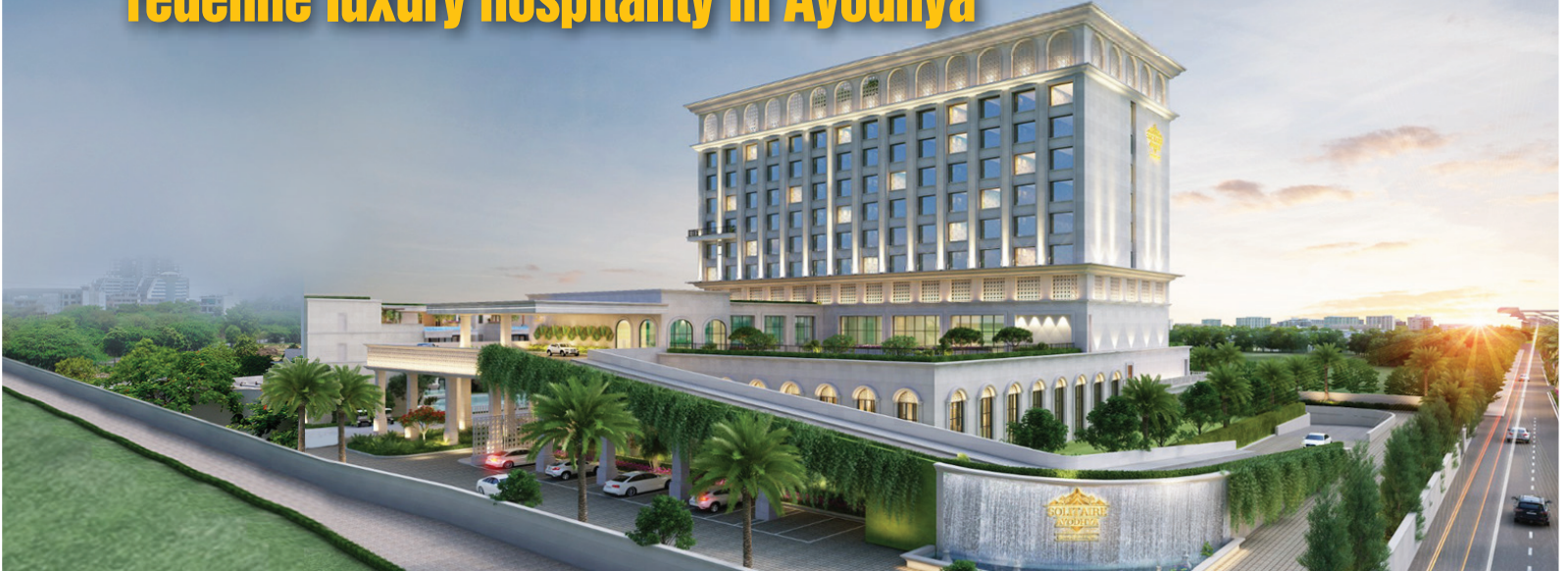
Additionally, Uttar Pradesh recognizes the necessity of a robust transmission system for power evacuation. To address this, a Green Energy Corridor with a capacity for evacuating 4,000 MW of power is coming up under construction in Bundelkhand Region. The first phase, with a capacity of 2,000 MW, is targeted for completion by 2026.

Despite technological advancements in renewable energy, challenges persist, particularly in economics, storage, and infrastructure. To encourage the adoption of renewable energy, Uttar Pradesh offers various subsidies and fiscal incentives. For instance, the state provides a subsidy of Rs 30,000 per consumer, in addition to central subsidies, for installing solar rooftop systems.

Uttar Pradesh's proactive approach to renewable energy extends beyond policies. The state is actively exploring innovative financing models to make solar installations more accessible to lower-middle-class populations. Collaboration with financial institutions and the adoption of EMI schemes are among the strategies being considered.

Villas @ The Solitaire

A beacon of excellence poised to redefine luxury hospitality in Ayodhya



An exclusive opportunity awaits shrewd investors eager to capitalize on a unique opportunity to own a slice of a distinctive 5-star plus hotel in the form of a Luxurious Villa. The bespoke nature of the investment is further enhanced by the fact that The Solitaire is currently the first and only 5-star project approved by Ayodhya Development Authority as of Jan 2024. Situated in one of India's most coveted destinations, Ayodhya, this one-of-a-kind investment is poised to perform well for years to come.

THE AYODHYA OPPORTUNITY

Ayodhya's recent transformation, particularly with the euphoria and sentiment around the Ram Mandir, has ignited tremendous interest and development in the region. Supported by substantial government investments totalling rupees 85000 Cr, over 10 Billion dollars, Ayodhya is witnessing a rapid surge in tourism supported by infrastructure projects.

The recent tourism data reveals an unprecedented increase in footfall, with actual numbers exceeding initial estimates. An estimated 10 crore tourists are expected to visit Ayodhya in 2024. This translates to 3 lakh tourists each day. According to the hospitality industry 5% of the tourists will demand 5-star facilities. Assuming footfall of 3 lakh tourists per day, the need for luxury product would stand at 15000 keys/night.

The current supply of 5-star keys falls drastically short and given The Solitaire's strategic first mover advantage, this demand/supply imbalance provides the Villas significant tailwinds to perform well for investors.

PRESENTING - THE SOLITAIRE

A revolutionary luxury 5-star hotel with 240 keys including 5 suites. The 29 high-end Villa Suites seamlessly blend modern luxury with the spiritual richness of Ayodhya.

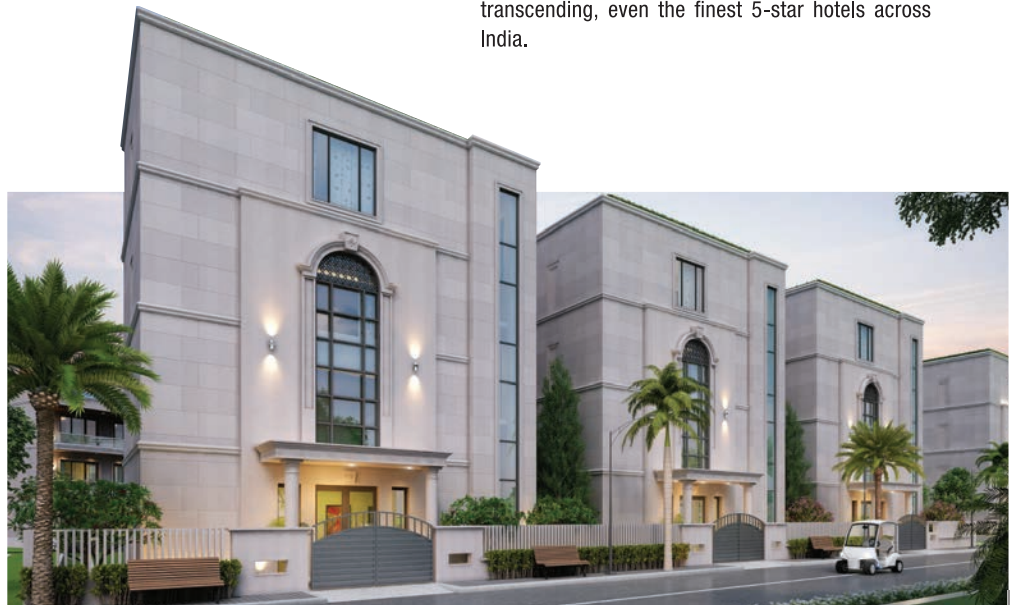
With all permits and sanctions in place, the construction of the hotel progressing swiftly. The Solitaire is being planned to be completed and delivered by December 2025.

The property is strategically positioned 4 km from the airport and 11 km from the revered Ram Mandir, in Banbeerpur, Sohawal, Ayodhya.

Built on a vast 7.2-acre landscape property, the hotel is **an amalgamation of the architectural brilliance by Anil Sharma Associates while the interiors are graciously styled by Tarun Tahiliani and the lush landscape is designed by Satish Khanna Associates;**

each of them being an integral part of some of the top luxury hotels in India. This amazing project is developed by the esteemed Solitaire Group, backed by a track record of delivering successful projects and overseen by top-level management professionals.

The property is adorned with 1500 majestic teakwood trees with water bodies and vast green spaces creating a tranquil sanctuary for a transformative experience. A platinum rated green construction built through sustainable practices. The Solitaire offers a secure, private, luxury experience akin to top designer brands globally, transcending, even the finest 5-star hotels across India.





VILLAS @ THE SOLITAIRE

Villas @ The Solitaire are, 29 luxury villas attached to and managed by the 5-star hotel. Each villa is a unique blend of utility and design nestled in serene surroundings, offering a refreshing lifestyle harmonised with nature. Painstakingly detailed with high-end finishes, hand-selected furniture, luxurious soft furnishings, meticulous interior design, and décor. Each Villa has 4 large well-appointed bedrooms, huge living and dining areas, open spaces in the front and back and a staff room. The exclamation point is a private endless pool on the roof deck, along with a Gazebo.

Villa guests have seamless access to the 5-star hotels' fine-dining and amenities; 4 specialty restaurants including one featuring Jain cuisine. To host weddings, gatherings and other events, the property boasts of 34,000 sq. ft. of indoor and outdoor banquet facility, one of the largest in a 5-star hotel in India which is capable of comfortably seating 2500 guests. There is a 5,000 sq. ft. gym and spa facility and a well-appointed private club reserved for villa guests. Also included is full service and maintenance year-round, provided by the 5- star hotel.

The VIP villa experience starts right at the airport with a warm welcome at the Solitaire airport lounge. During their stay in Ayodhya the villa guests will experience a private Darshan of the Ram Mandir, assisted by a round-the clock private concierge.



VILLAS @THE SOLITAIRE INVESTMENT

The Solitaire is a lucrative hospitality business offered to a select few investors only.

The investment buys you a fully furnished luxury villa attached-to and managed-by the hotel, with access to vast landscaped areas and reserved parking. Available through Flexible payment terms including a Construction Linked Plan, targeting delivery by December 2025.



The investment is expected to be a steadily appreciating asset, given increasing demand for approved commercial land in Ayodhya.

Enhanced by a projected conservative yield above industry standards starting in the first year itself and a projection of more than double returns within 5 years.

The revenue on the investment is earned through rental income on the villa as well as the F&B and Spa spend. The onus of marketing the villa rentals lies on the management, with seamless reservations as part of the hotel. The location and luxury of the Solitaire assures a sold-out status for the foreseeable future.

After using conservative projections derived from actual data and an escalating demand for luxury accommodations, the project offers promising returns for the investor. With a seasoned team guiding every step from conception to execution, we aim to establish The Solitaire as a top-tier luxury brand.



IN CONCLUSION

Our ideology revolves around warmth, and uncompromised hospitality merged with modern comforts, sustainability, and a commitment to providing the best investment opportunities.

We invite you to take-a-look at this prestigious hospitality venture poised to redefine luxury hospitality in Ayodhya. With strategic positioning, promising returns, and unparalleled luxury The Solitaire stands as a beacon of excellence in the burgeoning hospitality landscape of Ayodhya, while providing handsome returns to its investors.



Mayank Jaiswal,

founder, and the visionary behind the Solitaire Group

He embodies the philosophy 'Always aim for excellence, success will automatically follow'! Through years of unwavering dedication and a relentless drive to excel, Mayank has established the Solitaire Group as one of the largest diversified services groups in Prayagraj, UP.



Shivani Jaiswal,

co-founder, a vibrant businesswoman, and a visionary whose passion knows no bounds

As the co-founder of the Solitaire Group, a beacon of innovation in the real estate industry, she has carved a name for herself as a force to be reckoned with. Under her guidance and support, the company has transformed from its humble beginnings to become a leading township in Prayagraj, UP.



Anilesh Ahuja,

accomplished Wall Street veteran and FDI Partner & Director at the Solitaire Group, is leading the sustainable real estate revolution in India

After gaining valuable experience in the financial industry, including serving as a partner and largest shareholder in a real estate company in the USA that operates across 44 states, Ahuja returned to his roots in Mumbai, India, to pursue his passion for impactful projects.

Demand aggregation and data analytics also play a crucial role in Uttar Pradesh's solar initiative. Partnerships with NGOs and the utilization of drone and satellite mapping technology help in identifying potential areas for solar installations. The state's commitment to solarization extends to municipal assets, aiming for a minimum of 10% renewable energy consumption.

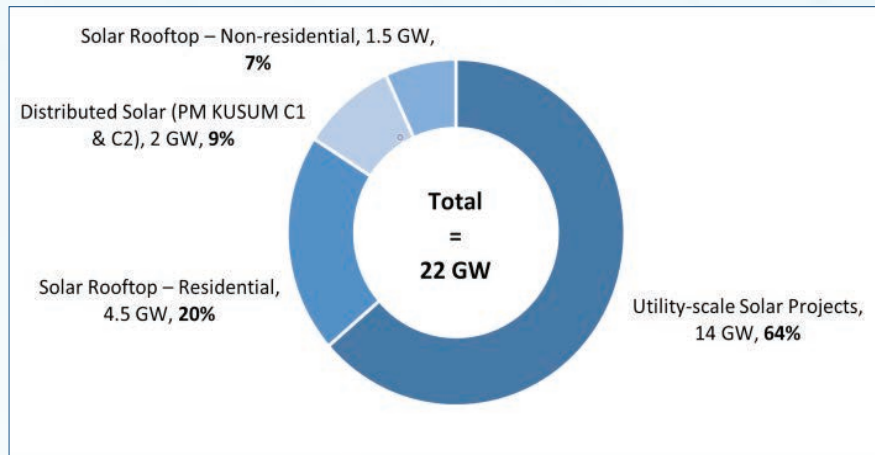
Also, Uttar Pradesh ranks ninth in clean energy production despite its significant energy needs. While the state has 75 districts, large-scale solar projects are concentrated notably in Bundelkhand region. As of March 2022, Uttar Pradesh's total installed energy capacity stood at 30,769 megawatts (MW), with solar energy production reaching 2,567 MW by December 31, 2023.

The state government has set a target of generating 22,000 MW of solar power by 2026-27.

STATE'S NOTABLE ACHIEVEMENTS

Utility Scale Solar Power Projects: The government, in collaboration with central PSUs such as THDC, NHPC, and SECI, is poised to install 4,000 MW of capacity within the next two years. In addition to this, private developers are set to add around 1400 MW in the same period for selling power to Industries and for captive use. To facilitate these projects, the State Government has aggregated 14,000 hectares of government land in the Bundelkhand region. Moreover, the state government is working on GEC-2 for the evacuation of solar power from these projects.

Rooftop Solar Power Projects: Uttar Pradesh has successfully commissioned a cumulative capacity of 345 MW in rooftop solar installations, benefiting ~16,000 residential consumers. Solar rooftop plants have also been established in ~1,550 buildings belonging to social institutions, educational institutions, universities, medical institutions, government and semi-government bodies, industrial, and commercial entities. To promote the



Source: UP Solar Energy Policy 2022

usage of solar rooftops, UPNEDA has adopted various channels, such as the information department, radio jingles, district-level workshops, boot camps, and social media. Awareness campaigns are also underway in districts like Ayodhya, Ghaziabad, Varanasi, Kanpur, Aligarh, and more.

PM - KUSUM

Farmers will get relief from the problem of irrigation due to electricity as the state government has set a target of installing 30000 solar powered photovoltaic irrigation pumps in various districts under the PM Kusum Scheme. ₹449.45 crore has been proposed for the implementation of PM Kusum Yojana in this year's budget 2024-25. This initiative aims to provide free electricity to farmers. The target is to achieve 2000 MW capacity of solar energy in Uttar Pradesh by 2027. Approval for 2000 private on-grid pumps in Kusum C-1 has already been granted, and subsidies of 90 percent are available for all farmers, with up to 100 percent subsidies for economically weaker communities. UPNEDA has received 5000 applications for solarization of private on-grid pumps in Kusum C-1, with plans to solarize 2000 private metered on-grid pumps. This not only reduces power losses for the Power Corporation but also provides substantial benefits to farmers.

'HAR GHAR SOLAR ABHIYAN'

The Uttar Pradesh government has launched 'Har Ghar Solar Abhiyan' in Lucknow and Varanasi to promote solar adoption across the state. Through this initiative, the state government aims to bolster solar capacity and achieve the 6 GW solar target set forth in UP's Solar Energy Policy 2022.

As part of the Har Ghar Solar Abhiyan, the UP government will conduct camps statewide, providing detailed information on rooftop solar plant installation, application procedures, and net metering facilities.

Uttar Pradesh is steadily advancing towards enhancing its solar energy capacity and embracing clean energy alternatives. The state offers a dedicated solar subsidy for residential consumers, in addition to financial assistance provided by the state to promote rooftop solar installations.

WAY FORWARD

Uttar Pradesh's commitment to solar energy reflects its determination to harness renewable resources for a sustainable future. Despite challenges, the state's proactive measures and innovative solutions demonstrate its unwavering dedication to solar energy adoption. With continued efforts and collaboration, Uttar Pradesh is poised to emerge as a shining example in India's renewable energy landscape.

JK Cement Ltd. is one of India's leading manufacturers of Grey Cement and one of the leading White Cement manufacturers in the World. Over five decades, the Company has partnered with India's multi-sectoral infrastructure needs on the strength of its product excellence, customer orientation and technology leadership. JKCement's operations commenced with commercial production at its flagship grey cement unit at Nimbahera, Rajasthan in May 1975.

The Company has an installed capacity of 22.17 MTPA of Grey Cement, making it one of the top cement manufacturers in the Country. The Grey Cement business has a strong Pan-India presence across 15 states with an enhanced reach in the states of Uttar Pradesh and Madhya Pradesh.

With a total White Cement Capacity of 1.48 MTPA and Wall Putty capacity of 1.33 MTPA, JK White Cement is sold across 36 countries around the globe and the Company has a strong international presence with two subsidiaries, JK Cement Works Fujairah FZC and JK White Cement (Africa) Ltd.





UP takes big strides in Green Hydrogen

Uttar Pradesh's commitment to advancing clean and sustainable energy solutions in light of global warming and climate change is underscored by the state's proactive stance towards embracing novel technologies. The landscape of green hydrogen in Uttar Pradesh affirms its pivotal role as a clean energy and industrial fuel, aligning with India's pursuit of net-zero emissions. Through a combination of administrative and financial initiatives, Uttar Pradesh aims to create an enabling environment for the proliferation of green hydrogen and allied technologies, thereby contributing significantly to India's journey towards sustainable energy.

Prime Minister Modi while inaugurating India Energy Week 2024 in Goa emphasised that the National Green Hydrogen Mission holds the promise of positioning India as a hub for hydrogen production and export. The Prime Minister expressed optimism regarding the potential of India's green energy sector to attract investments and drive industrial growth.

In light of this, the Government of Uttar Pradesh's 'Green Hydrogen Policy 2024' draft aims to promote growth and employment in the state while prioritising decarbonization and the state's contribution to India's climate goals. The policy shall promote green hydrogen/

ammonia production, market creation, and demand aggregation. The policy aims to ensure a conducive ecosystem in the state to support its ambition to be a leading green hydrogen/ammonia economy.

SCOPE OF THE POLICY

According to the official draft, the policy will support production, consumption, market creation, and other elements across the green hydrogen/ammonia value chain. Green hydrogen has immense potential for uptake in Nitrogenous Fertilisers, Chemicals, Refineries, Heavy-duty vehicles, Energy storage, Iron & Steel, City Gas Distribution (CGD) and Glass Manufacturing sectors. For building the necessary momentum on policy actions towards a green hydrogen economy in UP, the initial emphasises shall be on Nitrogenous Fertilisers and Refinery. The policy shall also cover other emerging industries and applications of green hydrogen, aligning with the policies and mission of the Government of India.

VISION AND OBJECTIVES

The vision of the policy is to make Uttar Pradesh a leading green hydrogen/ammonia economy in India. It aims to provide a conducive green hydrogen ecosystem for new and existing investments, promote inclusive growth, support research & innovation, and implement solutions for the holistic and sustainable development of the state.

OBJECTIVES

- Implement and support the Green Hydrogen Mission and green hydrogen-related policies of the Government of India.
- Enable ease of doing business for setting up and promoting Investments in green hydrogen/ammonia production facilities and green hydrogen-based products manufacturing units.
- Encourage research & innovation in green hydrogen/ammonia production and consumption technologies to reduce the cost of green hydrogen/ammonia to competitive levels.

- Advance infrastructure development, such as pipeline networks, renewable (RE) capacities, etc., across the green hydrogen/ammonia value chain to promote the emergence of new manufacturing units and hydrogen valleys. Stimulate green hydrogen/ammonia market creation by providing fiscal and non-fiscal incentives.
- Develop a green hydrogen/ammonia-ready workforce and generate employment opportunities through a skill development programme.
- Reduce green hydrogen costs in the policy period and make efforts to decline it further in the long term.

TARGETS

- Uttar Pradesh shall be a leading green hydrogen/ammonia producer with 1 million metric ton per annum (MMTPA) by 2028. The following concepts shall be adopted to achieve the targets in the policy:
- To promote the use of green hydrogen in the sectors already using hydrogen/ammonia under the mandate determined by the National Green Hydrogen Mission and Green Hydrogen Policy of the Government of India.
- To establish four Centre of Excellence (COE) to implement Research and Development (R&D) and Innovation activities.
- The current hydrogen demand in the state stands at around 0.9 million tonnes per annum (Mtpa), primarily used in the N-fertilisers, with some demand in the refinery sector. To harness the above-described opportunity, the State shall boost its green hydrogen/ammonia production and uptake by improving the ease of doing business and advancing industrial infrastructure for a green hydrogen/ammonia ecosystem.

IMPROVING EASE OF DOING BUSINESS

The Government of UP has ongoing initiatives to facilitate investments

UP Government shall provide the facility of a single window clearance platform to prospective investors and entrepreneurs to get online clearances/NOCs from the concerned departments with ease. A single window clearance platform would support new green hydrogen/ammonia investment projects and existing units to support seamless expansion.

and businesses in the state. The initiatives range from simplifying procedures to undertaking regulatory reforms for ease of doing business. UP shall undertake the following interventions to facilitate existing and new green hydrogen/ammonia investments:

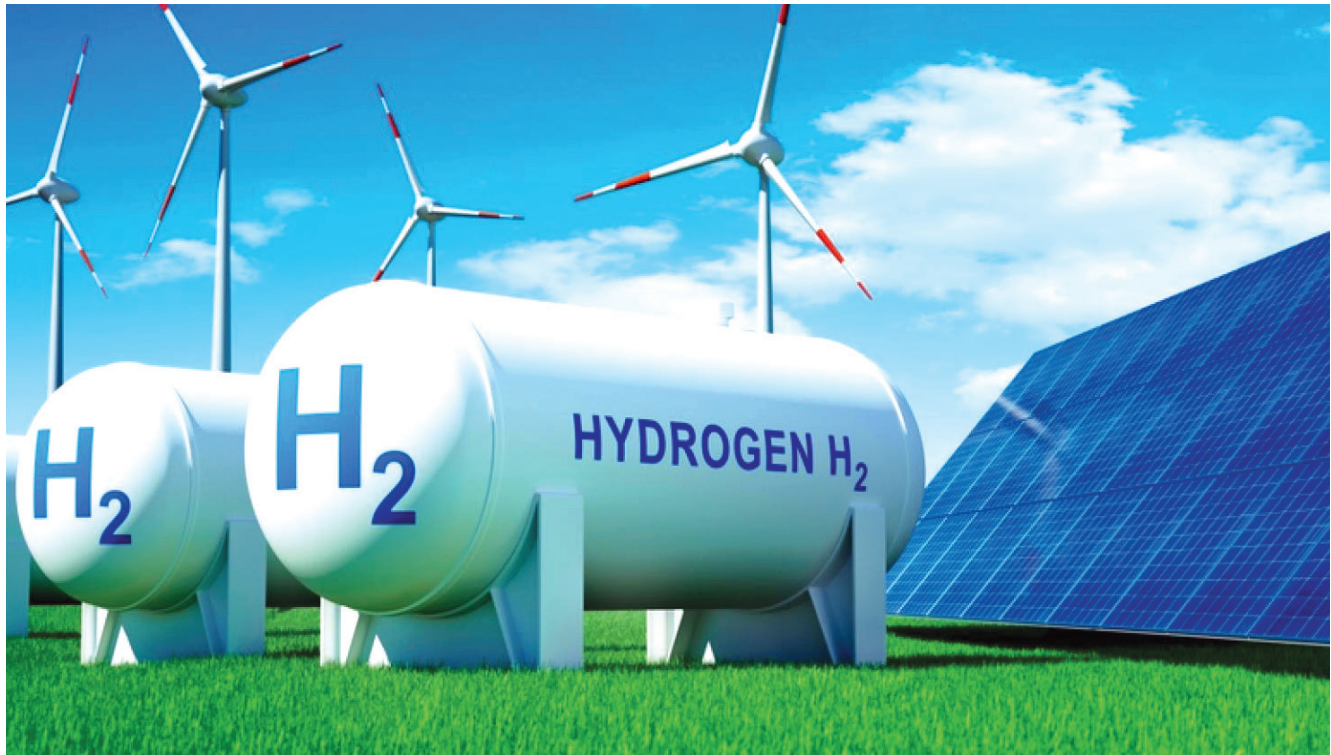
- UP Government shall provide the facility of a single window clearance platform to prospective investors and entrepreneurs to get online clearances/NOCs from the concerned departments with ease. A single window clearance platform would support new green hydrogen/ammonia investment projects and existing units to support seamless expansion.
- The government of UP shall undertake the creation of a database on the land bank and

water availability and make that available to potential investors.

DEVELOPMENT OF GREEN HYDROGEN/AMMONIA ECOSYSTEM

The green hydrogen/ammonia ecosystem development will need infrastructure advancements across the value chain. The policy shall support infrastructure development by undertaking the following interventions:

- Promote the blending of green hydrogen in various sectors including city gas distribution on a case-to-case basis. The blending guidelines of the Government of India shall apply.
- Promote carbon dioxide recovery units to usage of carbon being produced from biogas plants and other industries.
- Develop green hydrogen/ammonia Industrial clusters/hubs/valleys in the state. The clusters/hub/valley model essentially promotes green hydrogen/ammonia production around consumption centres.
- Provide financial support for technology advancement and adoption, such as electrolyzers, carbon dioxide recovery units, etc., to promote a green hydrogen/ammonia ecosystem.
- Promote the development of hydrogen-ready pipelines to transport green hydrogen/ammonia to feasible distances.
- Expand adequate water supply and electricity transmission infrastructure and demand aggregation across the state to facilitate the development of green hydrogen/ammonia production units.
- Provide adequate land at concessional rates for green hydrogen/ammonia production or renewable energy production units planned for green hydrogen, along with the necessary regulatory support in case of the availability of government-owned land.
- To provide Right of Way (ROW) and to facilitate transportation from production units to consumption centres of Green Hydrogen/Ammonia and its derivatives.



DRIVING RESEARCH & DEVELOPMENT (R&D) AND INNOVATIONS

- The cost of green hydrogen is a major constraint in its adoption. Therefore, there is a need to encourage innovation to reduce costs over time. Challenges exist related to encouraging demand for green hydrogen in new emerging applications, indigenous manufacturing of electrolysers, the system's efficiency, transportation, storage, etc. So, innovation, led by investments in research and development, will help the state and the sector overcome existing challenges.
- To reduce the production cost of green hydrogen and associated products and to develop innovative technologies, two centres of excellence will be established.
- The policy shall support R&D and innovation across the green hydrogen/ammonia value chain through the establishment of two centres of excellence (CoE) with different academic and research institutions and industries. This will facilitate the development of a sustainable green hydrogen/ammonia ecosystem.

A one-time grant of up to 100 percent of the cost incurred, subject to a maximum of Rs 50 crores, shall be provided for the establishment of Centres of Excellence after approval by the state-level committee based on the quality and usefulness of the project.

- A one-time grant of up to 100 percent of the cost incurred, subject to a maximum of Rs 50 crores, shall be provided for the establishment of CoEs after approval by the state-level committee based on the quality and usefulness of the project.
- Startups working in this field will be promoted and provided financial support of Rs 25 lakhs per annum for five years. Only those startups affiliated with incubators of any academic institution will be eligible for financial support. Only three incubators will be promoted, and each incubator will have around 10 startups.
- Incubators will be provided with 20 percent of the startup financial support for organising capacity-building programs, hackathons, events, and administrative expenses.

UPNEDA AS NODAL AGENCY

UP New and Renewable Energy Development Agency (UPNEDA) shall act as the nodal agency for the implementation of this policy. The nodal agency shall work to fulfil the targets of the policy by providing fiscal & non-fiscal incentives and through facilitation to developers. [elets.gov](https://elets.gov.in)

MEMORANDUM OF UNDERSTANDING

(MoU Numbers : 23 / REN / 0000022346)

To Governor of Uttar Pradesh Through Shri Prathamesh Kumar, Government of Uttar Pradesh (herein after referred to as "GoUP" which expression shall unless repugnant to the context thereof include his successor in office) of the other part.

Company wishes to establish the following Projects in Uttar Pradesh :-

Project Name	Project Details	Location	Investment Proposed (In Crore INR)	Employment (Nos)	Proposed Years & Commencement
Biodiesel	DPR	Agra	200	1000	April, 2023

BIO CNG

NAPIER GRASS TO BIO CNG

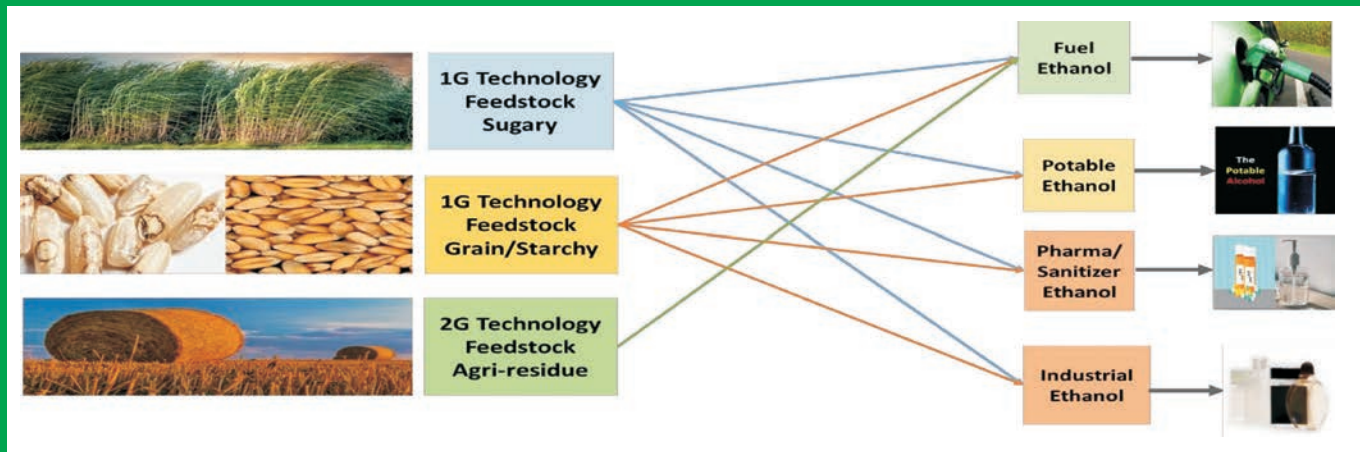
Napier Grass (Pennisetum purpureum), also known as elephant grass, is a high-yielding and fast-growing tropical grass that has caught the attention of the renewable energy industry. This remarkable plant has proven to be an excellent feedstock for Bio-CNG plants, providing a sustainable solution for green energy production.

BIODIESEL

Biodiesel's physical properties are similar to those of petroleum diesel.

Biodiesel is an alternative clean-burning renewable fuel similar to conventional diesel. It is produced using animal fats, vegetable oils, and waste cooking oil. Due to its biodegradable nature, Biodiesel's physical properties are similar to those of petroleum diesel. it is used as a replacement for fossil diesel fuel.

ETHANOL



BIO COAL AND POWER

Bio-coal (Biomass Briquette) is a BETTER AND COST SAVING replacement for FO, coal, fire-wood; Burning a biomass briquette is far more efficient than burning FO, firewood or coal because it provides more calorific value/kg and save great amount on boiler fuel costs and at the same time it is pollution free and eco-friendly fuel.

The agricultural waste is no longer burned or left to rot on the fields, but converted into climate-friendly fuel in the biomass power plant. In the power plant, the biomass is used as efficient fuel for energy production which is fed into the regional power supply system.

In an ambitious endeavour to embrace the limitless opportunities and address the long-standing residential & commercial space and infrastructural demand of Ayodhya, the Uttar Pradesh Awas Evam Vikas Parishad is embarking on a visionary project known as The Green Field Township, Ayodhya. This township, inspired by the sacred era of of Treta Yug of Lord Shri Ram, not only caters to the evolving needs of the city but also preserves its ancient heritage. This visionary initiative aligns seamlessly with the Ayodhya Vision Plan 2047, promising a harmonious coexistence of spirituality and modernity.

Designed as a smart township, The Green Field Township holds the potential to revolutionise Ayodhya in numerous ways. It is projected that the city's population is expected to grow from the present 4.18 lakhs to a staggering 12 lakhs by 2047. The township is expected to cater to the total housing demand of over 2 lakh individuals and a plethora of world-class amenities, this township is poised to redefine the city's landscape.

A TRANQUIL BLEND OF SPIRITUALITY AND MODERNITY

Ayodhya, steeped in profound spiritual legacy and deeply connected to Lord Shri Ram, remains a sacred pilgrimage for those seeking spiritual rejuvenation. Spread across 1407 acres, the Green Field Township encapsulates the essence of Ayodhya while attending to its immediate requirements. It is meticulously integrated into Ayodhya's development area in alignment with the Master Plan 2031, serving as a natural extension of the ancient city while embracing modern facilities.

Key features of The Green Field Township include:

- Proximity to the Shri Ram Janmabhoomi Temple (4 to 5



GREEN FIELD TOWNSHIP AYODHYA

A harmonious blend of ancient Ayodhya and modern progress



kilometers).

- Convenient proximity to the Maryada Purushottam Shri Ram International Airport (7.8 kilometers) and the railway station (2.8 kilometers).
- Meticulous planning based on Vedic Prastara Planning principles.
- Thoughtfully designed pathways that converge rays towards the Shri ram Janm Bhoomi Teertha Sthal Temple.
- Affordable housing options with a focus on sustainability and smart features.
- Perfectly located on national highway 27, this elevated section allows for seamless interaction.
- A network of canal / blue network

linked to the river Saryu, fostering a stronger connection to Ayodhya's holy river heritage.

- Green spaces integrated with blue infrastructure, featuring theme parks, promenades, and orchards reminiscent of the Treta Yug forests.
- Fire Alarm Systems and Fire Stations
- Earthquake-resilient design

A HUB OF SOCIAL FACILITIES AND INFRASTRUCTURE

The Green Field Township, Ayodhya, is meticulously planned to offer affordable, all-inclusive accommodation alongside world-class facilities that enhance the quality of life for its residents. The township's

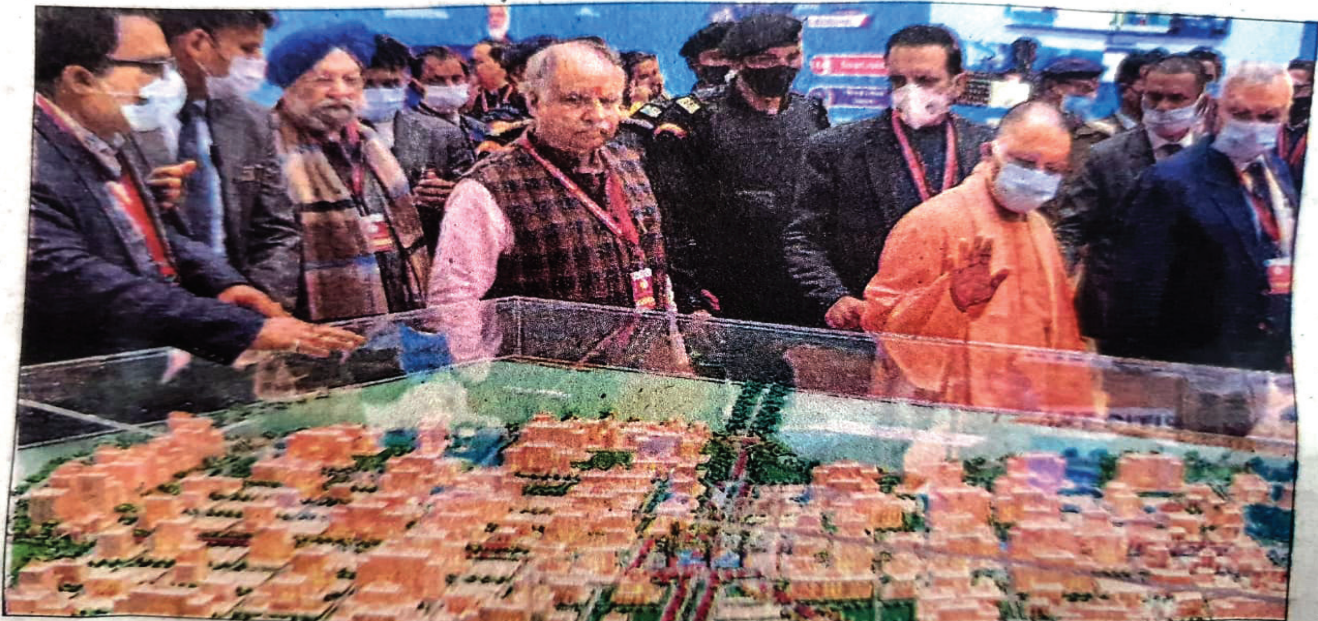
blueprint prioritises the inclusion of high-quality educational institutions, top-notch medical facilities, and spaces for recreation and community engagement.

In essence, The Green Field Township, Ayodhya aims to create a holistic living environment that caters to the physical, mental, and social needs of the community, making it an ideal destination for a fulfilling and convenient lifestyle.

Facilities include:

- Group, Affordable, and Row Housing Schemes
- Community/Marriage Halls
- Indoor and Outdoor Sports Facilities
- Commercial Complexes
- Mutts /Ashrams
- International and State Bhavans
- Post Office
- E-Service Centres
- International and State Bhavans
- Healthcare Facilities
- Educational Facilities
- Medicine and Wellness Centres
- Centre of Excellence
- Thematic Parks, Green Spaces, and Open Gyms
- Multi-level Car Parkings (MLCP)
- Mitigation of flooding through interlinked retention ponds
- Modern municipal utilities, including District Cooling System, Automated Garbage Collection Facility, Utility Tunnels, and Water Treatment Plants
- A mix of land-uses and density to reduce traffic congestion
- Community toilets and drinking water facilities
- 36mt, 18mt and 12mt wide roads throughout the township

By establishing centres of excellence, the Green Field Township aspires to transform the community and its residents. These cultural and artistic centres will foster creativity, community engagement, and local tourism and will serve as hubs of specialised knowledge, attracting businesses, research institutions, and skilled professionals, ultimately



महापौर सम्मेलन में प्रदर्शित अयोध्या का मॉडल देखते सीएम योगी आदित्यनाथ, नगर विकास मंत्री आशुतोष टंडन, केन्द्रीय मंत्री हरदीप पुरी और अन्य विशिष्टजन। • हिन्दुस्तान

contributing to economic growth and a thriving local economy.

Residents will enjoy engaging activities that facilitate knowledge exchange, continuous learning, and community well-being, enriching their lives within the township. These centres include:

- Local Craft Centre
- Dance and Drama Academy
- Academy for Ram Leela
- Art and Sculpture Centre
- Music Centre
- Yoga Centre
- Painting Centre
- Poetry Centre
- Museum for the Interpretation of the Ramayana

- University of Research in Herbal Medicine, Ayurveda, and Wellness

SAFETY, SECURITY, AND MUNICIPAL CONVENIENCE

The Green Field Township will be equipped with state-of-the-art smart city elements, with a primary focus on safety, security, and municipal services for its residents. Advanced surveillance and traffic management systems will ensure real-time responses to emergencies, while environmental sensors and green initiatives will contribute to a healthier and safer living environment.

This visionary township has leveraged digitization and technology in every possible way to create a highly convenient living environment, making it an ideal place to reside. Features include:

- Effective monitoring through CCTV Cameras
- IP Surveillance and Public Address System
- Integrated Command Control System and Instant Help Kiosk
- Modern security technologies and safety systems
- Smart Traffic Management
- Fire Alarm Systems and Fire Stations
- Secure housing in compliance with safety norms
- Earthquake-resilient design
- Mitigation of flooding through interlinked retention ponds
- Emphasis on IT interventions and digital crowd management
- A mix of land-uses and density to reduce traffic congestion
- Community toilets and drinking water facilities
- Wide roads throughout the township





FOSTERING SUSTAINABLE LIVELIHOOD AND ECOTOURISM

The Green Field Township is strategically designed to promote capacity building and sustainable livelihoods for local communities. The township's plan places significant emphasis on tourism, offering a wide range of amenities to cater to tourists' needs, including:

- Space for Mutts /Dharamshalas / Ashrams
- Space for Riverfront commercial properties
- Space for Accommodation facilities such as hotels, lodges, and guest houses

- Space for non-polluting industries, handicrafts, souvenirs, and packaging
- Space for Warehouses

COMBINING ANCIENT WISDOM WITH MODERN PROGRESS

In line with ancient Vedic wisdom, The Green Field Township has developed a comprehensive plan committed to aligning modern development with age-old values. This approach not only benefits the Vedic city of Ayodhya but also contributes to environmental conservation. Key sustainability initiatives include:

- Over 20% of the area is designated as a Green-Blue Corridor for flood resilience and reduced air pollution.
- Green initiatives such as tree planting and eco-friendly urban spaces.
- Public transportation options like electric buses to reduce CO2 emissions.
- Installation of air monitoring stations.
- Rooftop solar systems on 50% of the buildings.
- LED solar panel street lights for energy efficiency.
- Smart water management through recycled water.
- Rainwater harvesting.
- Waste composting facilities.



The Green Field Township, Ayodhya, stands as a testament to the harmonious coexistence of tradition and modernity, paving the way for a brighter future while preserving the city's rich heritage. It promises to be a shining example of visionary urban planning that fosters sustainable growth and prosperity for all.

Views expressed by: **Uttar Pradesh Awasthika Vikas Parishad**



Uttar Pradesh Drives Power Infrastructure Development

The state of Uttar Pradesh is witnessing significant developments in its power transmission infrastructure with the launch of major projects that will boost renewable energy integration and strengthen the grid.

The Government of India and the State Government of Uttar Pradesh have approved the Power Evacuation System from 4000 MW Solar Power Generation by construction of Green Energy Corridor-II in the Bundelkhand region. Implemented by Uttar Pradesh New and Renewable Energy Development Agency (UPNEDA), the Rs. 4,786 crore project involves

constructing 20 new substations with a total transformation capacity of over 9440 MVA. Around 2172 circuit km of transmission lines will also be added to the grid under this initiative.

In another important decision, all new transmission projects above 220kV in the state will now be implemented through Tariff Based Competitive Bidding (TBCB) as decided by the State Government and Uttar Pradesh Electricity Regulatory Commission (UPERC). This move to tender transmission contracts under the competitive bidding process has opened up opportunities for private players to invest in UP's power transmission network.

The GEC-II project will play a vital role in harnessing the solar power potential of Bundelkhand by strengthening the associated transmission infrastructure. Meanwhile, the TBCB model for future projects is expected to bring more efficiency through competition while attracting greater private participation in modernizing UP's grid. These developments signify UP's focus on bolstering its transmission backbone to support renewable ambitions as well as overall electricity needs.

Views shared by Uttar Pradesh Power Transmission Corporation Ltd. 



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AYODHYA'S Transformative Journey Towards Development

Abhineet Kumar | Elets News Network (ENN)

The Uttar Pradesh Government under the futuristic leadership of Chief Minister Shri Yogi Adityanath is spearheading an ambitious initiative to elevate Ayodhya into an appealing destination for investors. With a vision for Ayodhya to combine spiritual heritage with modernity, the UP government is implementing a comprehensive strategy to transform the city into a sophisticated, environmentally friendly hub with burgeoning development opportunities. And as Hon'ble PM Narendra Modi

stated, "Ayodhya is the city that has awakened the cultural consciousness of India. This tradition of India should reflect the journey of common development. The development of Ayodhya should be in such a way that future generations wish to come here at least once in their lifetime," he resonated with the combined belief of the entire nation.

To achieve this vision, significant infrastructural enhancements & creation of comprehensive growth are already underway. The

Groundbreaking Ceremony (GBC@ IV) to be organised from February 19-21, will lead to the creation of employment for over 20,000 young individuals in Ayodhya. Along with that, the development of a world-class airport, the introduction of electric vehicles to reduce carbon emissions, and the integration of emerging technologies throughout the city. It is noteworthy that investments worth more than Rs 10155.79 crore are proposed for Ayodhya with the tourism sector

alone, proposals totaling more than Rs 3,129 crore being received. Notably, the maximum investment of Rs 3,000 crore is being made by The House of Abhinandan Lodha Group.

In the pursuit of enhanced accessibility, the government is considering implementation of a ropeway system to proactively pace up the transportation connectivity in upcoming solar cities. By embracing such visionary initiatives, Ayodhya is poised to emerge as a perfect synthesis of spirituality and modernity, offering a unique experience that resonates with both tradition and innovation. "It is our responsibility to support the programs and development schemes being implemented by the central and the state government to transform Ayodhya into the most beautiful city in the world. A new enterprise, a new form, is visible in our Ayodhya today," said Shri Yogi Adityanath, Hon'ble Chief Minister of Uttar Pradesh.

Significantly, the recently inaugurated Ram Mandir holds great importance, given Ayodhya's status as Lord Rama's birthplace. Termed "Navya Ayodhya," this expansion effort encompasses a sprawling 1500-acre township designed as a harmonious and Vastu-compliant Vedic City. Some of the notable investment opportunities in the state include:

Top 10 projects investing in Ayodhya

Project Name	Project Details	Employment
The House of Abhinandan Lodha	3000 Crore	100
Pakka Limited	550 Crore	600
Crescendo Interiors	500 Crore	100
Maharishi Mahesh Yogi Ramayana University	480 crores	480
Amrit Bottlers Private Limited 250 Crore	250 Crore	200
Bhardwaj Global Infraventures Pvt. Ltd. (Taj Group Hotel)	176.26 crore	100
Sibon Technologies Ltd UK	175 crore	50
Shriram Krupa Hotels Pvt. Ltd. (Marriott Group)	155 crores	150
Panache Dream World LLP	143 crores	178



AYODHYA: THE MODEL SOLAR CITY

Apart from tourism and industrial focus, Ayodhya is also being developed as the "Model Solar City Project". After assessing its success, other Municipal Corporations of the State and Noida City will be developed as solar cities.

PLAN FOR AYODHYA SOLAR CITY- 200 MW

Phase-I - 44 MW installed under various schemes

Phase-II - To be Implemented:

- Residential Rooftop Solar Potential (62000 Households - 97 MW)
- Commercial & Industrial- 13 MW
- Ground Mounted Solar- 60 MW be implemented in the adjacent
- districts.
- Solar Street Lights and Solar High Mast Systems.

Projects Implemented:

- Ground Mounted Solar Power Plant

- 40 MW Capacity is being developed along the banks of the Sarayu River.

- On Grid Solar Power Plants- 3.3 MW on Government Buildings and encouraging residents to install rooftop solar through incentives like solar subsidies.
- Off Grid Solar Power Plants at Gaushala of 50 kW.
- 2710 Smart Solar Street Lighting Systems.
- 150 Solar High Mast Lighting Systems.
- 40 Solar Trees with Street Lighting System.
- 2 thirty seater Solar Boats.
- 10 Solar Water Kiosk.
- Solar Cold Storage of 6 Metric Ton Capacity.

IMPRESSIVE ACHIEVEMENTS

- A 250 kW rooftop Solar System has been installed at Ayodhya Airport





- Street Lights of a total 470 nos will be installed over a stretch of 10.2 KM in Ayodhya.
- First City to be developed on the basis of Artificial Intelligence.
- Being developed as Uttar Pradesh's first Solar City.
- Grandeur Deepotsav celebration registered with Guinness Book certification validating global recognition.
- Ayodhya Research Centre gets International recognition
- 25 acre Temple museum to be built in Majha Jamthara.
- Construction of Bharat Ratna Lata Mangeshkar Chowk.
- 84 Kosi Parikarma Marg declared National Highway.

ONGOING PROJECTS IN AYODHYA

- Construction of 147.2 Ram Van Gaman Path : Rs 4403 crore
- 1407 Acre Greenfield Township Project: Rs 2182 crore
- Maharshi Valmiki International Airport: Rs 1463 crore
- Sahadatganj to Navaghat Road: Rs 845 crore
- Rajarshi Dashrath Autonomous State Medical College: Rs 246 crore
- Ayodhya Dham Railway Station: Rs 241 crore
- Underground electricity cabling: Rs 167 crore
- Railway overbridge construction at Panchkoshi Parikrama Marg: Rs 74 crore
- Heritage Decorative pole in

- different wards: Rs 68 crore
- Multi Level Parking near Collectorate: Rs 37 crore
- Central Institute of Plastic Engineering and Technology (CIPET): Rs 40 crore
- Construction of 410 solar lights: Rs 12 crore

In essence, Ayodhya's infrastructure transformation represents a holistic endeavor aimed at revitalizing the city's urban landscape, enhancing its connectivity, and preserving its cultural legacy. By leveraging its rich heritage as a catalyst for growth and prosperity, Ayodhya is poised to emerge as a model of sustainable development and inclusive progress, setting a benchmark for cities across the nation.

Department	*Proposed Investment	*Employment Generation
Housing	3409 crore	535
Tourism	3129 crore	6396
Animal Husbandry	14 Crore	93
AYUSH	15 crore	100
Cooperative	57.37 crore	100
Dairy Development	150 Crore	285
Additional Sources of Energy 107 crore	50	50
Medical Education	48.15 crore	327
MSME	189 crore	1775
Forest	575 crore	675
Higher Education	505 crore	630
Horticulture	445 crore	6200
IT and Electronics	100 crore	500
Technical Education	113 crore	598
UPSIDA	1230 crore	1320



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Dr. Piyush Dwivedi
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OUR BRANDS





Uttar Pradesh Metro Redefining Urban Commuting



Urban mobility in Uttar Pradesh is transcending newer heights. In a pivotal move, the Agra Metro Rail Project, inaugurated by Hon'ble Prime Minister Shri Narendra Modi on 7th December 2020, alongside Uttar Pradesh's Chief Minister Yogi Adityanath, stands poised to revolutionize the travel experience in Agra. Scheduled to commence passenger services in March 2024, an impressive six months ahead of its initial timeline, the project exemplifies the government's dedication to delivering infrastructure

projects efficiently, thereby significantly elevating the ease of living for both locals and tourists alike.

The project, spanning a 6 km priority corridor, integrates elevated and underground stations, showcasing unparalleled efficiency in its construction phases. The use of state-of-the-art Tunnel Boring Machines (TBM) 'Ganga', 'Yamuna', and 'Shivaji' has been pivotal in achieving rapid completion of tunneling works, notably with TBM 'Yamuna' achieving a record-breaking breakthrough at Agra Fort Metro Station with Tunneling

work in 3 km long underground section completed in record 11 months. This technical feat highlights the project's innovative approach to overcoming engineering challenges and serves as a testament to the government's ambition to incorporate advanced technology in public infrastructure endeavors.

Moreover, the Agra Metro Rail Project aligns with the national 'Make in India' and 'Atmanirbhar Bharat' campaigns, with its metro trains being indigenously designed and manufactured in Savli, Gujarat. These trains are equipped with the latest features,

including regenerative braking systems and automated operation modes, heralding a new era of sustainable and technologically advanced public transportation solutions in Agra. As the project gears up for its early commencement, it promises to enhance the city's connectivity, boost its tourism sector, and seamlessly blend modernity with Agra's historic and cultural ethos, setting a precedent for future urban mobility projects in heritage cities across India.

TECHNOLOGICAL LEAP OF URBAN MOBILITY

The Uttar Pradesh Metro Rail Corporation (UPMRC) is at the forefront of transforming urban mobility in Uttar Pradesh through a blend of cutting-edge technologies and innovative solutions. With an unwavering commitment to safety, efficiency, and passenger convenience, UPMRC is setting new benchmarks in public transportation.

UPMRC has embarked on a transformative journey to revolutionize public transportation in Lucknow and Kanpur through the integration of advanced technologies. At the forefront of this innovation is the implementation of Automatic Train Operation (ATO), a system that delegates the control of train movements to a sophisticated computer setup. This ensures precision in speed



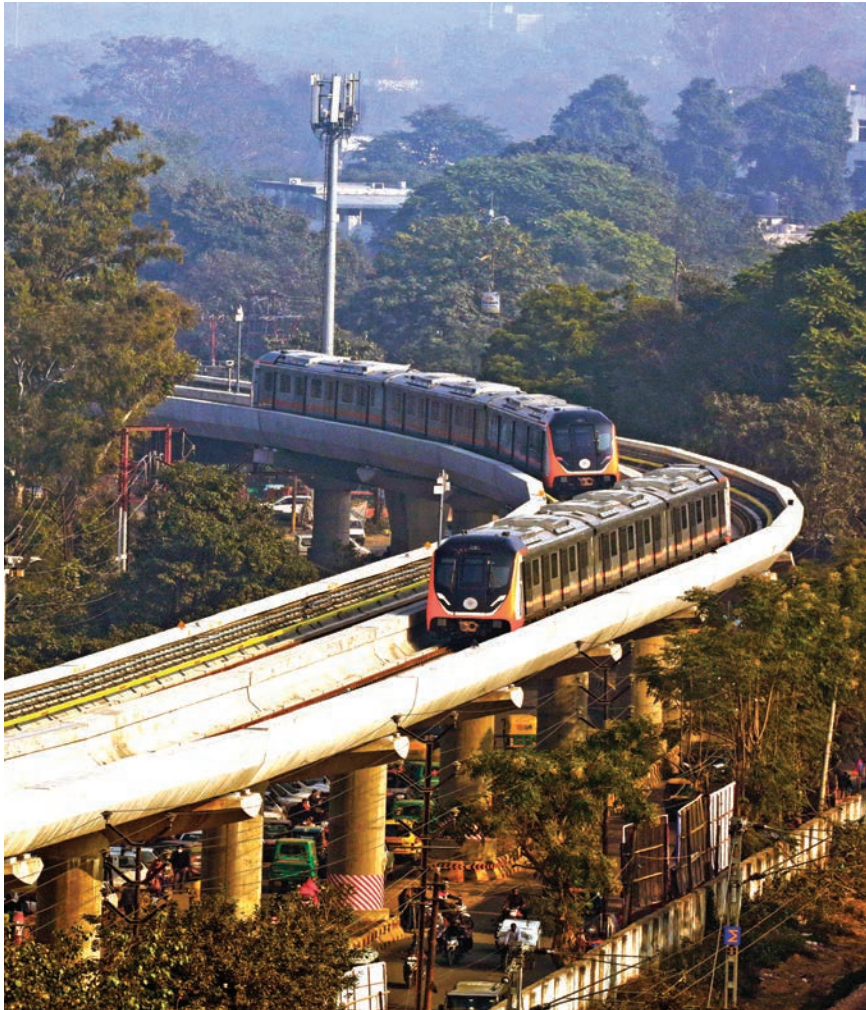
management and maintains safe distances between trains, significantly reducing the likelihood of human error and enhancing the safety and reliability of travel. Alongside ATO, the Communication-Based Train Control (CBTC) system plays a crucial role. By enabling continuous communication between trains and trackside infrastructure, CBTC facilitates closer train intervals. This adjustment allows UPMRC to meet the growing demand for public transport services by offering more frequent journeys without compromising on safety.

In its stride towards digitalization, UPMRC has also introduced official apps for both Lucknow and Kanpur metros, coupled with the innovative launch of the National Common Mobility Card (NCMC) in Kanpur. These digital platforms streamline the ticketing process through contactless payment methods and provide valuable journey information, making public transport more accessible and convenient for passengers. Moreover, UPMRC has significantly bolstered security measures across its network. An extensive CCTV surveillance system is in place, covering stations and trains to ensure the safety and security of passengers. The system's live feeds facilitate immediate responses to incidents, while recorded footage aids in investigations and acts as a deterrent to potential security threats.

Furthermore, UPMRC has made a future-oriented investment in the training of its train operators by introducing a 5D simulator for rolling stock. This advanced training tool simulates real-life scenarios, equipping operators with the necessary skills to handle a variety of situations, thus ensuring high standards of safety and operational efficiency.

Through these comprehensive initiatives, UPMRC is enhancing the passenger experience and demonstrating its commitment to innovation, safety, and excellence in urban mobility. The integration





of these technological advancements signifies a major leap towards creating a more connected, efficient, and secure public transportation system in Uttar Pradesh.

COMMITMENT TO SUSTAINABLE AND ACCESSIBLE TRANSPORT

UPMRC stands at the forefront of addressing the challenges posed by rising urbanisation and population growth through strategic expansion and enhancement of its metro rail network. With a focus on affordability, accessibility, and sustainability, UPMRC has completed significant projects like the Agra Metro, Lucknow Metro, and Kanpur Metro ahead of schedule, demonstrating an efficient, public-centric approach to project delivery and saving on additional completion costs.

STRATEGIC NETWORK EXPANSION AND INTERCONNECTIVITY

Emphasising a future-ready vision, UPMRC is committed to broadening its reach and creating a more interconnected transport network. This initiative augments capacity and also ensures a larger segment of the population benefits from metro services,



thereby promoting urban mobility and reducing vehicular congestion.

GREEN MOBILITY AND SUSTAINABILITY

Aligning with global environmental goals, UPMRC prioritizes a "Green Mobility System" by adopting clean energy solutions and environmentally friendly practices. This commitment towards sustainability ensures the metro system serves as a viable and eco-friendly transport option for future generations.

ENHANCED PASSENGER COMFORT AND ACCESSIBILITY

Understanding the diverse needs of its commuters, UPMRC enhances passenger experience by offering amenities such as restrooms, elevators, and retail outlets at stations, thereby creating a welcoming and comfortable environment. The corporation also ensures fare affordability, making the metro accessible to various socio-economic groups and encouraging its widespread use.

INNOVATIVE SOLUTIONS FOR SMART CONNECTIVITY

A key initiative by UPMRC to streamline urban transport is the introduction of the National Common Mobility Card (NCMC) in Kanpur Metro, marking a first in Uttar Pradesh. This interoperable transport card integrates different modes of transport, offering convenience and cost savings to commuters. With benefits such as a 10% discount on journeys and nationwide applicability across metros, buses, parking, and retail services, the NCMC card exemplifies UPMRC's commitment to enhancing commuter convenience and promoting the use of public transport.



By integrating network expansion, smart connectivity solutions, fare affordability, and passenger comfort, UPMRC is revolutionising the public transport landscape in Uttar Pradesh. This comprehensive approach mitigates traffic congestion, environmental impact and also ensures a safe, efficient, and inclusive transport system for all citizens, paving the way for a sustainable urban future.

COLLABORATIVE EFFORTS FOR SMART MOBILITY

The Uttar Pradesh Metro Rail Corporation (UPMRC) has embraced a holistic approach towards urban transportation by forging partnerships and collaborations with various mobility partners, including Rapido, Wow Taxi, Ola, and Uber. These initiatives aim to enhance smart mobility solutions right to the commuters' doorsteps. Furthermore, integration with city bus services along with the utilisation of e-rickshaws and autos is set to significantly transform the landscape of last-mile connectivity.

UPMRC'S METRO RAIL VENTURES

The Uttar Pradesh Metro Rail Corporation (UPMRC) has embarked on a

transformative journey to revolutionise urban mobility across major cities in Uttar Pradesh, aiming to offer a safe, secure, and efficient public transport system. With government approval, UPMRC is executing metro projects that promise hassle-free travel, traffic decongestion, and a sustainable environment. The operational and under-construction metro projects under UPMRC are pivotal in realising this vision.

LUCKNOW METRO

The Lucknow Metro Rail Project's North-South Corridor (Phase-1A) exemplifies efficiency and rapid construction, having been completed in a record time of just 4.5 years, 36 days ahead of schedule. This 23 km corridor, stretching from Chaudhary Charan Singh Airport to Munshipulia, features 21 stations (17 elevated and 4 underground), facilitating easy access to major transport terminals. The project's total estimated cost was Rs. 6,928 crore.

An extension, the Metro Phase-1B East-West Corridor, is proposed to span 11.165 kilometres from Charbagh to Vasantkunj, expected to ease travel in densely populated areas of Lucknow. The detailed project report (DPR) for this

extension, consisting of 12 stations (5 elevated and 7 underground), is under state government review, with an estimated cost of Rs 5,881 crore.

KANPUR METRO


In Kanpur, two metro corridors are proposed to enhance city connectivity. Corridor-1 from IIT-Kanpur to Naubasta, and Corridor-2 from Chandrashekhar Azad Agricultural University to Barra-8, aim to cover approximately 32 km. The Kanpur Metro Rail Project, with a total estimated cost of Rs 11,076 crore, saw its Priority section inaugurated by Prime Minister Narendra Modi, marking significant progress towards full operational status.

AGRA METRO

The Agra Metro Rail Project commenced with its first corridor from Taj East Gate to Sikandra on December 7, 2020. With a focus on completing the priority corridor between Tajeast gate to Mankameshwar Mandir by the end of February 2024, the project aims to offer a world-class metro system to Agra's residents and tourists, enhancing access to the city's historic sites.

FUTURE EXPANSIONS: GORAKHPUR, PRAYAGRAJ, AND BEYOND

The government's approval of the Gorakhpur Metro Lite and the preparation of the latest DPR for the Prayagraj Metro Rail Project illustrate UPMRC's commitment to extending its network. The vision for 2047 includes metro systems in 100 cities across India, with Uttar Pradesh playing a crucial role due to its population and size. Cities such as Gorakhpur, Lucknow, Kanpur, Agra, and others are set to witness significant enhancements in urban mobility.

UPMRC's dedication to providing seamless, comfortable, and fast transportation options is evident in its ongoing and planned projects. By transforming urban mobility, UPMRC aims to improve the quality of life for the residents of Uttar Pradesh and also set a benchmark for urban transportation across India. 

[Edited by Kaanchi Chawla of Elets News Network].

Uttar Pradesh's Fiscal Budget 2024-25 Highlights: From Infrastructure Allocations to Youth Employment



Uttar Pradesh's government presented its eighth budget on 5th February 2024, with Finance Minister Suresh Khanna asserting that it is an inclusive budget that is comprehensive focusing on all-around development. The State Finance Minister Suresh Khanna presented a record budget of ₹7.46 lakh crore for the fiscal year 2024-25 in the state assembly compared to the previous year's budget of ₹6.90 lakh crore. Some of the key highlights of the budget are as follows:


- State's Fiscal deficit at 3.46% of the State's Gross Domestic Product (SGDP) Out of the total expenditure, ₹5,32,655 crore has been allocated for the revenue account and ₹2,03,782 crore for the capital account.
- Excluding the total expenditure from the receipts of the consolidated fund, a deficit of ₹15,103 crore is estimated in the budget.
- ₹1,100 crore announced for

development of Airline Runways across the state

- A provision of ₹150 crore was proposed for further development and expansion of the Ayodhya airport.
- The Finance Minister said that continuous efforts are being made by the state government to increase air connectivity in the state through the Regional Connectivity Scheme (RCS-'UDAN') of the Government of India and the "Uttar Pradesh Civil Aviation Promotion Policy".
- Compared to 2023, there has been an increase of 19.2% in the number of passengers traveling by air in the current financial year.
- The budget allocated for the Ganga Expressway project is ₹2,057 crore.
- ₹500 crore is allocated for the Link Expressway, 346 crore for Agra Metro, and 400 crore for the Atal Industrial Infrastructure Mission.
- ₹3,948 crores was allocated for the

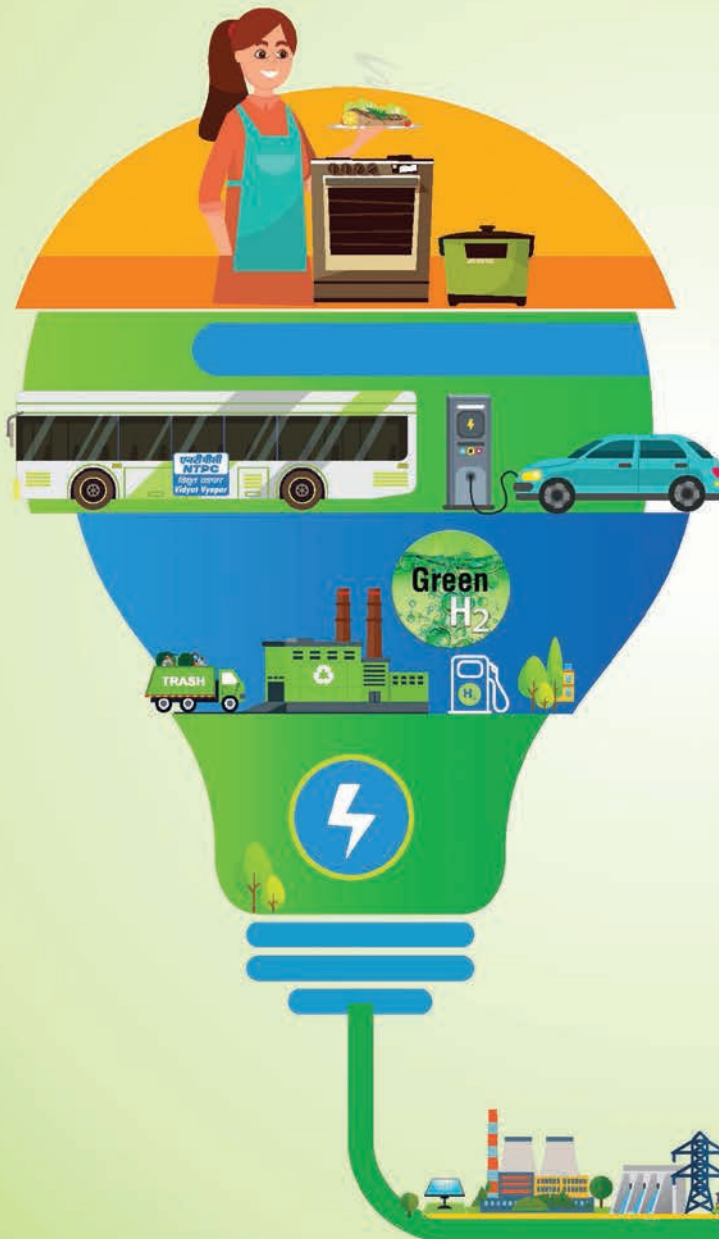
PM-Awas scheme and ₹3,668 crores for PM-Gram Sadak Yojana

- ₹7,350 crore was allocated for the National Rural Health Mission.
- ₹1,100 crore is being allocated for supplying free water to farmers for harvesting crops.
- UP's budget session forecasts 5.1% agricultural growth in FY2024-25
- UP Government allocated approximately ₹1,000 crore for improving healthcare facilities
- The state aims at the target of 5.1% for agriculture growth for the current year 2024-25.
- With ₹7.36 lakh crore package, this is the biggest budget in the history of UP.
- The total capacity of the power transmission system, which was 16,348 MW in the financial year 2016-17, has been increased to 28,900 MW in the year 2023-24. The target is to be increased to 31,500 MW by the financial year 2024-2025 end.
- In 2025, more than 1.10 crore people will get employment in Uttar Pradesh.
- The state government has increased support for destitute women's pensions from ₹500 to ₹1,000 monthly which will benefit around 30 lakh women
- ₹2.33 lakh crore disbursed to Sugarcane farmers
- Farmers received ₹63,000 crore under Kisan Samaan from the government
- The state has received an investment proposal worth ₹40 lakh crore in the Investors Summit

These aforementioned allocations and announcements appear to be promising in shaping the future of the people of Uttar Pradesh. 



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NTPC is venturing into
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e-mobility, Waste to Energy,
Power Distribution and
Green Hydrogen Solutions.

Uttar Pradesh

Where Industries Grow Investments Soar

Kapil Suri | Elets News Network (ENN)



Uttar Pradesh (UP) has experienced significant industrial growth in recent years. The state has a robust industrial infrastructure, including 15 industrial areas, 12 specialized parks, 4 growth centers, and industrial infrastructure development centers. As of January 2019, it had 21 notified and 12 operational SEZs (Special Economic Zones), with 24 formally approved SEZs. The Gross State Domestic Product (GSDP) of UP is expected to increase, reflecting positive economic growth.

Industrial growth and investments in UP complement each other as Industrial development attracts investments and investments help industries to grow further. This article analyzes the contributing factors behind UP's industrial development followed by humongous investments endorsing UP as a profitable investment option in the market.

FOSTERING INDUSTRIAL RENAISSANCE

UP has experienced industrial growth

due to several factors. One reason is the concentration of industrial activity in the western parts of the state. According to an analysis of UP's Gross State Domestic Product (GSDP) has grown from ₹12.46 lakh crore in 2016-17 to ₹20.49 lakh crore in 2022-23. Another factor contributing to industrial growth is infrastructure development in terms of power and road networks.

The state government's emphasis on improving law and order situations and infrastructure development has improved the "Ease of doing business"



Source: UP Financial Corporation (UPFC)

which is a major economic factor quintessential for growth. However, there are some hurdles in the way of industrial growth that the government needs to overcome. These include financial constraints, inadequate infrastructure facilities, and a lack of basic amenities that can affect the growth of both large-scale and small-scale industries. Overall, the concentration of industrial activity, infrastructure development, and the focus on improving law and order situations have promoted industrial growth in UP. There are several reasons why industries in UP will continue to grow at a rapid pace:

- **Favorable government policies and initiatives:** The government of UP has implemented various policies and initiatives to attract investments and promote industrial growth. These measures include the establishment of special economic zones, simplification of regulatory

Industrial growth and investments in UP complement each other as Industrial development attracts investments and investments help industries to grow further.

procedures, and providing incentives and subsidies to industries.

- **Abundant natural resources:** UP possesses vast fertile plains and rich natural resources, which provide a strong foundation for

industrial development. These resources include minerals, agricultural products, and a large workforce, which can contribute to the growth of industries in the state.

- **Increasing urbanization:** The rapid urbanization of UP has led to the development of new cities and towns, creating opportunities for the establishment of industries and manufacturing units.
- **Improved infrastructure:** UP has been focusing on improving its infrastructure, including transportation, power supply, and connectivity. These improvements can facilitate the smooth functioning of industries and attract more investors to set up their operations in the state.
- **Growing consumer market:** UP has a large and expanding consumer market, with a population of over 200 million people. This provides a significant customer base for industries, encouraging them to expand their operations and meet the increasing demand.

UTTAR PRADESH: WHERE INVESTMENTS FLOURISH!

The aforementioned industrial development has continually attracted humongous investments across industries. In 2022-23, UP received an investment of a whopping ₹80,000 crore in total from over 400 companies. Some of the key investments include ₹9,100 from NIDP PVT LTD. popularly known as Hiranandani Group for developing a data center park. For the same purpose, ₹5,122 crore is being invested by Adani Enterprises and ₹3,500 crore by SIFY Technologies. Lastly, ₹2,186 is being invested by Microsoft for developing their research and development (R&D) center in Noida.

Even the road ahead looks promising as with the commencement of 2024, the UP government has asserted ₹7.36 lakh crore for the fiscal year 2024-25. This investment declaration from the budget has a major focus on developing the Ganga Expressway and Ayodhya where the former is allocated ₹2,057

core and the latter is allocated ₹100 crore amount. The most latest update came from UP's CM's revelation of receiving ₹40 lakh crore during the Uttar Pradesh Global Investors Summit that will be prioritizing employing 1.10 crore youth. Hence, it can be inferred that UP is the most profitable state from an investment perspective.

Apart from the continual investment pouring in, UP is one of the best states from an investment perspective due to the reasons mentioned below:

- **A Thriving Economy:** UP, India's most populous state, boasts a rapidly growing economy with diverse sectors offering numerous investment opportunities. From agriculture to manufacturing and service industries, the state provides a fertile ground for businesses to flourish.
- **Strategic Location:** Situated in the heart of India, UP's geographical location provides easy access to major markets and transportation networks. This strategic advantage enhances the state's appeal as an investment destination for companies looking to expand their reach both domestically and globally.
- **Government Support:** The UP government has been proactive in implementing business-friendly




Source: (Uttar Pradesh Global Investors Summit, 2023)

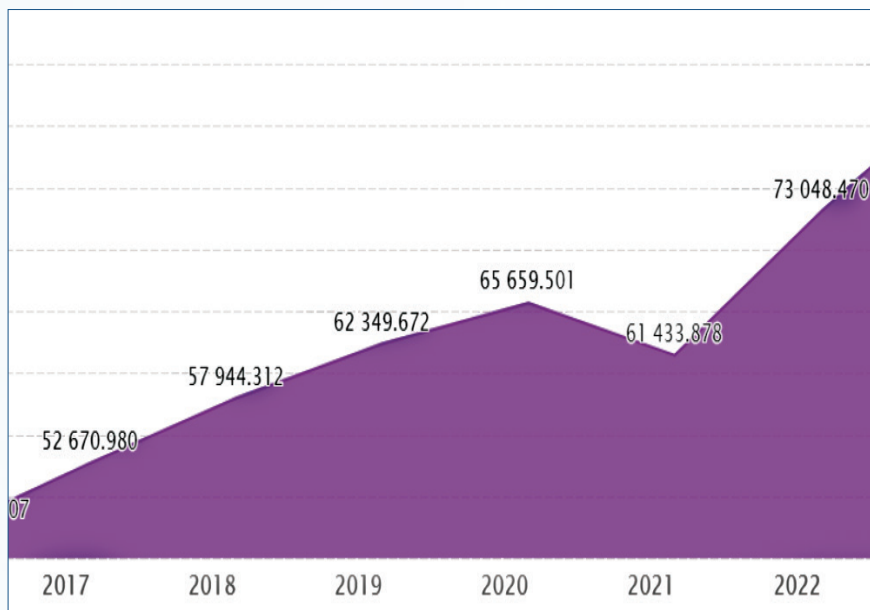
policies and initiatives to attract investments. From simplifying regulatory processes to offering incentives and subsidies, the state government actively supports enterprises willing to invest in UP.

- **Abundant Resources:** UP is rich in natural resources, making it an ideal location for industries requiring raw materials. Whether it's agriculture, minerals, or energy sources, the state's abundant resources present a

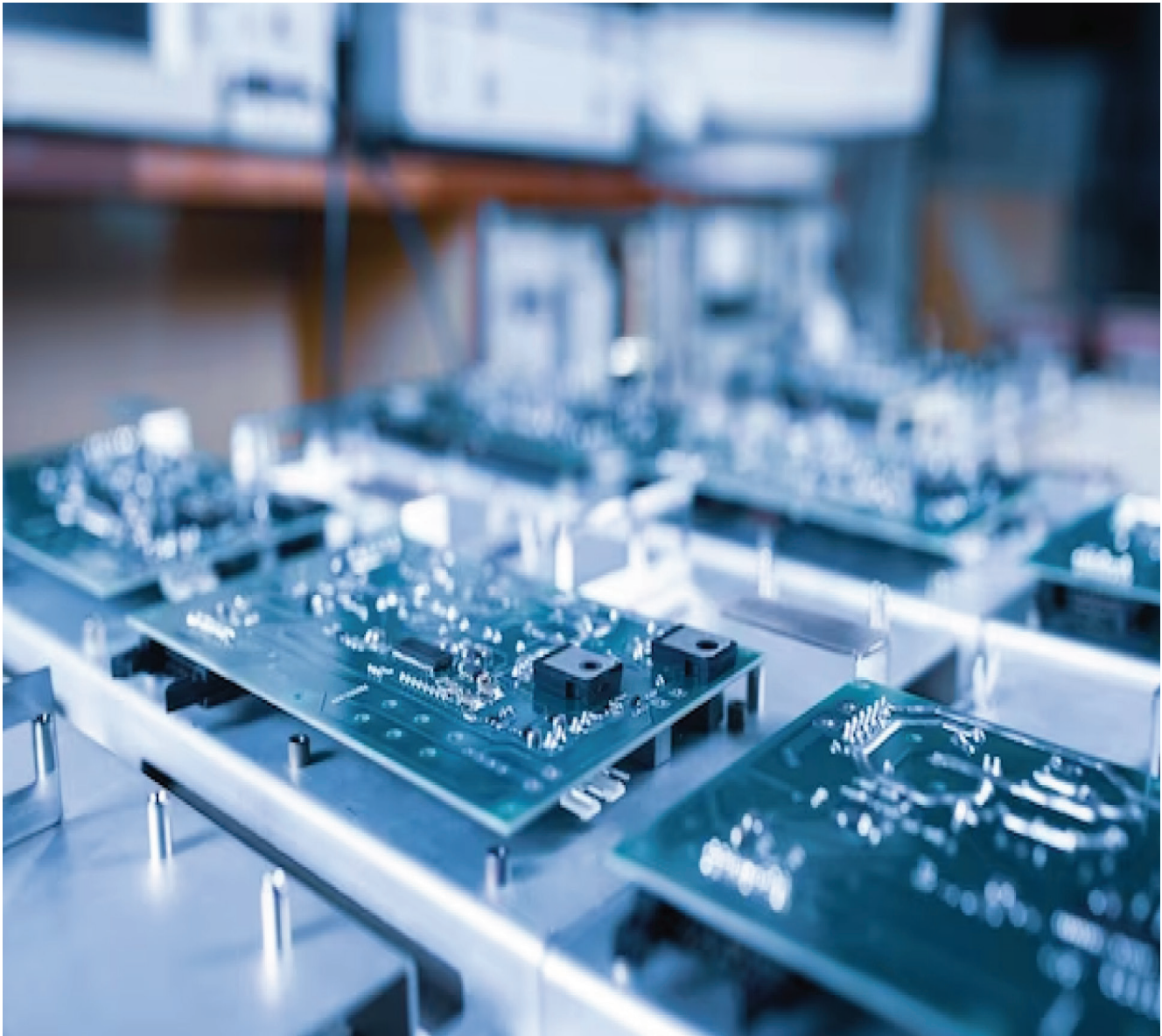
cost-effective advantage for businesses looking to establish or expand their operations.

- **Skilled Workforce:** With a large pool of skilled and semi-skilled labor, UP offers a competitive edge to businesses seeking to optimize their workforce. The state's educational institutions and vocational training programs contribute to a talented workforce capable of meeting diverse industry demands.
- **Growing Infrastructure:** UP is witnessing significant infrastructural development with ongoing projects aimed at enhancing connectivity, energy availability, and industrial amenities. The state's evolving infrastructure creates a conducive environment for businesses to thrive and expand their operations seamlessly.

Investing in UP presents a promising opportunity for businesses seeking growth, profitability, and sustainability. With a booming economy, strategic location, government support, abundant resources, skilled workforce, and growing infrastructure, UP emerges as a favorable investment destination poised for success in the competitive business landscape. 



Source: (Uttar Pradesh Global Investors Summit, 2023)



Uttar Pradesh A Magnet for Investment in IT and Electronics

Uttar Pradesh (UP) has emerged as a significant player in the country's Information Technology (IT) and Electronics sector, demonstrating remarkable growth and potential. With a conducive ecosystem, bolstered by proactive government initiatives and a burgeoning pool of skilled professionals, UP's IT and electronics sector is undergoing a transformative phase, positioning itself as a key destination for technology-driven innovation and investment. According to the Additional Chief Secretary, UP's IT and Electronics sector in 2023, has received investment offers of over ₹1.85 lakh crore. In addition to these investments, MoUs have also been signed for over one lakh crore of the stated investments. This article aims to cover the rapid growth of UP's IT and Electronics sector

along with the investment potential opportunities.

EVOLVING LANDSCAPE OF IT AND ITES SECTOR

Over the past decade, UP has witnessed a substantial surge in IT infrastructure development, propelled by a robust network of IT parks, incubation centers, and Special Economic Zones (SEZs) that foster technological advancement. The state government's proactive policies, including incentives for IT investments and streamlined regulatory frameworks, have further catalyzed this growth trajectory, attracting both domestic and international players to establish their footprint in the region.

Moreover, the state's strategic geographical location, coupled with its well-connected infrastructure and proximity to major metropolitan

centers like Delhi and Noida, has facilitated seamless collaboration and connectivity within the IT ecosystem. This geographical advantage has not only enhanced accessibility but has also fostered synergies between academia, industry, and government, thereby driving innovation, research, and development in the IT sector.

Uttar Pradesh has been actively attracting investments in its IT sector through various initiatives and policies aimed at promoting entrepreneurship, innovation, and infrastructure development. Some notable investments and initiatives include:

- **Microsoft's Data Center:** In 2020, Microsoft announced plans to establish a new data center region in UP, marking a significant investment in the state's IT infrastructure. This investment is expected to boost the state's digital economy and provide access to advanced cloud services for businesses and government organizations.
- **Startup Ecosystem Support:** The UP government has been actively supporting the startup ecosystem through initiatives like the UP Startup Policy, which offers incentives and support for startups in the state. These efforts have attracted investments from venture capital firms and angel investors into the burgeoning startup ecosystem of UP.
- **IT Parks and Special Economic Zones (SEZs):** UP has been developing IT parks and SEZs to provide world-class infrastructure for IT and IT-enabled services companies. These include the Lucknow IT City, Noida IT Park, and Greater Noida SEZ, among others, which have attracted investments from both domestic and international companies.
- **Tech Giants' Presence:** Several tech giants, including Infosys, HCL Technologies, and Tech Mahindra, have established a significant

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UTTAR PRADESH

Programming India's Growth!

- **Over 25** IT/ITeS Special Economic Zones
- **Over 40** IT/ITeS parks

Source: (Invest India, 2023)

presence in UP, setting up development centers and offices in cities like Noida, Greater Noida, and Lucknow. These investments have created job opportunities and contributed to the growth of the IT sector in the state.

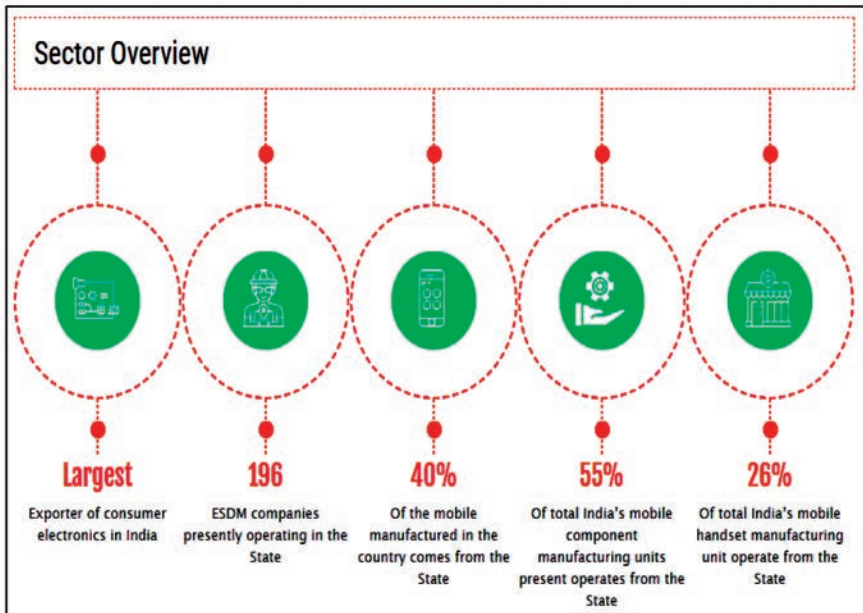
- **Government Initiatives:** The UP government has launched various initiatives to promote digital literacy, skill development, and entrepreneurship in the state. Programs like 'One District One Product' (ODOP) and 'Make in UP' aim to boost local manufacturing and entrepreneurship, including in the IT sector.

OPPORTUNITIES IN THE ELECTRONICS SECTOR

UP has been making strides in developing its electronics sector. The state government has been actively promoting policies and initiatives to attract investment and foster growth in this industry. There are several reasons why the UP Electronics industry is a promising investment option for organizations (refer to image).

With over 196 ESDM companies operating in UP accounting for 40% of the total mobile phones manufactured in the country. 55% of mobile OEM and 26% of India's manufacturing unit hails from UP. Moreover, the government is aiming to further pace up this growth trajectory in the coming years. Here are some key points regarding the growth of the electronics sector in UP:

- **Electronics Manufacturing Clusters (EMCs):** The UP government has been setting up Electronics Manufacturing Clusters (EMCs) to provide state-of-the-art infrastructure and facilities for electronics manufacturing companies. These clusters aim to create an ecosystem conducive to the growth of the electronics industry by providing various incentives and support.
- **Investment Promotion:** The state government has been actively promoting UP as an investment destination for electronics manufacturing companies. It has been organizing investor summits




Source: (Invest.up.gov.in, 2023)

and roadshows to attract both domestic and foreign investment in the sector.

- **Policy Support:** UP has been implementing policies and incentives to support the electronics manufacturing sector. These include subsidies, tax incentives, and other benefits to encourage companies to set up manufacturing units in the state.
- **Skilling Initiatives:** To meet the demand for skilled manpower in the electronics industry, UP has been focusing on skill development initiatives. These programs aim to provide training to the local workforce in areas relevant to electronics manufacturing.
- **Partnerships and Collaborations:** The state government has been collaborating with industry associations, educational institutions, and other stakeholders to promote the growth of the electronics sector. These partnerships help in leveraging expertise and resources to support the industry's development.
- **Focus on Emerging Technologies:** UP has been emphasizing the adoption of emerging technologies such as the Internet of Things (IoT), artificial intelligence (AI), and robotics in the

electronics sector. This focus on innovation and technology-driven growth is expected to further enhance the competitiveness of the state's electronics industry.

In conclusion, UP's IT and electronics sector presents a compelling investment opportunity for both domestic and international investors. With a conducive business environment, supportive government policies, and strategic initiatives focused on infrastructure development, skilling, and technology adoption, the state is well-positioned to emerge as a leading hub for electronics manufacturing and IT services in India. Overall, UP's efforts to develop its electronics sector are aimed at creating employment opportunities, driving economic growth, and positioning the state as a leading hub for electronics manufacturing in India. The presence of Electronics Manufacturing Clusters (EMCs), investment promotion efforts, policy support, skilling initiatives, and collaborations with industry stakeholders underscore UP's commitment to fostering the growth of its electronics industry. 

Crafting Tomorrow's Armour: Unlocking Opportunities in UP's Defence & Aerospace Innovations

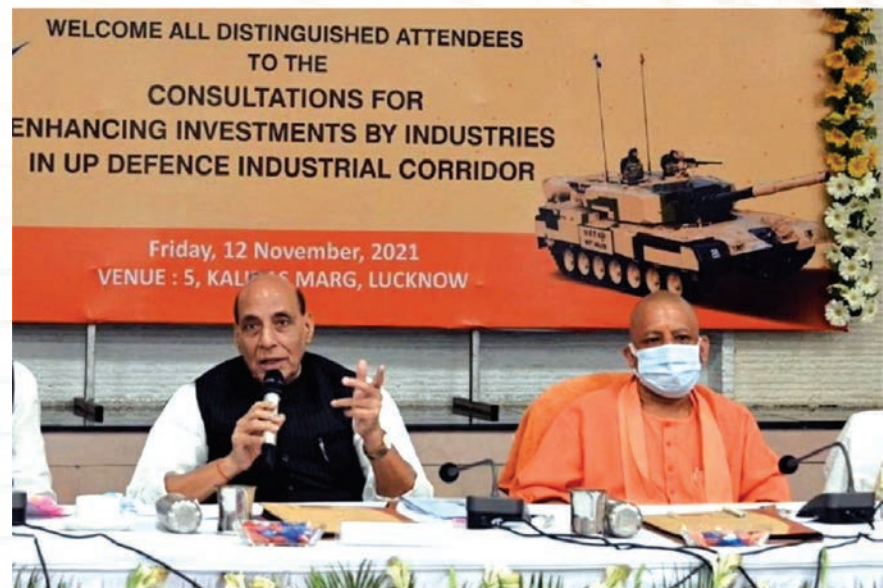
Dr. Asawari Savant | Elets News Network (ENN)

Uttar Pradesh, the nation's third-largest economy, contributes a substantial 9.2% to the national GDP. Boasting a colossal consumer base of nearly 24 crore, the state stands as a demographic powerhouse, with 56% of its population within the working age group – a driving force for future growth. Under the sagacious leadership of Chief Minister Yogi Adityanath, Uttar Pradesh has donned the mantle of India's preferred investment destination and the state presents a tableau of possibilities waiting to be explored.

UTTAR PRADESH'S PIONEERING DEFENCE INDUSTRIAL CORRIDOR(UPDIC)

Central to this transformation is the Uttar Pradesh Defence Industrial Corridor (UPDIC), a visionary initiative aimed at catapulting India into the global arena of defence and aerospace manufacturing. With its strategic location, world-class infrastructure, and dynamic policy framework, UPDIC offers unparalleled opportunities for investment and growth in the global defence sector.

Chief Minister Yogi Adityanath, with a visionary approach, has propelled the UPDIC project across six strategic nodes within the state: Agra, Aligarh, Lucknow, Kanpur, Chitrakoot, and Jhansi. The inception of the Defence Industrial Corridor project dates back to an investors' summit in February 2018,



where the Union Government sanctioned defence corridors for Uttar Pradesh and Tamil Nadu. Since then, Uttar Pradesh has emerged as a frontrunner in this mission, making significant strides toward becoming a defence manufacturing powerhouse in India.

A GRAND ENDEAVOUR

According to UPDIC, the Uttar Pradesh Defence Industrial Corridor project spanning across the western, central, and Bundelkhand regions of Uttar Pradesh, represents an ambitious undertaking with a proposed investment of ₹21237.60 crore. This initiative underscores the government's unwavering commitment to

transforming the state's industrial landscape.

The swift and seamless execution of the project is evident, with Prime Minister Narendra Modi inaugurating the Aligarh node in 2021 and development bids for four nodes invited shortly after the 2023 Assembly poll results.

CREATING A CONDUCTIVE BUSINESS ENVIRONMENT THROUGH POLICY INITIATIVES

Uttar Pradesh's growth story is further bolstered by its proactive and investor-friendly policy framework. The government has introduced numerous initiatives aimed at streamlining business

processes, facilitating ease of doing business, and incentivizing investment.

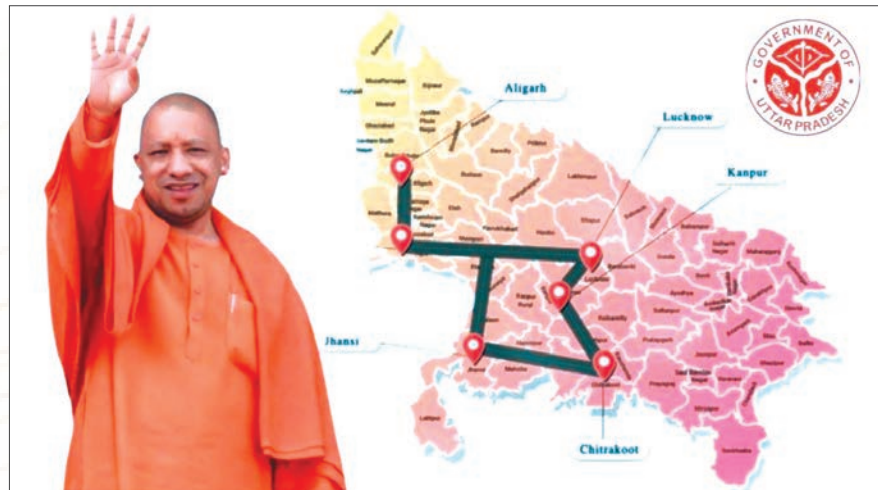
For instance, the government offers capital subsidies of up to seven percent (up to INR 500 crore) to aerospace and defence units set up in strategic nodes. Additionally, land subsidies, transport subsidies, and incentives related to technology transfer are also provided, fostering a conducive environment for investment.

KEY ENABLERS: UNLEASHING THE POTENTIAL

Uttar Pradesh beckons investors with open arms, offering liberal government schemes, including relaxed offset limits under the revised Make II procedures and Defence Procurement & Production policy. The state allows 100% Foreign Direct Investment (FDI) in the Defence industry, ensuring that global players find a welcoming home. The comprehensive support system includes schemes like PM SAMPADA Yojana, grants for Common Facility Centres, and various subsidies and grants for Mega Anchor, Anchor, MSMEs, and Private Defence & Aerospace Parks.

ATTRACTING NATIONAL & INTERNATIONAL INTEREST

UPDIC has garnered significant interest



from both domestic and international companies, with several major players already leveraging the opportunities it presents. Companies such as BrahMos Aerospace, Adani, Tata Technologies, and others have upcoming projects in the corridor, along with Defence Public Sector Undertakings (DPSUs) like Bharat Electronics Limited and Hindustan Aeronautics Limited.


The Uttar Pradesh government has signed numerous Memorandums of Understanding (MoUs), with over 577 hectares of land allotted to 36 industries, showcasing the immense faith industries have in this endeavour.

FORGING STRONG ACADEMIC COLLABORATIONS

Uttar Pradesh's academic and research institutions play a pivotal role in driving innovation and technological advancements in the aerospace and defence sector. Collaborations between academia and industry, facilitated by MoUs with premier technical education institutes like the Indian Institute of Technology (IIT) Kanpur and IIT-BHU, are promoting indigenous innovation and helping the state compete globally.

THE FUTURE: CONTINUING THE GROWTH TRAJECTORY

Looking ahead, Uttar Pradesh is poised to continue its growth trajectory, becoming a leading player in India's defence and aerospace industry. With its strategic location, robust infrastructure, and strong policy framework, the state is well-positioned for success in the global arena.

In conclusion, Uttar Pradesh, under the visionary leadership of CM Yogi Adityanath, is undergoing a transformative journey, poised to emerge as a significant force in aerospace and defence manufacturing. The UPDIC represents a landmark project, signaling India's ascent in the global defence manufacturing landscape and inviting investors to be part of Uttar Pradesh's industrial revolution. 





Uttar Pradesh's Thrust Towards Sustainable Development

Dr. Asawari Savant | Elets News Network (ENN)

Uttar Pradesh, India's most populous state, is experiencing a transformative wave propelled by Corporate Social Responsibility (CSR) initiatives, strategic partnerships, and collaborative endeavors aimed at fostering sustainable development and economic growth. As industrialist Ratan Tata aptly stated, "Businesses need to go beyond the interests of their companies to the communities they serve," Uttar Pradesh is witnessing a surge in initiatives that embody this ethos, reflecting a collective commitment to uplifting communities and driving positive change. The landscape of CSR initiatives, partnerships, and economic engagements shaping Uttar Pradesh's trajectory towards sustainable development and community welfare is multifaceted.

The responsibility of executing this

ambitious initiative falls upon the Uttar Pradesh New and Renewable Energy Agency (UPNEDA), which will oversee the installation of solar-powered irrigation systems spanning 75 districts. Through the deployment of surface and submersible pumps, farmers across the state will gain access to clean energy solutions, thereby enhancing agricultural productivity and sustainability.

CSR INITIATIVES TRANSFORMING COMMUNITIES IN UTTAR PRADESH
IndusInd Bank and Bharat Financial Inclusion Limited (BFIL) have joined hands with the Uttar Pradesh Government to address livestock healthcare management and welfare in Western Uttar Pradesh through the Bharat Sanjeevani Program. Meanwhile, Reeva (R2V2 Technologies Private

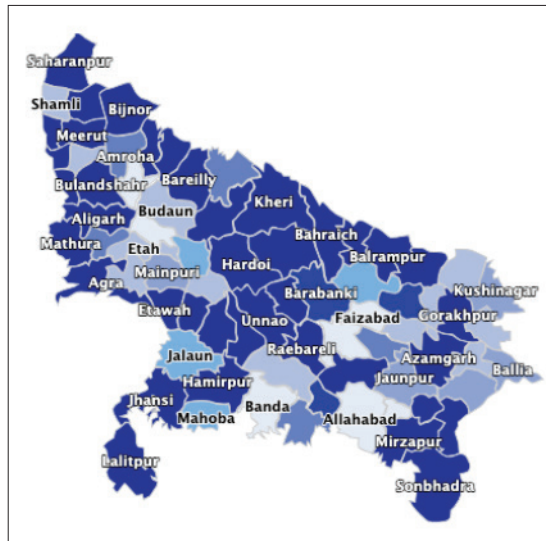
Limited) collaborated with the state government to conduct a Disaster Management Public Awareness Training Program in Ballia, focusing on the Aapda Mitra scheme. In Varanasi, Vedanta's Nand Ghar Initiative is making strides in empowering children and women through pre-school education and healthcare services. HDFC Bank and AROH Foundation's Project Parivartan is driving holistic rural development across 15 villages in the Pindra block of Varanasi. Additionally, Walplast Welfare Foundation and DeliverHealth are actively engaged in education, community development, and healthcare support for underprivileged students in Varanasi.

Further, PepsiCo India's Sustainable Water Resource Development and Management (SWRDM) program, in collaboration with Alternative Development

Initiatives (ADI), is focused on replenishing water resources and enhancing local watersheds' health in Uttar Pradesh. Moreover, Syngenta's I-CLEAN project is dedicated to upgrading rural haats (mandis) in Varanasi to Grameen Rural Agriculture Markets (GrAMs), aiming to boost the rural economy. These initiatives underscore a collective effort towards driving positive change and sustainable growth in Uttar Pradesh's communities.

DRIVING SUSTAINABLE GROWTH THROUGH PARTNERSHIPS AND MOUS

In recent developments, Uttar Pradesh has witnessed significant strides in fostering partnerships and initiatives aimed at sustainable development and economic growth. Chief Minister Yogi Adityanath's visit to Mumbai resulted in pledges of a staggering Rs. 5 lakh crore investment from industry leaders, signaling a robust commitment to the state's prosperity. Concurrently, the Uttar Pradesh government inked a momentous Memorandum of Understanding (MoU) worth Rs. 4,000 crore with Hero Future Energies (HFE) for renewable energy and clean technology projects, bolstering its stance on environmental sustainability. Moreover, collaborative efforts with entities like R2V2 Technologies Private Limited and Syngenta reflect the government's dedication to Corporate Social Responsibility (CSR) initiatives, particularly in disaster management and rural development. The global stage saw



Uttar Pradesh's proactive engagement, with MoUs signed at the World Economic Forum in Davos, Switzerland, emphasizing cross-sectoral collaboration for environmental stewardship.

Furthermore, commendation from Chief Minister Yogi Adityanath for Power Finance Corporation's (PFC) CSR endeavors underscores the state's recognition of impactful contributions to infrastructure enhancement in government schools. Notably, PepsiCo India's Sustainable Water Resource Development and Management (SWRDM) program, aligned with Uttar Pradesh's Mission Amrit Sarovar, stands as a testament to public-private partnerships driving water conservation efforts. These initiatives epitomize Uttar Pradesh's proactive approach towards sustainable growth and community welfare, setting a precedent for impactful collaboration between government and corporate entities.

KNOWLEDGE SHARING CONCLAVES TO BOOST COLLABORATIONS

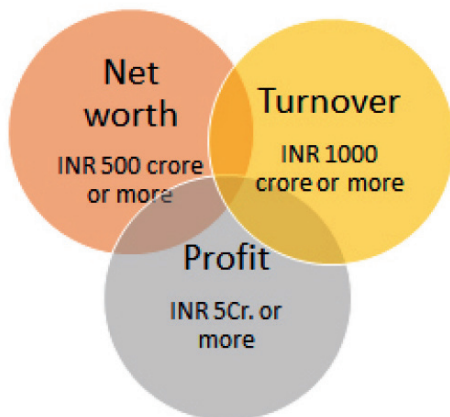
The state government has planned two conclaves on the sidelines of the GBC 4.0 to serve as a platform for networking, knowledge sharing, and forging collaborations

contributing to the economic growth and development of the region. The first conclave, which will be chaired by Hon'ble Chief Minister Yogi Adityanath, is themed on Foreign Direct Investment and Artificial Intelligence with the vision to create awareness about the various initiatives taken up in the state, to promote foreign investments and unlock the potential in Sunrise sectors like artificial intelligence.

The other conclave is designed to cultivate collaboration between key state governmental departments and distinguished national and international corporate houses that are actively engaged in the GBC for corporate social responsibility. The conclave will facilitate direct interactions with CSR heads of corporate houses, allowing them to gain insights into the impactful work undertaken by the department and consider pledging funds to support the noble causes.

The surge in CSR initiatives and strategic partnerships in Uttar Pradesh reflects a concerted effort towards driving positive change and sustainable growth. Through collaborative endeavors across various sectors, from healthcare and education to rural development and environmental conservation, stakeholders are actively contributing to the state's progress. The commitment of industry leaders, government entities, and civil society organizations to go beyond their immediate interests and prioritize the well-being of communities underscores a promising trajectory toward inclusive development. As Uttar Pradesh continues to harness the power of partnerships and embrace innovative solutions, it sets a compelling precedent for other regions to follow. By fostering collaborations and prioritizing the needs of its citizens, Uttar Pradesh is charting a path towards a brighter and more prosperous future for all.

3- Turnover Image





Logistical Brilliance Uttar Pradesh's Warehousing Infrastructure

Uttar Pradesh has immense potential in the warehousing and logistics sector being a pivotal transit point connecting various regions of the country. With a rich tapestry of agricultural, manufacturing, and commercial activities, Uttar Pradesh presents a fertile ground for the development of robust warehousing and logistics infrastructure. According to the 2023 summit on “UP warehousing and logistics summit”, Uttar Pradesh State Industrial Development Authority (UPSIDA) inferred that the growth of

E-commerce is driving the sector. Moreover, the CEO of UPSIDA stated that 10% of the total investments received are dedicated to the warehousing and logistics sector. UPSIDA in collaboration with the state government is developing warehouses alongside expressways for better connectivity. Adani Logistics Ltd also has a plan to develop 30,000 crore square feet of warehouses in Uttar Pradesh. This article aims to analyze, key drivers propelling the growth of warehousing and logistics in Uttar Pradesh, assess the state's competitive

advantages, highlight emerging trends shaping the sector, and delineate investment avenues for stakeholders keen on capitalizing on the burgeoning opportunities within this dynamic landscape.

UP WAREHOUSING SURGE

The warehousing sector in Uttar Pradesh is experiencing rapid growth driven by its strategic location, globalization, expanding e-commerce market, transformative government policies, infrastructure development, and a

growing consumer base. These factors combine to position Uttar Pradesh as a prime destination for warehousing and logistics investment in India.

The warehousing sector in Uttar Pradesh (UP) is experiencing significant growth due to several interconnected factors:

- **Strategic Location:** Uttar Pradesh's central location and increased connectivity within India make it an ideal hub for warehousing operations. It serves as a gateway to the northern and eastern parts of the country, providing easy access to major markets such as Delhi-NCR, Punjab, Haryana, Bihar, and West Bengal. This strategic positioning enhances the efficiency of distribution networks and reduces transportation costs for businesses.
- **Rapid Urbanization and Industrialization:** The state is undergoing rapid urbanization and industrialization, leading to a surge in demand for warehousing facilities. Urban centers like Noida, Ghaziabad, Greater Noida, and Lucknow are witnessing substantial industrial growth across sectors such as manufacturing, FMCG, pharmaceuticals, and automobile, driving the need for modern warehousing infrastructure to support storage, inventory management, and distribution activities.
- **E-commerce Boom:** The burgeoning e-commerce sector is a significant catalyst for the growth of the warehousing industry in UP. With the increasing popularity of online shopping platforms such as Amazon, and Flipkart among others, there is a growing need for fulfillment centers and last-mile delivery facilities to cater to the rising demand for fast and efficient logistics services. Uttar Pradesh's large consumer base and proximity to major e-commerce markets further bolster its appeal as a destination for setting up fulfillment centers and warehouses.
- **Government Initiatives:** The Uttar Pradesh government has been proactive in implementing policies and initiatives aimed at boosting the

Uttar Pradesh hosts two crucial freight corridors-the Eastern Dedicated Freight Corridor (EDFC) and the Western Dedicated Freight Corridor (WDFC).

warehousing and logistics sector. Initiatives such as the Uttar Pradesh Logistics, Warehousing, and Special Economic Zone Policy aim to attract investments, streamline regulatory processes, and develop world-class infrastructure to support logistics and warehousing activities. Additionally, incentives such as tax exemptions and subsidies further incentivize businesses to invest in the state's warehousing sector.


- **Infrastructure Development:** Uttar Pradesh has been making significant strides in infrastructure development, particularly in the transportation and logistics domain. The state government has been investing in the expansion and modernization of roadways, railways, and inland waterways, improving connectivity and reducing transit times. Moreover, the development of integrated logistics parks and multi-modal logistics hubs enhances the efficiency of supply chains and contributes to the growth of the warehousing sector.

UPRISING LOGISTICS

Uttar Pradesh demonstrates advantageous positioning across various indicators in comparison to other states. Notably, it entails 689 railway goods sheds and 2406 cold storage facilities, constituting 39.8% of India's total. Moreover, it leads to the count of

training centers and trained individuals in logistics. The government has established an Integrated State Logistics Plan, aiming for uniform and comprehensive development of the logistics sector within its borders as per a report by LEADS published in 2021.

Apart from this, a significant portion of Uttar Pradesh hosts two crucial freight corridors-the Eastern Dedicated Freight Corridor (EDFC) and the Western Dedicated Freight Corridor (WDFC). The EDFC spans 1,856 km, while the WDFC stretches for 1,504 km. The EDFC comprises two distinct segments: one running from Dankuni in West Bengal to Khurja in Uttar Pradesh, and the other from Ludhiana in Punjab to Khurja-Dadri in Uttar Pradesh.

Uttar Pradesh's warehousing and logistics sector emerges as a compelling investment opportunity for several reasons. Firstly, its strategic geographic location at the heart of India renders it an ideal hub for logistical operations, facilitating seamless connectivity to major cities and ports across the country. Secondly, the state boasts a vast and well-developed infrastructure network, including key freight corridors like the Eastern Dedicated Freight Corridor (EDFC) and the Western Dedicated Freight Corridor (WDFC), enhancing the efficiency and accessibility of transportation routes. Additionally, Uttar Pradesh leads in storage capacity, offering a plethora of railway goods sheds and cold storage facilities to accommodate diverse types of goods. Furthermore, the presence of a skilled workforce, supported by comprehensive training programs, ensures proficient handling of logistics operations. With proactive government policies and initiatives, such as the Integrated State Logistics Plan, aimed at fostering a conducive business environment, investing in Uttar Pradesh's warehousing and logistics sector promises to unlock significant growth opportunities and tap into the state's burgeoning market potential. 

One District One Product Transforming Uttar Pradesh's Economic Landscape

Abhineet Kumar & Kaanchi Chawla | Elets News Network (ENN)



In a bid to revitalise its economic landscape and empower local communities, Uttar Pradesh brought a transformative policy - One District One Product (ODOP) scheme. Spearheaded by Chief Minister Yogi Adityanath, the initiative within a few years has amplified the state's economic prowess and redefined the narrative of local entrepreneurship and innovation.

OVERVIEW

The One District One Product (ODOP) initiative, launched by the Government of Uttar Pradesh in 2018, is a comprehensive strategy designed to promote unique local crafts, industries, and products from each of the state's 75 districts. This ambitious project aims to revive traditional industries, generate employment, and boost exports, with a vision to contribute

significantly to the state's goal of becoming a US\$ 1 trillion economy.

The ODOP initiative strategically identifies and selects one unique product from each district, focusing on sectors such as handicrafts, food processing, textiles, and more. This selection is based on the district's historical, cultural, and economic significance, ensuring that the chosen product has the potential for growth, innovation, and market expansion.

Key achievements of the ODOP initiative include a substantial increase in exports, nearly doubling since the program's launch. This success is attributed to several factors, including enhanced product quality, improved marketing strategies, and access to new markets. The initiative has also been pivotal in securing Geographical Indication (GI) tags for several products, protecting their unique identity and quality on a global platform.

To support the artisans and small businesses involved in the ODOP initiative, the Government of Uttar Pradesh has established Common Facility Centres (CFCs). These centres provide essential services such as training, quality control, and technological support, enabling producers to meet international standards and compete effectively in global markets.

The integration of various government schemes with the ODOP initiative has further amplified its impact. These schemes provide financial assistance, infrastructure development, and marketing support, creating an ecosystem that nurtures growth and innovation within the ODOP framework.

The ODOP initiative is set to expand its scope, with plans to include more products and districts. The goal is to create a sustainable model of development that leverages Uttar Pradesh's rich cultural heritage and diverse industrial base,

making a substantial contribution to the state's ambitious economic targets.

ODOP INITIATIVES IN UP

- **Common Facility Centers (CFCs):** The completion of 10 ODOP CFCs and the ongoing development of 18 more CFCs stand out as significant achievements. These centers provide crucial infrastructure, from production to packaging and marketing, supporting artisans in enhancing the quality and marketability of their products.
- **Training and Toolkit Distribution:** A substantial number of artisans, approximately 83,473, have received training, and 80,872 have been provided with modern toolkits. This initiative has been critical in skill development and quality improvement across various ODOP sectors.
- **Financial Assistance:** Projects worth nearly ₹2,838 crores have been financed, providing a strong financial backbone for the initiative and facilitating the growth and sustainability of ODOP enterprises.
- **GI Tags:** The awarding of GI tags to 32 ODOP products and the application for GI tags for 20 more products have significantly contributed to the branding and global recognition of these products.
- **Promotional Activities:** Over 100 promotional events, including 9 ODOP summits and various fairs and exhibitions, have played a pivotal role in marketing and outreach, expanding the domestic and international footprint of ODOP products.
- **ODOPmart.com:** The launch of odopmart.com and the successful sale of over 20,000 products on e-commerce platforms marks a significant milestone in the digital marketing and sales strategy of the ODOP initiative.
- **ODOP Unity Malls:** Proposals for developing 3 ODOP Unity Malls in Agra, Varanasi, and Lucknow are under consideration, aiming to provide dedicated spaces for showcasing and selling ODOP products.



- **National Recognition:** The state of Uttar Pradesh was awarded the first prize in the ODOP category by the Government of India, recognizing the initiative's success and impact.

KEY ACTION POINTS:

- **Addressing Policy Gaps:** Developing globally benchmarked policies and schemes tailored to local needs.
- **ODOP Schemes:** Launch of schemes for margin money, skill development, toolkit distribution, market development assistance, and branding.
- **Improving Access to Finance:** Easing finance access through technology and partnerships with financial institutions.
- **Infrastructure Development:** Focused on the establishment of Common Facility Centres (CFCs) addressing design labs, testing labs, raw material banks, etc.
- **Quality Improvement:** Standardising quality parameters and encouraging the adoption of these standards.
- **Design Enhancements:** Creating design labs as part of CFC projects to improve market demand.
- **Packaging Improvements:** Developing packaging centers to enhance product appeal.
- **Skill Development:** Enhancing skills through specific programmes and

leveraging existing schemes.

- **Branding and Marketing:** National and international brand awareness creation, leveraging digital, print, and electronic media.
- **Monitoring and Evaluation:** Regular assessment of the programme's progress and impact.

KEY DISTRICTS AND PRODUCTS:

- **Agra:** Leather Products, Stone/Marble Engraving Handicrafts.
- **Aligarh:** Metal Handicrafts, Locks & Hardware.
- **Kanpur Nagar:** Leather Products, Hosiery & Textile Products.
- **Varanasi:** Silk Products, Gulabi Meenakari, Wooden Lacquerware & Toys.
- **Moradabad:** Metal Craft.
- **Lucknow:** Chikankari & Zari-Zardozi.
- **Meerut:** Sports Goods.
- **Firozabad:** Glassware.

These districts exemplify the diverse industrial base of Uttar Pradesh, showcasing products ranging from traditional handicrafts to more industrial goods like leather and sports equipment. The ODOP initiative's comprehensive approach, from policy formulation to skill development and marketing assistance, illustrates a concerted effort to uplift these local industries, providing a significant boost to the state's economy and employment levels.

SCHEMES UNDER THE ODOP INITIATIVE:

1. Skill Development & Toolkit Distribution Scheme

- **Objective:** Capacity building of ODOP artisans/workers.
- **Assistance:** Provide 10-day training with a stipend of INR 200 per day to unskilled artisans and Recognition of Prior Learning (RPL) certification, along with distribution of relevant advanced toolkits free of cost.

2. Marketing Development Assistance (MDA) Scheme

- **Objective:** Encourage ODOP artisans' participation in national and international fairs for better outreach and marketing promotion.
- **Assistance:** Offers 75% reimbursement of stall charges, travel, and registration on e-commerce portals by the Government of Uttar Pradesh.

3. Common Facility Centre (CFC) Scheme

- **Objective:** To address the infrastructural needs of ODOP manufacturers by developing Common Facility Centres, including Testing Labs, Design Centres, Raw Material Banks, Common Production Centres, Packaging, Labelling and Barcoding facilities, and Product Exhibition cum Selling Centres.
- **Assistance:** Provides 60 to 90% of the project cost.

4. Financial Assistance (Margin Money) Scheme

- **Objective:** To provide loans to ODOP artisans, workers, and entrepreneurs at subsidized rates for establishing their industries and achieving self-reliance.
- **Assistance:** The margin money benefit ranges from 25% of the project cost for projects up to 25 lakh (max Rs. 6.25 lakh) to 10% for projects up to 1.5 Cr (Max Rs. 20 lakh). All national, rural, and scheduled banks are covered to provide these loans.

DOVETAILED PROGRAMS WITH ODOP:

- **PM's Employment Generation Programme (PMEGP):** Offers financial assistance to set up new micro-

SUCCESS STORIES**Saharanpur Wood Seasoning Plant**

The establishment of a wood seasoning plant CFC in Saharanpur improved the availability of quality raw materials, significantly enhancing production and export capabilities.

Kalanamak Rice, Siddharthnagar

Through collaborative efforts, including the engagement of the International Rice Research Institute and the establishment of a dedicated processing mill, the branding and marketing of Kalanamak rice were significantly enhanced. This initiative not only improved the MRP from Rs 80 to Rs 175 in the national market (and Rs 400 in international markets) but also expanded the farming area from 4,800 to 12,000 hectares.

Black Pottery, Azamgarh

The revival of the nearly extinct art of Black Pottery in Azamgarh was achieved through the establishment of a Common Facility Centre, increased promotion, and market access. These efforts have revolutionized pottery making, doubling productivity and promoting the product across the country.

Silk Products, Varanasi

Addressing challenges such as raw material shortages and design innovation, the ODOP Cell facilitated collaborations for regularizing raw material supply and established a design studio CFC. These interventions have revitalized the silk industry in Varanasi, ensuring sustained growth and market expansion.

enterprises, facilitating loans to ODOP artisans.


- **Indian Footwear and Leather Development Programme, MoCI:** Aims to develop and modernize the leather industry, enhancing competitiveness, increasing innovation, and promoting entrepreneurship.
- **Pradhan Mantri Mudra Yojana (PMMY):** Provides micro-enterprises in the non-corporate, non-farm sector access to financial services, including loans up to 10 lakh.
- **Atmanirbhar Bharat Rojgar Yojna (ABRY):** Encourages employers to create new jobs and reinstate those lost during the pandemic, offering subsidies for provident fund contributions for new employees.
- **Textile Park Scheme (MoT):** Develops infrastructure for the textile industry, promoting textile manufacturing and exports.

These schemes and programs are integral to the ODOP initiative, providing comprehensive support ranging from financial assistance and skill development to marketing and infrastructure

development. They aim to empower local artisans and entrepreneurs, enhance product quality and marketability, and stimulate economic growth within Uttar Pradesh's distinctive product sectors.

LOOKING FORWARD

The initiative has already showcased remarkable achievements, including the near doubling of exports from approximately ₹88,967 crores in 2017-18 to ₹1.74 lakh crores in 2022-23, and the establishment of Common Facility Centres (CFCs) in needy clusters across Uttar Pradesh.

The success of the ODOP initiative is a testament to the potential of focusing on local industries and crafts, leveraging traditional skills, and providing targeted support to artisans and entrepreneurs. As the initiative moves forward, it aims to significantly enhance the quality, production, and global market presence of ODOP products, thereby making a substantial contribution to the economic development of Uttar Pradesh and achieving the ambitious goal of a US\$ 1 trillion economy. 



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Embracing Uttar Pradesh's Tourism Potential for Global Leadership



Nidhi Shail Kujur | Elets News Network (ENN)

While India perennially entices millions of tourists with its myriad attractions, the recent G20 Summit in 2023 showcased its global appeal on a grand scale, drawing over a hundred thousand delegates from across the globe for more than sixty meetings held throughout the country. Their immersion in India's cultural tapestry, exploration of its World Heritage sites,

and indulgence in its rich artistic, musical, and culinary treasures have significantly contributed to the promotion of global tourism.

A LOOK AT UTTAR PRADESH'S RISING PROMINENCE

Uttar Pradesh is strengthening its foothold on the global tourism stage, reaching new milestones annually. In 2022, the state hosted 31.85 crore tourists, a number that surged in the

first nine months of 2023, with over 32 crore visitors exploring its attractions, including a substantial influx of international travellers.

In a significant announcement, the Uttar Pradesh government's fiscal year 2024-25 budget, earmarked Rs 2,500 crore for the organization of Mahakumbh-2025. Additionally, plans were outlined for establishing an International Ramayana and Vedic Research Institute in Ayodhya, with a

budget allocation of Rs 10 crore. The budget detailed specific allocations, including Rs 14.68 crore for the Nishad Raj Guha Cultural Centre in Shringverpur, Rs 11.79 crore for a music college in Hariharpur (Azamgarh district), and an extra Rs 10.53 crore for the Maharishi Valmiki Cultural Centre in Chitrakoot.

Furthermore, the State Finance Minister disclosed tourism statistics, revealing that Uttar Pradesh welcomed over 37.9 crore tourists from January to October 2023, with 37.77 crore being domestic tourists and 13.43 lakh international visitors. Khanna highlighted the successful organization of "Deepotsav" in Ayodhya, where a Guinness World Record was set by lighting 22 lakh 23 thousand lamps at Ram Ki Pauri.

The state's focus remains on tourism development and beautification endeavours in key locales such as Ayodhya, Varanasi, Chitrakoot, Lucknow, Vindhyachal, Prayagraj, Naimisharanya, Gorakhpur, Mathura, Bateshwar Dham, Garhmukteshwar, Shukrtirtha Dham, Maa Shakumbhari Devi, Sarnath, and others. Under the 'Chief Minister Tourism Development Partnership Scheme,' there is a strategic initiative to enhance one

tourist destination in each assembly constituency of Uttar Pradesh. Khanna reiterated the commitment to developing cultural heritage sites under the leadership of Prime Minister Narendra Modi and Chief Minister Yogi Adityanath.

Acknowledging the increased footfall of devotees, the Finance Minister mentioned the expansion and beautification of the route from Shri Kashi Vishwanath Temple to the Ganges River. Infrastructure development projects are underway at six locations anticipating a surge in tourists and devotees visiting the Shri Ram Janmabhoomi Temple in Ayodhya district, including widening and beautification of access roads.

In a comprehensive approach, the Uttar Pradesh government's budget reflects a dedication to cultural development and tourism enhancement, aligning with the vision of promoting the state's rich heritage.

UTTAR PRADESH'S ECO-TOURISM GEMS

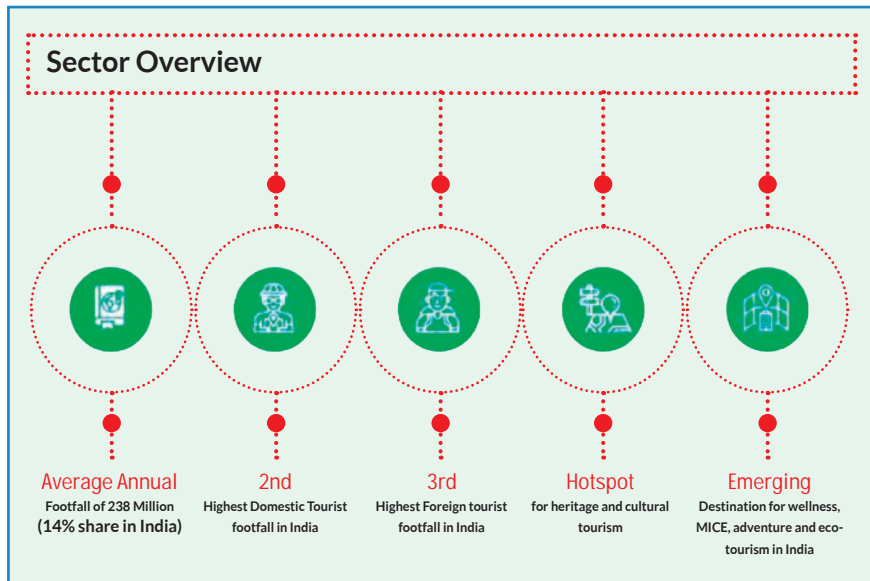
The state of Uttar Pradesh boasts a rich tapestry of eco-tourism destinations,

offering travellers a chance to immerse themselves in the natural wonders of the region. From the dense forests of Dudhwa National Park to the serene landscapes of Katerniaghat Wildlife Sanctuary, Uttar Pradesh presents a diverse array of ecosystems and habitats to explore.

Dudhwa National Park, nestled in the Terai region, is renowned for its population of tigers, elephants, and rhinoceroses, offering visitors a chance to witness these magnificent creatures in their natural habitat. Similarly, the Katerniaghat Wildlife Sanctuary is home to a variety of wildlife, including the elusive Gangetic dolphins, making it a haven for nature enthusiasts and wildlife photographers.

The Pilibhit Tiger Reserve, situated in the foothills of the Himalayas, is another gem of eco-tourism in Uttar Pradesh, providing sanctuary to the majestic Bengal tiger and a host of other endangered species. Meanwhile, the Okhla Bird Sanctuary, located on the outskirts of Delhi, attracts birdwatchers from far and wide with its diverse avian population and tranquil surroundings.





[Source: Invest UP]

kaleidoscope of monument tourism in Uttar Pradesh, inviting travellers to embark on a captivating journey through history, heritage, and timeless beauty.

MAJOR INITIATIVES TAKEN BY TOURISM DEPARTMENT

- Setting up of the Eco-Tourism Board for holistic development and promotion of Eco-Tourism Projects in the State in close coordination with the Forest Department
- Development of Mathura-Vrindavan, Chitrakoot, Mirzapur through BTVP, CTVP and VDVP
- The World's longest Cruise of 51 days from Varanasi (Uttar Pradesh) to Dibrugarh (Assam) is being facilitated for the promotion of Cruise Tourism in the State

In addition, the Hastinapur Wildlife Sanctuary, steeped in history and mythology, offers visitors a unique blend of natural beauty and cultural significance, with ancient ruins and temples dotting its landscape.

Overall, eco-tourism in Uttar Pradesh offers a perfect blend of adventure, conservation, and cultural exploration, inviting travellers to discover the state's hidden treasures while contributing to the preservation of its natural heritage.

UTTAR PRADESH'S MONUMENTAL ODYSSEY

At the heart of this expedition lies Agra, home to the iconic Taj Mahal, a UNESCO World Heritage Site and a testament to timeless love. Delving deeper into the state's cultural heritage, Lucknow emerges as a vibrant hub, boasting magnificent Mughal and colonial-era architecture, including the grand Bara Imambara and the regal Rumi Darwaza.

Venturing further, the Bundelkhand region unfolds with its share of historical marvels, spanning seven states. Here, ancient forts, palaces, and temples stand as silent witnesses to bygone eras, each narrating tales of valour and grandeur. Bundelkhand offers a glimpse into India's rich past and architectural splendour.

Together, these destinations form a



Key Enablers

7
Tourism circuits exists and **Defined Heritage Arcs 10** more circuits upcoming

Attractive Festivals and Fairs
viz, Taj Mahotsav, Kumbh mela, Holl, Deva mela, Matar Sankranti Mela, etc.

New Initiatives
viz, Travelers' Conclave & Deepotsav

Kumbh 2019 - Spiritual Carnival
245 million footfall within 2 Months (239.5 million domestic; 1.03 million foreign)

Beating The Highest Average
State Annual Footfall in India of 350 million (Tamil Nadu)

[Source: Invest UP]

- Development of Heliports in the PPP model in five tourist destinations of the state
- Redevelopment of Rahi Properties through the PPP model
- Re-adaptive usage of Identified Heritage Properties such as Forts, Palaces and Other structures on the PPP model
- Tourism Destination Development of Bundelkhand, Garhmukteshwar, Shukratal and Naimisharanya as preferred Tourism Destinations
- A new and elaborate industry-friendly Tourism Policy 2022 has been launched to promote Investments in the Tourism Sector of the State.

KEY HIGHLIGHTS OF TOURISM POLICY
Policy Duration: The Tourism Policy 2022 will remain in force from 23rd November for the next five years.

Capital Investment Subsidy to Eligible Tourism Units: All eligible tourism units will be qualified for a capital subsidy under the Admissible Subsidy. 100% of the eligible Capital Investment subsidy amount shall be granted after the successful start of commercial operations of the eligible tourism units

ADDITIONAL CAPITAL SUBSIDY

- An additional 5% subsidy shall be provided to new tourism units in Focus Tourism Destinations – a Total Subsidy of 30%
- New Tourism Units owned and managed by women entrepreneurs (with minimum equity participation

In September 2023, during his 105th 'Mann ki Baat' address, Prime Minister Modi underscored India's immense global tourist appeal, emphasizing tourism as a sector that fosters significant employment opportunities with minimal investment.

of 51% in the entity) will be entitled to an additional 5% subsidy over and above the 'Admissible Subsidy'. Subsidy of 30% and in case where projects are registered /Constructed/ Operational under Tourism Policy 2022 in Focus Tourism Destinations, the subsidy will be capped at 35%

- New Tourism Units owned and managed by entrepreneurs belonging to SC/ST categories and the differently abled will be entitled to an additional 5% subsidy over and above the 'Admissible Subsidy'. Subsidy of 30% and in case where projects are

registered /Constructed/Operational under Tourism Policy 2022 in Focus Tourism Destinations, the subsidy will be capped at 35%.

INTEREST SUBSIDY

- 5% interest subsidy would be permissible to a maximum of INR 5 Crore loan and admissible subsidy to a maximum of INR 25 Lakh, for 5 years
- Unit can apply for either capital or interest subsidy.

SPECIAL INCENTIVES FOR HERITAGE HOTELS

- 25% subsidy on capital cost without disturbing the architecture of the building.
- Self-expenditure and loans are considered Eligible Capital Investments.
- 5% subsidy for 5 years on a bank loan up to INR 5 crore.
- 100% exemption on stamp duty and land use conversion.
- 50% reimbursement on Excise license fees for the first year.
- Offer signages along key routes and publicity and broadcasting.
- Avail of both capital subsidy and interest subsidy.

INDUSTRY STATUS OF HOTELS AND RESORTS

- Property tax and water sewerage tax at industry rates.
- Construction of tourism units permitted in notified industrial areas.

STAMP DUTY

100% exemption of stamp duty for the first transaction only.

LAND CONVERSION AND DEVELOPMENT CHARGES

100% waiver on all tourism units.

EMPLOYMENT GENERATION SUBSIDY

100% reimbursement of EPF expenditure for 5 years.

SPECIALLY-ABLED FRIENDLY UNITS

Payroll assistance of INR 1500 per month per worker.



REVIVAL OF SCARCE ART AND CULTURE
 INR 5 lakh granted to an individual or group involved in art revival.

ICT ENABLEMENT

- One-time assistance of 25% of the cost of procuring equipment.
- 25% subsidy to promotional content using technology, AI and metaverse.
- Financial assistance for the introduction of ICT in tourism.

SKILL DEVELOPMENT

100% reimbursement of hospitality-related course fees, per person.

SUPPORT TO RESPONSIBLE TOURISM

- 75% reimbursement of the cost of carrying out an energy audit.
- 20% reimbursement of the capital cost of setting up a sewage plant.
- 50% reimbursement of green certification fee.
- 100% reimbursement on achieving Responsible Tourism Society of India certifications.

INFRASTRUCTURE DEVELOPMENT

- 10% capital subsidy on ECI for procurement of e-vehicles.
- 20% reimbursement of road tax

Investing in Uttar Pradesh's tourism sector presents a lucrative opportunity for both domestic and international investors. With its rich cultural heritage, diverse natural landscapes, and historical landmarks, Uttar Pradesh offers a plethora of attractions that appeal to a wide range of travellers.

for 2 years on purchase of tour buses.

INNOVATION

One-time incentive for innovative projects on approval by the Directorate of Tourism Committee.

ASSISTANCE FOR RESEARCH IN THE TRAVEL/HOSPITALITY SECTOR

Financial assistance to 5 projects to recognized travel associations, management institutes and hospitality bodies.

LOOKING AHEAD

Investing in Uttar Pradesh's tourism sector presents a lucrative opportunity for both domestic and international investors. With its rich cultural heritage, diverse natural landscapes, and historical landmarks, Uttar Pradesh offers a plethora of attractions that appeal to a wide range of travellers. The state's strategic location, coupled with its robust infrastructure development plans, further enhances its appeal as a premier tourist destination. Additionally, the proactive measures taken by the Uttar Pradesh government, such as incentivizing tourism projects, offering subsidies, and streamlining regulations, create a conducive environment for investment. As tourism continues to emerge as a key driver of economic growth globally, investing in Uttar Pradesh opens doors to profitable ventures while contributing to the state's sustainable development goals.

Uttar Pradesh Leads Pharma Innovation



Kaanchi Chawla | Elets News Network (ENN)

India's pharmaceutical sector is on an impressive growth path, aiming to transform global access to affordable medicines. According to Invest India, this industry is poised to reach USD 65 billion by 2024 and is projected to expand to USD 130 billion by 2030. India, being the third-largest producer of pharmaceuticals globally by volume, is renowned for its manufacturing capabilities and innovation within the sector. The country makes a significant contribution to the worldwide supply of generics, holding a 20% share, and dominates the vaccine production market, accounting for 60% of the global output, highlighting its crucial role in the

international healthcare ecosystem. Additionally, Uttar Pradesh (UP) is emerging as a key player in the pharmaceutical industry, contributing significantly to India's production capacity and innovation in this sector.

Government initiatives have played a crucial role in supporting this growth. The Production Linked Incentive (PLI) schemes have been instrumental in enhancing domestic manufacturing capacities and drawing foreign direct investment (FDI) to the sector. According to the Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, investments reached Rs 25,813 crore, with the creation of 56,171 new jobs as

of September 2023. These schemes have significantly contributed to the sector's expansion. Moreover, the Promotion of Research & Innovation Program (PRIP) Scheme, with a financial allocation of Rs 5,000 crore, is designed to encourage innovation and facilitate collaborations between pharmaceutical companies, research institutions, and startups.

Looking forward, with the government's emphasis on initiatives such as anticipated tax breaks and improvements in the PLI Scheme as indicated in the Union Budget 2024, India is on its way to becoming a global pharmaceutical hub by 2047. These measures, along with the government's policies and investments, position India at

the forefront of tackling global healthcare challenges. India's proactive approach and commitment to ensuring a healthier future for all exemplify its significant role in the global pharmaceutical narrative.

UTTAR PRADESH PHARMA SURGE

Uttar Pradesh, India's most populous state, is pivotal in the pharmaceutical sector, supported by its large population, substantial manufacturing and healthcare infrastructure. It is also leading the way in fostering innovation and entrepreneurship with over 10,000 registered startups and more than 60 incubation centres, reflecting a vibrant ecosystem for innovation and entrepreneurship. The state's commitment to nurturing innovation is further underscored by the establishment of 'Promote Pharma,' a dedicated institution for pharma research and innovation.

Additionally, Uttar Pradesh boasts the highest number of Micro, Small, and Medium Enterprises (MSMEs) in the country, making a significant contribution to the state's manufacturing sector growth. Ranking among India's top manufacturing hubs, the state is home to 608 manufacturing units across diverse pharmaceutical categories and boasts an extensive distribution network with 71,000 wholesale and 108,000 retail drug sale licenses.

Significant investments in healthcare, including a ₹32,009 crore allocation in the 2021-22 budget for health and family welfare, coupled with an emphasis on education and skill development, highlight its commitment to the sector's growth. The state plans to operationalize 49 nursing schools and 49 paramedical schools in the next five years, with a notable increase in educational seats, adding 7,000 MBBS seats, 3,000 postgraduate seats, 14,500 in nursing, and 3,600 in paramedical courses, ensuring a robust supply of skilled professionals to the pharmaceutical industry.

This focus on education and infrastructure development is complemented by a landmark initiative: the launch of a Pharma Park in Lalitpur, Bundelkhand, spanning 1,472 acres. Spearheaded by the Uttar Pradesh State

POLICY SUPPORT

Development of Pharmaceutical Parks Incentives

- Up to 50% interest subsidy for land purchase.
- Up to 60% interest subsidy for infrastructure and common facilities construction, including warehouses, cold chains, and worker housing.
- Stamp duty exemption: 100% for developers, 50% for first-instance buyers.
- 15% capital subsidy on common infrastructure development, capped at ₹25 crores.

Incentives for Individual Units

- Up to 50% capital interest subsidy on loans for plant and machinery procurement.
- 5% infrastructure interest subsidy for developing self-used infrastructural amenities.
- Up to 50% Industry Research Subsidy for industrial research, quality improvement, and product development.
- 100% electricity duty exemption for 10 years for new units using captive power plants.
- 100% stamp duty exemption for all new units.
- 15% capital subsidy on plant and machinery investment, up to ₹200 crores.
- Environment Protection Subsidy, Zero Waste Incentive.
- Up to 60% capital interest subsidy for R&D setup.
- Up to 75%, maximum ₹2 crores, reimbursement for clinical trial expenses.
- Assistance for contract/sponsored research, patent filing, and quality certification, including international certification.
- Support for innovation and start-ups, and market support for domestic and international exhibition participation.

Ease of Doing Business

- Implementation of a single-window system and time-bound clearance processes.
- Appointment of departmental nodal officers by FSDA to assist investors.
- Pre-consultation of project plans by the FSDA team.

[Source: Invest UP]

Industrial Development Authority (UPSIDA), this project, which will develop in two phases starting with an initial 300 acres, signifies a major step towards enhancing the state's manufacturing capabilities. Utilizing modern surveying techniques for precision, this ambitious endeavour underscores Uttar Pradesh's aspirations to become a major hub in India's pharma industry.

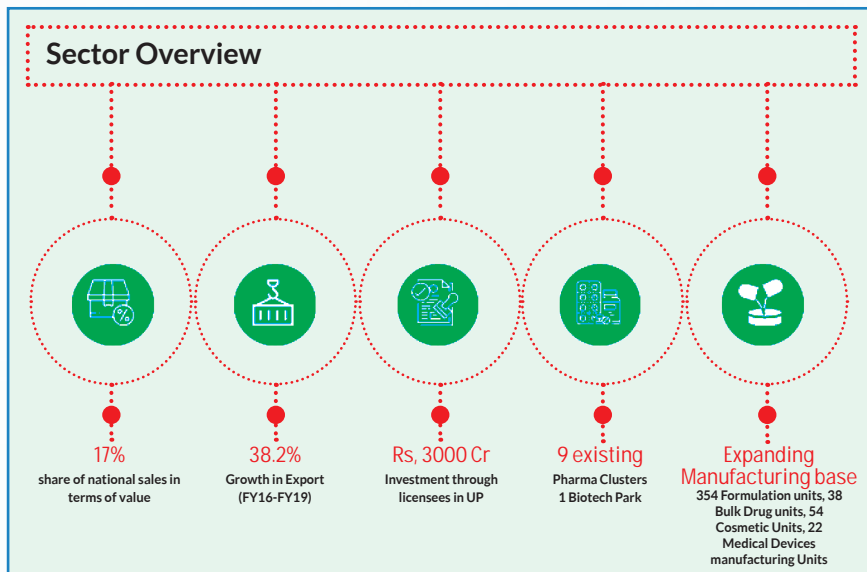
With these strategic investments in healthcare infrastructure, a thriving startup ecosystem, and a focus on bolstering education and skill development, Uttar Pradesh is set to further

solidify its position as a key player in the pharmaceutical industry. The state has highlighted its robust growth, with plans to initiate projects worth Rs. 10 Lakh crore, reflecting its status as one of the fastest-growing economies in India. The prospects for the state's pharmaceutical sector are promising, aiming to improve healthcare outcomes for its population and contribute significantly to the growth of India's pharma industry.

STRATEGIC INVESTMENT CATALYSTS

Infrastructure Advantage

Uttar Pradesh, a key player in the Indian pharmaceutical industry, boasts a strategic



[Source: Invest UP]

position on the Golden Quadrilateral, enhancing its export capabilities through a myriad of infrastructural advantages. With an extensive road network and access to the National Capital Region to the west, the state offers pivotal access to the markets and resource depth of eastern India. It is home to the country's largest railway network, covering over 8,949 km, and hosts major national and international airports that connect it with the rest of India, the Middle East, and Southeast Asian countries. The presence of three existing international airports in Lucknow, Kushinagar, and Varanasi, alongside an upcoming one in Jewar, significantly boosts its connectivity. The proposed National Waterway-1 (NW-1), which will link Allahabad to Haldia port, alongside Uttar Pradesh's inclusion in 8.5% of the Delhi Mumbai Industrial Corridor (DMIC) catchment area and 57% of the Amritsar-Kolkata Industrial Corridor (AKIC), further underlines its infrastructural prowess. The intersection of the Western and Eastern Dedicated Freight Corridors at Greater Noida, coupled with multi-modal logistic hubs and industrial parks, is poised to significantly reduce travel times to ports. The development of expressways such as the 340-km Poorvanchal Expressway,

Uttar Pradesh renowned for its vast reservoir of skilled and unskilled manpower, is also distinguished by its host of prestigious research institutes, particularly in the pharmaceuticals sector.

Bundelkhand Expressway, and the Lucknow-Agra Expressway, alongside enhanced 4-lane and 6-lane state highways, not to mention the air, water, road, and rail networks including the NW 1 waterways that connect Allahabad, Varanasi, and the Haldia seaport, Uttar Pradesh is set to solidify its infrastructure advantage, providing a robust foundation for its export-oriented pharmaceutical sector.

Raw Material Base and Growing Industry

The State, already distinguished as the fourth largest in terms of Micro, Small, and

Medium Enterprises (MSMEs) in India, is further enhancing its industrial landscape through the establishment of Northern India's first Medical Device Park in Gautam Buddh Nagar, Noida. Situated on a sprawling 350-acre plot in Sector 28 along the Yamuna Expressway, this park has attracted an investment of around Rs 415 crore from 59 companies, poised to create approximately 5,000 jobs directly. The initiative aims to significantly bolster India's self-sufficiency in medical device manufacturing, covering a wide range of products from orthopedic implants to critical care equipment like ICU ventilators and coronary stents, thereby addressing the current dependency on imports which stands at about 80%. With an overall investment projected at Rs 5,250 crore, the park is expected to generate over 20,000 employment opportunities, underlining its role as a major economic catalyst in the region. The strategic involvement of institutions such as IIT-Kanpur in setting up an incubation center within the park underscores its commitment to innovation and support for startups, enhancing its attractiveness to companies looking to enter or expand within the medical devices sector.

Availability of Labour and Strong R&D Base

Uttar Pradesh renowned for its vast reservoir of skilled and unskilled manpower, is also distinguished by its host of prestigious research institutes, particularly in the pharmaceuticals sector. Central to this academic and research excellence are institutions such as the CSIR-Central Drug Research Institute and the Indian Institute of Toxicology Research, both located in Lucknow, which stand at the forefront of drug research and toxicology studies, respectively. The state also boasts the National Institute of Pharmaceutical Education and Research in Raibareli, dedicated to advanced studies in pharmaceuticals, alongside the Central Institute of Medicinal and Aromatic Plants in Lucknow, which delves into the research of medicinal herbs. Adding to the scientific milieu, the National Botanical Research Institute in Lucknow explores plant sciences, whereas the Biological Sciences and Bioengineering De-

Key Enablers

Widely Expanding

3-tier public healthcare infrastructure & Private healthcare services

Rapidly Growing

Nearly 262 PM Janushadhi Pariyojana Centres 1 lakh pharmacists, 86063 Retail pharmacies

R&D Base of 18 World-Class

Pharma Research Institutes viz. CSIR (Lucknow); NIB-Noida, IITR-Lucknow, King Gorge Medical University-Lucknow, NBRI etc.

100% FDI

allowed under the automatic route for greenfield & brownfield pharma (74% through automatic route and thereafter through government approval route)

Largest

Consumer base in India

Human Resource Base

of 208 Medical, Bio-Technology & Pharmacy colleges

[Source: Invest UP]

partment at IIT Kanpur, and the Biotechnology Department at MNNIT Allahabad, contribute to the state's bioengineering and biotechnological research capabilities. Furthermore, the Indian Institute of Technology in Banaras Hindu University, King George's Medical University, and the Sanjay Gandhi Post Graduation Institute of Medical Sciences, all in Lucknow, along with the Indian Pharmacopoeia Commission in Ghaziabad and the National Institute of Biologicals in Noida, underscore Uttar Pradesh's pivotal role in medical, biological, and pharmaceutical education and research. This concentration of institutions not only highlights the state's academic prowess but also its strategic importance in the national research and development landscape, particularly in the fields of medicine, pharmacology, and biotechnology.

KEY INVESTMENT OPPORTUNITIES

India's 4th largest state, with a population density of 829 per km², leads in bulk drugs and generic medicine production. It offers vast opportunities for domestic and export markets, supported by a large consumer base and excellent connectivity to major ports. The state is ideal for advanced drug distribution, with a growing wellness drug market propelled by technology. With 56% of its population in the working age group and numerous top-tier research and educational institutions, Uttar Pradesh is enhancing its education and skill development to meet industry needs. It's making significant progress in R&D, focusing on drug testing, CRAMS,

India's 4th largest state, with a population density of 829 per km², leads in bulk drugs and generic medicine production. It offers vast opportunities for domestic and export markets, supported by a large consumer base and excellent connectivity to major ports.

biologics, biosimilars, AYUSH, and phyto-medicine, positioning it as an innovation hub. The expansion in healthcare infrastructure, including new hospitals and medical device manufacturing, further strengthens its role in India's pharmaceutical and healthcare industries.

KEY ENABLERS

- **Three-Tier Healthcare System:** Public and private healthcare sectors are expanding, ensuring widespread access to healthcare services.
- **Pharmaceutical Growth:** 262 Janushadhi Pariyojana Centres offer affordable medicines. 100,000 pharmacists and 86,063 retail pharmacies

ensure widespread pharmaceutical availability.

- **R&D Excellence:** India boasts 18 world-class Pharma Research Institutes, including CSIR-Lucknow, NIB-Noida, IITR-Lucknow, King George Medical University-Lucknow, and NBRI, emphasizing its commitment to pharmaceutical research and innovation.
- **FDI Opportunities:** A liberal FDI policy allows 100% FDI for new pharma projects and 74% for existing ones, simplifying investment in the sector.
- **Vast Market Potential:** With a massive population, India offers the largest consumer base for pharmaceuticals and healthcare products.
- **Skilled Workforce:** 208 specialised colleges in Medical, Bio-Technology, and Pharmacy education contribute to a robust healthcare workforce.

ENVISIONING A PIONEERING FUTURE

Uttar Pradesh is gearing up to unleash groundbreaking initiatives in the pharmaceutical sector, with a spotlight on digital health technologies, personalized medicine, and eco-friendly manufacturing practices. The state is poised to harness digital advancements to broaden healthcare access through telemedicine, ensuring services reach every corner of its vast landscape. This digital transformation is set to be complemented by a green revolution in manufacturing, establishing Uttar Pradesh as a benchmark for sustainable pharmaceutical production globally.

Simultaneously, the state is on the cusp of embracing personalized healthcare, leveraging genomics and biotech innovations to offer customized treatment solutions, thereby elevating patient care to new heights. This forward-thinking approach is anticipated to catalyze a vibrant startup ecosystem, nurturing groundbreaking innovations in pharmaceuticals. Uttar Pradesh's commitment to these exclusive and unique initiatives marks the beginning of a new era in healthcare, positioning it as a global leader in innovative and sustainable pharmaceutical solutions. 



MODEL GAON A REVOLUTION IN THE MAKING

The inception of Model गाँव draws its inspiration from the ideals of Mahatma Gandhi and Dr. APJ Abdul Kalam, particularly the Gandhian vision of "gram swaraj" and Kalam's concept of PURA (providing urban amenities to rural areas). Model गाँव is a meticulously crafted amalgamation of technology, human capital, skills, and entrepreneurial spirit, all converging towards the pursuit of sustainable rural development. This endeavour is anchored in the principles of financial viability, social equity, and environmental responsibility.

At its core, Model गाँव embraces the transformative ambition of elevating a conventional village into an exemplar of development, thereby serving as a stepping stone towards the cherished

aspiration of becoming a fully developed nation.

The Model गाँव Project adopts a grassroots approach, focusing on strengthening the foundation of rural

communities, which constitute the bedrock of the Indian economy. Model गाँव endeavours to reinforce and sustain this foundational strength.

With a vision for holistic rural development, IAS officer Dr Heera Lal is the pioneer of this ambitious programme.

Model गाँव is a remarkable exemplar of holistic rural development, making a substantial and enduring impact on the lives of more than 25,000 residents dispersed across six distinctive villages within the state of Uttar Pradesh. It is imperative to note that this initiative caters to a diverse and multifaceted population.





Supporting the vision of strengthening rural India, Munish Gangwar (Retd. CGM NABARD), translated Dr. Heera Lal's development initiatives into a sustainable village development model called Model गाँव and leads the initiative as its President.

Saurabh Lall, Chief Executive Officer of Model गाँव, outlines their rural digital-first strategy with www.modelगाँव.org serving as a hub for a three-pronged approach to holistic rural progress:

VILLAGE MANIFESTO

The Village Manifesto is a means to set the development agenda for villages. The manifesto is a detailed document with 25 development indicators which are used to create awareness amongst villagers on various aspects of rural development. With more than 1 lakh downloads, village manifesto today is becoming the tool to empower villagers.

CHANGEMAKERS

Building a cohort of a minimum of 15 potential changemakers in each gram panchayat, these are volunteers who are motivated to make their village a model village. These are the people who lead the development activities on the ground in their respective villages. We engage with more than 450 changemakers in the making across 28-gram panchayats in Uttar Pradesh who have formal agreements with Model गाँव to transform their villages into model villages.

BUILDING LOCAL ENTREPRENEURIAL ECOSYSTEMS TO DEVELOP VILLAGE-LEVEL ECONOMY

The purpose of building a village-level economy is to foster local development by leveraging the unique strengths and resources of rural areas. By focusing on local resources, skills, and traditional practices, village-level economies can stimulate local production, create job opportunities, and retain wealth within the community. Model गाँव promotes entrepreneurship through skill training like digital skill training for women and promotes collectives like FPOs to develop micro production units.

Model गाँव operates in a phased manner which constitutes its standard operating procedure. It involves Identification And Selection Of Gram Panchayat, Preparation And Formal Association With Gram Panchayat, Establishment Of Communication Channels, Profiling The Gram Panchayat, Setting Priority Agendas, Implementation Of Activities, Record-Keeping, Documentation, Evaluation, And Impact Analysis.


KEY PROJECT HIGHLIGHTS

Some illustrated achievements to date include:

- 28-gram panchayats have formally partnered with Model गाँव for village development.
- Model गाँव's engaged panchayat

Sahara in Shahjahanpur built a biogas plant through people mobilization, achieving energy self-sufficiency.

- More than 90% of villagers in Model गाँव's gram panchayats are now aware of 25 development indicators on which local development should happen in their villages for their villages to become model villages.
- The primary school dropout rate in Sahara was reduced by 40%.
- Malnutrition eradicated in Sahara. 10 Waste Banks were established in Kanthari panchayat, Firozabad for efficient waste management.
- QR-enabled digital nameplates enabling Model गाँव to build a digital governance framework.

India lives in its villages and ensuring their holistic progress necessitates empowering villagers with knowledge knowledge is power. Enlightened villagers will actively participate in and drive the development they desire to see. Model गाँव aims not merely for rural development but for initiating a grassroots revolution. 



Note: Scan the QR code to watch an actual beneficiary talking about the eradication of malnutrition from her village

UTTAR PRADESH'S FOOD PROCESSING EXCELLENCE

Nidhi Shail Kujur | Elets News Network (ENN)



Uttar Pradesh, known as the "Food Basket of India," has a large agricultural base and a vital food processing sector with significant growth potential. The FY25 interim budget, presented by Finance Minister Nirmala Sitharaman, raised funding for this sector to ₹3,290 crore from ₹2,912 crore in FY24. Sitharaman highlighted the importance of enhancing investments in post-harvest operations like aggregation, modern storage, efficient supply chains, and marketing to bolster agriculture and the food processing industry.

The growing consumer demand for processed foods enhances the food processing industry's role, bridging agriculture and industry. This sector's expansion can significantly benefit the economy by increasing farmer incomes, reducing waste, curbing food inflation, encouraging crop diversity, prolonging product shelf life, and generating employment opportunities.

The food processing business accounts for 12.38% (at the 3-digit NIC classification) of the employment generated in the registered industrial sector, which employs roughly 1.93 M people. The unregistered food processing industry supports employment for 5.1 million people, according to the NSSO 73rd Round study. India's food processing sector is mostly composed of the industries of grain, sugar, edible oils, beverages, and dairy products.

Source: Assocham India

TRANSFORMATIVE INITIATIVES IN COLD CHAIN AND AGRO-PROCESSING

Recognizing the critical need for enhancing post-harvest management and reducing wastage, the Ministry has green-lit substantial projects aimed at strengthening Uttar Pradesh's cold chain and agro-processing infrastructure. With the approval of 23 Cold Chain projects, 3 Agro-Processing Clusters, and 22 Food Processing Units under the Pradhan Mantri Kisan Sampada Yojana (PMKSY), Uttar Pradesh is set to witness a significant leap in preserving the freshness and extending the shelf life of its perishable produce. These projects are not just infrastructural developments; they represent a paradigm shift towards reducing post-harvest losses, ensuring food security, and increasing farmers' incomes.

EMPOWERING HORTICULTURE AND FOOD PROCESSING

The state's agricultural prowess is further amplified by its dominant share in the country's sugarcane output, holding a 35% share, and securing the 2nd rank in sugar production. Moreover, Uttar Pradesh's status as the largest exporter of meat, bolstered by 15 modern integrated abattoirs and 35 meat processing units, showcases its diverse agricultural and food processing capabilities. The state's agricultural landscape is enriched by its ranking as the largest producer of an array of fruits and vegeta-



The Indian food processing market size reached INR 28,027.5 Billion in 2023. Looking forward, IMARC Group expects the market to reach INR 61,327.5 Billion by 2032, exhibiting a growth rate (CAGR) of 8.8% during 2024-2032.

Source: Google

bles, including leading the charts in the production of food grains, milk, sugarcane, potatoes, peas, mangoes, gooseberries, and watermelons.

In light of these strengths, the development of integrated agro/food processing zones, notably proposed at Hapur, represents a strategic move to harness Uttar Pradesh's agricultural bounty. The introduction of the Uttar Pradesh Krishi Utpadan Mandi (Amendment) Ordinance, 2020, further liberalizes the market, making it more conducive for farmers and investors by excluding specified fruits and vegetables from the stringent Uttar Pradesh Krishi Utpadan Mandi Act, 1964.

INNOVATIVE SCHEMES AND POLICIES FOR FOOD PROCESSING

The state government's proactive approach is evident in its Food Processing Industries Policy 2017 (revised), aimed at establishing large and medium food processing units under the ambitious Food Processing Industries Policy 2022. A staggering projection of 41,779 food processing units to be established or upgraded between 2022

and 2025 under the Pradhan Mantri Formalisation of Micro Food Processing Enterprises scheme underlines the state's commitment to revolutionizing its food processing sector. This initiative not only promises to enhance the quality and competitiveness of Uttar Pradesh's agricultural produce but also aims to create numerous job opportunities, thereby stimulating the state's economy.

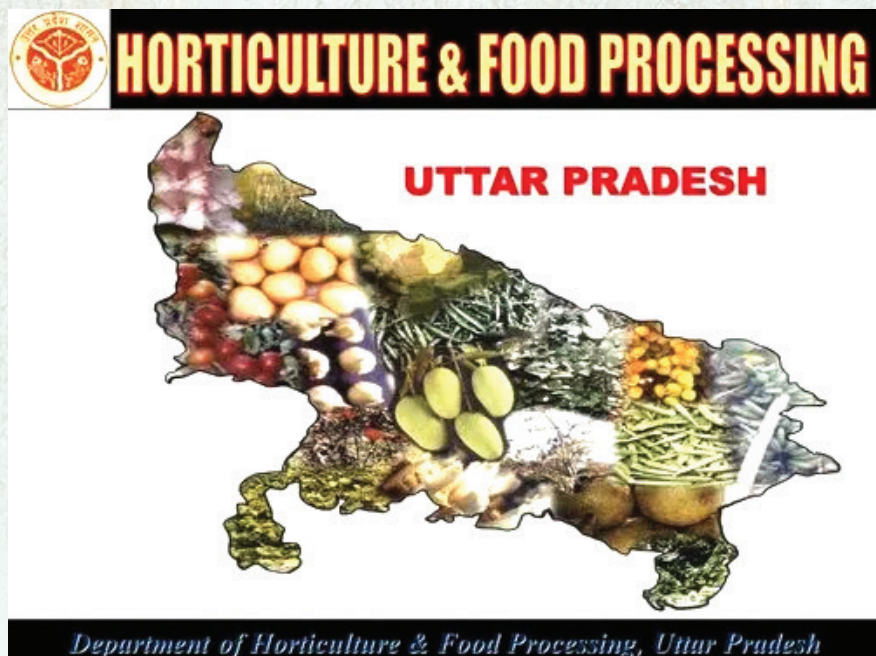
The land under cultivation in FY22, sprawling over thousands of hectares, produced an impressive yield of vegetables, fruits, and spices, further solidifying Uttar Pradesh's agricultural dominance. The state's agricultural exports, amounting to US\$ 2.16 billion in 2019-20 and reaching US\$ 1.83 billion during April- December 2020, underscore its vital role in the global food supply chain.

MISSION FOR INTEGRATED DEVELOPMENT OF HORTICULTURE (MIDH)

A cornerstone in Uttar Pradesh's agricultural strategy is the Mission for Integrated Development of Horticulture (MIDH), aimed at fortifying post-harvest infrastructure management. This comprehensive mission encompasses a wide array of activities, including handling, grading, pre-conditioning, packaging, transient storage, transportation, distribution, curing, ripening, and, where feasible, long-term storage. The mission's focus extends to medicinal plants, addressing the entire spectrum of horticultural needs from the farm to the consumer.

Exports from Uttar Pradesh		
Exports (US\$ Million)		
Crop	2019-20	2020-21#
Fruits and Vegetable Seeds	0.33	0.12
Fresh Onions	8.66	7.09
Dairy Products	27.42	16.37
Wheat	20.42	28.82
Pulses	3.94	8.00
Maize	19.02	15.41

Source: IBEF Presentation



KEY ENABLERS IN THE STATE

Location: Strategic location as Gateway to east India and Nepal - well-connected through extensive rail/road network (Amritsar-Delhi-Kolkata and Delhi-Mumbai Industrial Corridors pass through the State).

Diverse Agro-Climatic Zones: Uttar Pradesh is enriched with diverse agro-climatic conditions.

The State can be segmented into nine agro-climatic zones having specialities in different forms of agro commodities.

CENTERS OF EXCELLENCE

Existing Training Institutes

- Regional Food Research and Analysis Centre R-FRAC, Lucknow.
- State Institute of Food Processing Technology, Lucknow.
- 10 Government Food Science training centres at the Divisional level.
- 77 Government Community Fruit Preservation and Training Centers at District training 25,000 students.
- The Uttar Pradesh government will set up excellence centres and mini-excellence centres/ hi-tech nurseries in all 75 districts in the next five years to boost the horticulture and food processing industry in the state.

- Fair Exports, a major exporter of the Lulu Hyper chain, has started trials of sourcing mixed vegetables including okra, round gourd, jackfruit, long beans, varieties of mango like Banarasi Langda, Dussehri, and Papaya from Purvanchal (east Uttar Pradesh) and the neighbouring region of Bihar."

LEADING AGRICULTURE UNIVERSITIES AND INSTITUTES

- Chandra Shekhar Azad University of Agriculture and Technology, Kanpur.
- Sam Higginbottom Institute of Agriculture, Technology and Sciences, Allahabad.

- Narendra Dev University of Agriculture and Technology, Faizabad.
- Indian Veterinary Research Institute, Bareilly.
- Sardar Vallabhbhai Patel University of Agriculture and Technology, Meerut.
- Leading Agro and Food Technology Institutes
- Harcourt Butler Technical University, Kanpur
- Bundelkhand University, Jhansi
- Banaras Hindu University, Varanasi
- Lucknow University, Lucknow

SUB-SECTORS OF AGRO-FOOD PROCESSING

Fruits & Vegetables

- Ranks 1st in potato (32.35%), 2nd in vegetables (14.11%) & 3rd in fruit (10.03%) production in India.
- Hosts the major fruit belts for mango (highest production in India), amla (highest production in India) and guava (second highest production in India).
- Major spices grown in the state are chillies, garlic, ginger, turmeric and mentha.
- Major vegetables grown in the State are peas, potatoes, cabbage, tomato, okra, etc.

GRAINS

- Highest food grain (17.45%) & wheat (28.74%) producing State in India.
- Major food grains produced in the state are rice, wheat, maize, bajra,





gram and peas.

- 2nd largest producer of rice in India contributing 12% to the national production.
- 2nd largest producer of bajra in India contributing 22% to the national production.

POULTRY

- The state produces 2,078 Million eggs annually.
- A huge opportunity exists as 3.65 Billion eggs and 90 Million poultry chicks are procured annually from other States.

MEAT

- The largest exporter of processed frozen meat.
- Contributes more than 60% of India's meat exports annually.
- Buffalo meat is the main source of meat production and export, other sources of meat include sheep and goats.

FISHERIES

- 3rd largest producer of inland fish in India.
- The total freshwater fish production of UP for the year 2014-15 was 494.26 Million MT (national production was 6581.12 Million MT).

DAIRY

- Opportunities in Cold Chain Infrastructure.
- Contributes significantly 16.96% of the total milk production of the country.
- Buffalo milk contributes 70% to total milk production in the State.
- Only 5% of the fluid milk is processed and marketed in the organised sector-huge opportunities.

Source: Invest UP

INVESTMENT OPPORTUNITIES

Agro Processing and allied

Uttar Pradesh offers tremendous opportunities for investment across the entire value chain in the food processing sector. An indicative list of potential projects for investment is presented below:

Manufacturing & Supply of agro-inputs - Given the huge agrarian economy of the State, the immense potential exists in manufacturing, production and supply of necessary fertilizers, seeds, agrochemicals, farm equipment, machinery and irrigation systems to increase production and productivity.

Extension Services and Technology Transfer - Extension support and technology transfer to farmers on efficient utilization of agro-inputs is another attractive investment option in the State.

Processing - With strong supply-side advantages, local demand, rising export potential and policy support, the pro-





cessing of food products offers immense potential for the State. Considering the abundance of naturally existing agro-resources, investments in mango processing, turmeric processing, aonla processing, breakfast and cereal manufacturing, garlic and chilli processing, etc. is a promising opportunity in Uttar Pradesh.

Packaging - Offers attractive opportunities for industries engaged in packaging technologies and services. Packaging techniques like vacuum packaging, gas packaging, active and intelligent packaging, packaging of processed food through canning, tetra packing, aseptic packs, botting etc. also have top potential.

Preservation - Investment potential exists in preservation through fermentation, the establishment of cold storage, facilities, traditional techniques like pickling, jelling, and curing to produce different types of processed goods and modern industrial techniques like pasteurization, vacuum packing, artificial food additives, irradiation, biopreservation for large scale produce, etc.

INFRASTRUCTURE AND LOGISTICS

Food Parks and Horticulture Hubs- The establishment of food parks with multiple processing units has the potential for optimal usage of abundant agri-raw materials available in the State and helps in realizing economies of scale.

Integrated units- Investment in developing integrated units with processing, preservation, packaging and warehousing facilities at notified Agro Parks in the state is a promising investment opportunity. These agro parks include Mega Food Park at Baheri, Agro Park at Barabanki, Khemsepur (Farukkhabad), Karkheon (Varanasi) and Barhgarh-II (Chitrakoot).

Transport - The development of transport infrastructure especially for food that ensures timely and safe delivery of raw and processed goods is still unexplored.

Distribution - Distribution mechanism for processed agriculture produce to improve penetration of goods and increase the size of the market.

WAREHOUSING

Development of storage facilities like silos, PAU bin, Pusa bins etc. for agro-produce to reduce wastage of agricultural produce and reaping of higher prices of agricultural produce offers an attractive potential in the state.

Changing preference of consumers for clean and safe meat and meat products offers potential for modern abattoirs in the state.

E-Marketing: With the advent of e-mandi and penetration of the internet, an opportunity exists to get a better price of agricultural input.

Research and Development: Immense scope for innovation exists in creating new operating procedures and new end products across

1. *Development of Packaging Techniques.*
- II. Product Development.
- III. Testing Technology & labs.
- IV. Seed Development.
- V. Hybridisation.

Skill Development: The State offers opportunities for:

- Training in food processing technology.
- Training farmers to maintain the constant quality of produce.
- Improved farming techniques.
- Training programmes to handle cattle, and birds and understanding of international food laws.

ECOSYSTEM DEVELOPMENT & FINANCING


Microfinancing, credit and insurance facility for farms, MSMEs, industry and mega parks engaged in food processing.

Creation of business facilitation centres with linkage of all stakeholders i.e. Industry Associations, equity funds, banks and financial institutions.

Angel Funds / Venture Capital Funds for high-growth potential and start-up enterprises.

Source: Invest UP

LOOKING AHEAD

Uttar Pradesh's transformative journey in agriculture and food processing stands as a powerful example of the state's forward-thinking strategies and actions. These initiatives are designed not just to uplift Uttar Pradesh to the forefront of India's agricultural domain but also to bolster food security, improve the well-being of farmers, and establish the state as a hub of agricultural innovation and sustainability. As Uttar Pradesh progresses, its essential role in nourishing the country and its contribution to the international food market is unmistakably crucial, heralding a future where agriculture flourishes and supports the burgeoning population. 




6th elets National Energy Summit
29th FEBRUARY 2024 | CHANDIGARH





The Haryana Renewable Energy Development Agency (HAREDA), in collaboration with Elets Technomedia, is organising **6th Elets National Energy Summit** on **29th February 2024** in **Chandigarh**. This summit aims to serve as a crucial platform, uniting key players in the energy and renewable energy domains, to deliberate on strategies and propel Haryana's sustainable energy initiatives within the national framework.


KEY HIGHLIGHTS


 Enriching Panel Discussions & Keynotes Addresses

 Technology Roundtables & Presentation

 Awards, Expo & One-to-One Meetings


 Networking Opportunities


 Launch of eGOV Magazine Special Issue

 Exhibition


Shri Ranjit Singh
Minister of Energy
Government of Haryana

KEY THEMES

 Role of Solar, Compressed BioGas (CBG) & BioMass Power in Clean Energy Transition


 Evolving Energy Sector: Challenges & Opportunities


 Smart Meters: Progress & the Future Outlook

 Energy Efficiency & Security: The Need of the Hour

 Clean Technologies for Environment Sustainability

 Hydrogen Economy: Current Trends & The Road Ahead

 Net-Zero Emission Roadmap: Best Practices, Challenges & Opportunities

 Electric Vehicle and Charging Infrastructure

FOR MORE DETAILS

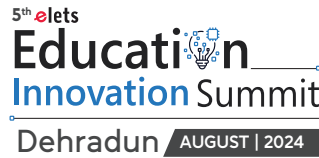
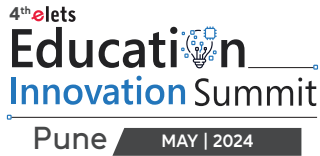
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Special Edition

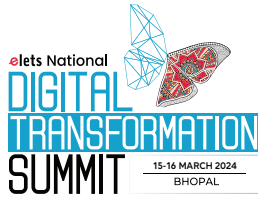


Upcoming Conferences 2024

Education



Governance



Banking & Finance



Health



CIO



Knowledge Partners





Uttar Pradesh Accelerating Green Mobility



The global automotive industry is undergoing a transformative shift towards electric mobility, prompted by concerns over fossil fuel depletion, rising fuel costs, and environmental pollution. In alignment with India's commitment to achieving Net Zero emissions by 2070, the state of Uttar Pradesh is actively embracing electric vehicles (EVs) to revolutionize its transportation system. With its robust economy contributing 9.2% to the national GDP, Uttar Pradesh is becoming a preferred investment destination. The state government's progressive policies aim to foster sustainable development, and the recent focus on the electric vehicle industry is a key component of this strategy.

BATTERY CONSUMPTION AND PROJECTIONS

Information from the India Energy Storage Alliance (IESA) suggests a significant surge in battery consumption. By 2025, the consumption of batteries is expected to surpass 36 Wh, reflecting the growing demand for energy storage in the EV sector. During the period from

2020 to 2027, the EV industry is anticipated to consume around 250 GWh of batteries, underlining the need for robust energy infrastructure.

ELECTRIC VEHICLE LANDSCAPE IN THE STATE OF UTTAR PRADESH

Uttar Pradesh (UP) is the state with the largest number of EVs – 6,11,944 units, contributing significantly to the national tally of 28,30,565 EVs, totaling 18% of the entire EV park in India. In the other e-sub-segments, Uttar Pradesh ranks down the line – in e-two-wheelers, the state is in ninth position with 76,330 units (4% e2W market share), and also ninth in e-passenger vehicles (5,191 units/ 4% ePV market share) and third in e-buses (758 units/12% market share).

CHARGING INFRASTRUCTURE AND SUPPORTIVE MEASURES

Uttar Pradesh is actively investing in charging infrastructure, with 582 stations sanctioned under FAME II. These stations are strategically located in nine cities, including Noida, Lucknow, Varanasi, Prayagraj, Kanpur, Aligarh,

Saharanpur, Bareilly, and Jhansi. The state government is promoting EVs in public transportation, rolling out electric buses on key routes through public-private partnerships (PPP). Special tariff orders for EV charging have been implemented, and the state government is aligning with Union Government standards for creating charging infrastructure.

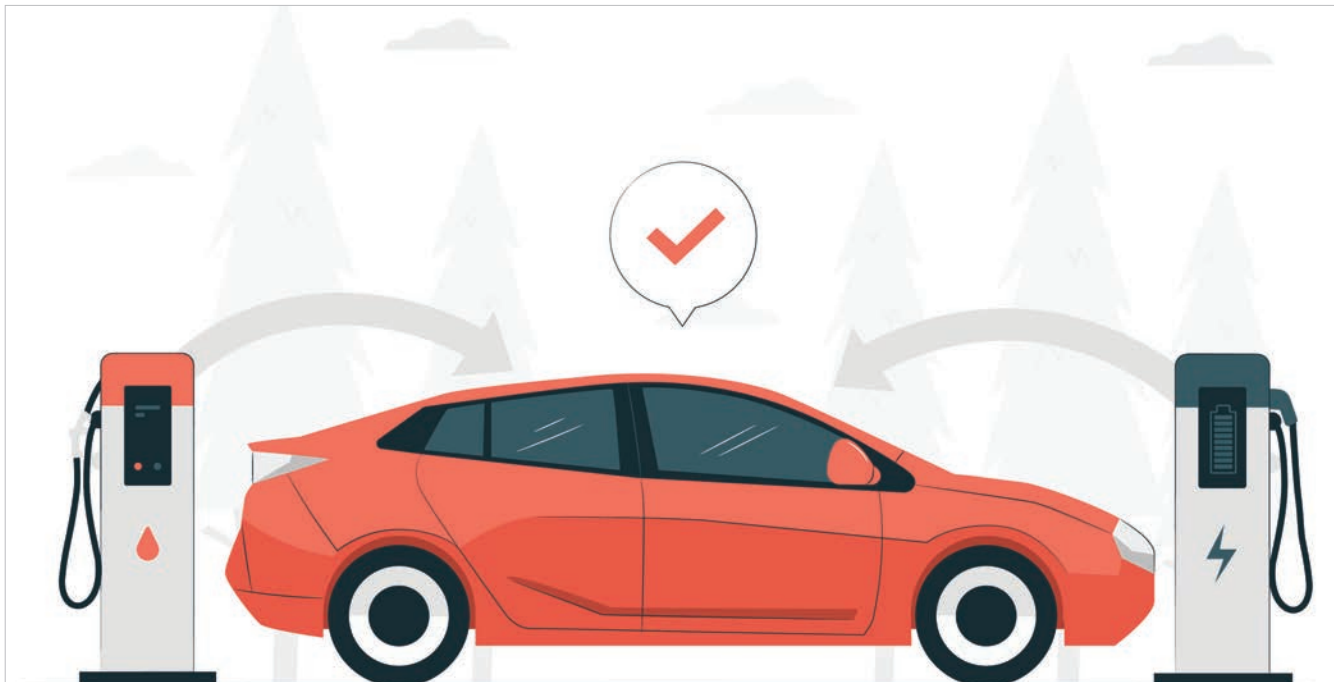
THE THREE PILLARS OF UTTAR PRADESH'S EV STRATEGY

The state government's approach to promoting the EV industry revolves around three key pillars: the creation of charging infrastructure, faster EV adoption, and domestic manufacturing. These pillars align with success factors such as affordability, convenience, technology, and awareness. Emphasizing a phased approach, the state aims to smoothly transition its transportation system to EVs, induce demand through public transportation initiatives, and attract investments for indigenous manufacturing.

PROMOTING CHARGING INFRASTRUCTURE IN UTTAR PRADESH

Recognizing the pivotal role of charging





infrastructure in driving the adoption of electric vehicles (EVs), the state government of Uttar Pradesh has laid out a comprehensive strategy under the New Electric Vehicle Manufacturing and Mobility Policy 2022. This policy emphasizes the creation of an enabling environment for both public and private charging infrastructure, including swapping facilities.

KEY INITIATIVES

Strategic Location Planning

- The State Government will promote the creation of charging and swapping infrastructure in cities and urban conglomerates with a grid pattern of 3km X 3km, in line with the Ministry of Housing & Urban Affairs, Government of India Guidelines.
- Charging Infrastructure will be strategically developed every 25 kms along expressways and highways to ensure seamless connectivity.

Charging Locations

- Charging and swapping facilities will be encouraged in public parking spaces, metro stations, bus depots, petrol pumps, government buildings,

Charging Infrastructure will be strategically developed every 25 kms along expressways and highways to ensure seamless connectivity.

corporate buildings, educational and health institutes, shopping malls, group housing societies, and Gram Sabha land.

- Identification of suitable locations will be facilitated by collaboration between the State Urban Development, Transport, Housing, and Panchayati Raj Departments.

Land Allocation

- Land will be provided to both government and private entities for setting up charging stations on a lease basis for 10 years, employing a

revenue-sharing model at Rs. 1 per kWh, in adherence to Ministry of Power guidelines.

- Selection of private entities will be through a transparent tendering process to ensure competitiveness and cost-effectiveness.

Parking Policy Reforms

- Urban Local Bodies will initiate parking policy reforms to create public charging and swapping facilities in parking spaces, ensuring a smooth transition towards EV-friendly infrastructure.

Comprehensive Electric Mobility Plan (CEMP)

- Coordination with NITI Aayog and Asian Development Bank for the formulation of a CEMP for Lucknow, to be extended to all 17 cities with municipal corporations in subsequent phases.
- The CEMP initiative will identify strategic routes and locations through geospatial analysis, aiding the development of charging facilities and planning the transition of the transportation system.

Tariff Rationalization

- Regular coordination with the Uttar Pradesh Electricity Regulatory Commission (UPERC) to rationalize tariff rates for EV charging in the state, ensuring consumer affordability.
- Fast-Track Electricity Connections
- Distribution companies (DISCOMs) will expedite electricity connections to EV charging and swapping service providers, adhering to Gol/NITI Aayog guidelines.

Open Access Provision

- Open access will be allowed at charging and swapping stations or swapping kiosks with a cumulative demand of 1MW and above.

Battery Lifecycle Management

- Promotion of collection centers for end-of-life batteries at dealerships and disposal facilities at swapping/charging stations to address environmental concerns.

Working Group Establishment

- Establishment of a 'Working Group on Fast Track Development of Charging Infrastructure' under the Urban Development Department to regulate and implement the development of charging and swapping facilities.

Facilitation and Communication

- Invest UP will serve as a single platform for facilitating inter-departmental coordination, processing incentive

KEY INVESTMENT ZONES IN UTTAR PRADESH



A large density of manufacturing plants are operating from these regions across the automobile value chain –

OEMs	Engines and parts	Suspension, brakes and tyres	Electricals	Others
<ul style="list-style-type: none"> ● Tata Motors ● New Holland Agriculture ● Scooters India Ltd. ● Veto Auto Co. ● Logistics Auto Components India 	<ul style="list-style-type: none"> ● Shriram Pistons and Pistons Ltd. ● Anand Pistons International ● Deltronix India Ltd. ● Autometres Alliance 	<ul style="list-style-type: none"> ● Raunaq Automotive Components Ltd. ● Carrier Wheels Pvt. Ltd. ● Brakewel 	<ul style="list-style-type: none"> ● Halonix Ltd. ● Deltronix India Ltd. ● Minda Corporation Ltd. ● Elcomponics Sales Pvt. Ltd. ● Pee aar Exim Pvt. Ltd. ● MVD Auto Components Pvt Ltd (FUSI AUTOMOTIVE) ● Motherson 	<ul style="list-style-type: none"> ● Graziano Transmission ● Injectoplast Pvt. Ltd. ● Makino Auto Industries

Other zones involved in manufacturing batteries in the State are located across Greater Noida, Ghaziabad, Fatehpur, Kanpur, Lucknow, Gorakhpur, etc.

Source: Invest UP


applications, and reporting issues to the Working Group.

- Invest UP will also coordinate with departments for monitoring and updating the status of charging facilities on the Bureau of Energy Efficiency (BEE) portal.

TO SUM IT UP

Uttar Pradesh's ambitious push towards electric mobility stands as a commendable and strategically sound initiative within the broader context of India's commitment to sustainable development. With the

global automotive industry transitioning towards electric vehicles, Uttar Pradesh has emerged as a leader in EV adoption, contributing significantly to the national tally. The state's three-pillar strategy focusing on charging infrastructure, faster EV adoption, and domestic manufacturing aligns with key success factors such as affordability, convenience, technology, and awareness.

The comprehensive New Electric Vehicle Manufacturing and Mobility Policy 2022 outlines a robust framework for the creation of charging infrastructure, emphasizing strategic location planning, diverse charging locations, land allocation, parking policy reforms, and tariff rationalization. By actively involving various departments and establishing a working group, Uttar Pradesh aims to ensure a coordinated and efficient implementation of its electric mobility plan. The focus on fast-tracking electricity connections, open access provisions, and battery lifecycle management further reflects the state's commitment to overcoming potential hurdles and ensuring the success of its EV strategy. 





Unlocking Solar Potential

Uttar Pradesh's Journey Towards establishing Solar Cities

Abhineet Kumar | Elets News Network (ENN)

Uttar Pradesh is embarking on a transformative journey towards a sustainable future powered by renewable energy. With an ambitious target of producing 16,000 megawatts (MW) of renewable power by 2026-27, the state government has set its sights on developing 20 cities

as 'solar cities,' comprising 10 lakh households equipped with solar rooftop installations over the next five years.

The draft Solar Energy Policy-2022 reflects the state's commitment to harnessing solar energy as a key component of its energy portfolio. One of the cornerstones of the policy

is the designation of 20 cities as 'solar cities.' These include major urban centers such as Lucknow, Kanpur, Agra, and Varanasi, among others. Through net metering facilities, residential consumers can sell excess power generated by their solar installations to the distribution company, fostering a culture of energy self-sufficiency and decentralization.

Furthermore, the policy underscores the importance of solarizing public



institutions, including schools, colleges, and government buildings. With plans to equip 21,000 un-electrified primary schools with solar rooftop installations and promote solar energy in institutions across the state, UP is laying the foundation for a sustainable education infrastructure powered by clean energy.

In addition to rooftop installations, UPNEDA is spearheading efforts to utilize barren and uncultivable lands for solar projects, particularly in the Bundelkhand region. Off-grid solar systems, including solar power plants, street lights, and pumps, are set to transform rural landscapes, providing clean energy solutions to remote communities.

The proposed policy incentivises solar investment through various measures, including 100% exemption on stamp duty for land used in solar

projects and capital interest subsidies for utility-scale projects. By offering government land for solar development and providing financial support, the state aims to attract investment and stimulate economic growth in the renewable energy sector.

Solar cold storages emerge as a critical component of the policy, enhancing the shelf life of agricultural produce and boosting farmers' income. By integrating solar solutions into agricultural infrastructure, UP is addressing food security challenges and promoting sustainable farming practices.

The Uttar Pradesh Power Corporation Limited (UPPCL) is mandated to purchase solar energy as per the renewable purchase obligation (RPO), ensuring a market for solar producers and driving demand for clean energy sources. With a focus on decentralized and rooftop-scale projects, the state is democratizing energy production and fostering a culture of energy entrepreneurship.

ILLUMINATING AYODHYA: THE RISE OF INDIA'S FIRST SOLAR CITY

The sacred city of Ayodhya is undergoing a transformation unlike

any other in the country. Ayodhya, renowned for its rich cultural heritage and spiritual significance, is now poised to become a beacon of sustainability and innovation as it embarks on a groundbreaking initiative to establish itself as India's first solar city.

Ayodhya is being developed as a model solar city with components like solar rooftop, solar high mast, solar street lights, solar trees, solar cold storage, and solar boats. The project also includes the installation of a solar park, solar water kiosks, and solar energization of pump stations. The Uttar Pradesh Government has sanctioned a separate amount for this groundbreaking initiative, with over 2,500 solar lights already installed in Ayodhya. Expanding on this success, 17 other municipal corporations and Noida have also been included in the Solar City program, receiving similar solar initiatives to promote sustainable energy solutions.

The Ayodhya Solar City project is a great undertaking led by the Uttar Pradesh New and Renewable Energy Department Agency (UPNEDA). With a timeline spanning five years, from 2023 to 2028, the project aims to harness the abundant solar energy potential of the region while serving as a blueprint for future sustainable urban





development initiatives across the state and beyond.

At the helm of this ambitious endeavor is Anupam Shukla, Director of UPNEDA, who envisions Ayodhya as a model for solar-centric urban planning. "The plan is to develop Ayodhya as the model for the solar city project and use the learnings in the implementation of solar policies in other proposed cities," He asserts, underscoring the project's broader implications for Uttar Pradesh's renewable energy landscape.

The first phase of the Ayodhya Solar City project is well underway, with a slew of initiatives completed by January 2024. Among the key highlights of this phase are the installation of ground-mounted and rooftop solar panels, solar street lights, solar charging stations, and innovative solar trees that combine form and function to provide shade while generating clean energy.

One of the flagship projects within Ayodhya Solar City is the development of a 40 MW solar park along the banks

of the Saryu River, a symbolic gesture that underscores the city's commitment to harnessing renewable energy sources. Furthermore, the integration of solar-powered boats and streetlights along the riverfront serves as a testament to Ayodhya's transition towards a sustainable future.

The momentum extends beyond public infrastructure, with the state government spearheading efforts to solarize government buildings and incentivize residents to embrace rooftop solar installations through subsidies and incentives. Notable installations include rooftop solar plants at educational institutions, government offices, and public spaces, totaling a cumulative capacity of 2.5 MW.

Ayodhya's streets are also undergoing a transformation, with the installation of solar smart streetlights along the iconic Ram Path. These innovative streetlights, equipped with integrated batteries and solar panels, symbolize the city's commitment to

blending tradition with technology in its quest for sustainability.


In addition to streetlights, Ayodhya will soon be adorned with solar trees, architectural marvels that harness solar energy while providing shelter and comfort to residents and visitors alike. These futuristic installations will adorn small drinking water kiosks and benches, further enhancing the city's aesthetic appeal while reducing its carbon footprint.

Beyond aesthetics, Ayodhya's commitment to clean energy extends to transportation and agriculture, with plans underway to establish solar-powered EV charging stations and cold storage facilities for farmers. These initiatives not only promote the adoption of electric vehicles but also empower local farmers to preserve their produce sustainably.

Indeed, Ayodhya's transformation serves as a testament to the power of collective vision and collaboration in driving positive change. As Uttar Pradesh leads India's clean energy transition, the radiant glow of Ayodhya's solar city illuminates a path towards a brighter, more sustainable future for generations to come.

WAY AHEAD

The significance of solar energy in India's energy landscape cannot be overstated. With limited conventional reserves and growing environmental concerns, solar photovoltaic technology offers a sustainable and cost-effective alternative. Uttar Pradesh's commitment to achieving 10,700 MW of solar capacity by 2022 underscores its role as a pioneer in the renewable energy transition.

In conclusion, Uttar Pradesh's vision of solar cities exemplifies its commitment to sustainable development and energy independence. By leveraging solar resources, the state is not only reducing its carbon footprint but also creating new opportunities for economic growth and social progress. As Uttar Pradesh paves the way towards a solar-powered future, it sets a precedent for other states to follow, ushering in a new era of clean energy innovation and prosperity. 

FOCUS SECTORS



IT & ITES



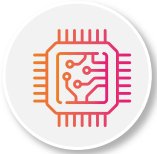
DATA CENTER



CIVIL AVIATION



TOURISM



SEMICONDUCTOR



FILM INDUSTRY



EV MANUFACTURING



PHARMACEUTICALS



FDI



WAREHOUSING & LOGISTICS



ELECTRONICS MANUFACTURING



STARTUP



SOLAR



GREEN HYDROGEN

CATALYZING CHANGE: UP'S PROACTIVE FDI INVESTMENT PROMOTION POLICY

In a groundbreaking move, the Uttar Pradesh state government introduced a unique initiative aimed at attracting international investments by launching their new Foreign Direct Investment (FDI) policy on 1st November 2023. This initiative includes the launch of a specialized policy designed to encourage FDI as well as investments from Fortune Global 500 and Fortune India 500 companies in Uttar Pradesh. The government has also asserted eligibility criteria for manufacturing and service units to have investments of above ₹100 crores. These projects will be included in the list of Fortune Global 500 and Fortune India 500 publications until the date of application, subject to a negative list (viz. Tobacco, Liquor, Iron & Steel, Beverages, Cement, Logistics, etc.). Some of the key highlights of the policy include:

- **Subsidy on the land allotment:** The government has proposed a subsidy of 25% in Paschimanchal and Madhyanchal and 20% in Bundelkhand and Purvanchal by Industrial Development Authorities (IDAs). Moreover, subsidies of 75% and 80% respectively will later be reimbursed to IDAs by the state government.
- Industrial Development Authorities to allocate an area equivalent to 50% of Gram Sabha land that has been made available to them free of cost to eligible projects at acquisition cost only.
- **Capital subsidy:** Offered on ECI, excluding the land cost, with an annual ceiling of ₹100 crores in 7 equal annual installments. Another capital subsidy of 35% on capital investment in Bundelkhand and Purvanchal provided on ECI excluding the land cost, with an annual ceiling of ₹100 crores in 7 equal annual installments.
- A 100% exemption of electricity duty will be admissible for the first 5 years.
- A 100% reimbursement of stamp duty & registration fees will be provided.
- UP government will reimburse the cost of training, a maximum of 500 persons to the extent of ₹5,000 per person per month for 5 years for each admissible project.
- A one-time capital subsidy for setting up the Effluent Treatment Plant (ETP) at the plant premises shall be provided at the rate of 50% of the cost of setting up such a facility or INR 2.5 crore, whichever is lower. The said subsidy will be provided in a lump sum upon the commencement of operation of the effluent treatment plant on the premises of the unit.
- 10% of the cost of development of workers' housing/dormitory and related collective facilities within a radius



of 10 km of the premises of the unit or ₹10 crore, whichever is lower, will be provided in 7 equal annual installments.

- Firms shifting their existing plants from their international or domestic locations to Uttar Pradesh will be provided 50% reimbursement of transportation costs up to a maximum of ₹2 crores per unit on the import of manufacturing equipment. This incentive amount will be provided in a lump sum after the commencement of commercial operations.
- Patent registration fees shall be reimbursed once at the rate of 75% of the expenses, subject to a maximum of Rs 10 lakh for acquiring domestic patents and Rs 20 lakh for acquiring international patents in one installment.
- The government will reimburse 25% of the cost of setting up a standalone R&D center subject to a maximum of ₹10 Crore to eligible projects (with Min. investment of Rs 20 Cr). The subsidy will be provided in installments of 50% upon approval of the project, the next 25% after 3 years of approval, and the last 25% on achievement of the committed results in 5 years.
- As per the Industrial Investment and Employment Promotion Policy 2022, the service sector unit's provision of a maximum of 30% investment in land and buildings will not be applicable for evaluating the eligibility of capital investment.

FDI POLICY: OPENING DOORS TO GLOBAL INVESTORS

Under the visionary leadership of Chief Minister Yogi Adityanath, Uttar Pradesh has undergone a significant transformation in its approach towards attracting foreign investment. The state government has implemented several reforms to streamline bureaucratic processes, improve infrastructure, and create a



conducive environment for businesses to thrive. The FDI policy of Uttar Pradesh reflects this commitment to fostering a business-friendly ecosystem and facilitating foreign investment across various sectors.

One of the key highlights of Uttar Pradesh's FDI policy is its emphasis on sectors such as manufacturing, agriculture, tourism, renewable energy, and information technology. The state offers attractive incentives and concessions to foreign investors, including subsidies on land acquisition, tax benefits, and assistance with obtaining necessary approvals and licenses. Additionally, the government has set up dedicated agencies and single-window clearance mechanisms to assist investors at every step of the investment process, from project conceptualization to implementation.

INVESTMENT POTENTIAL: OPPORTUNITIES GALORE

Uttar Pradesh boasts a diverse economy with abundant natural resources, a large consumer base, and a strategic geographical location, making it an ideal destination for investment across various sectors.

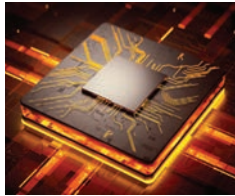
- **Manufacturing:** With its strategic location and well-established industrial infrastructure, Uttar Pradesh offers immense potential for manufacturing industries. The state government's focus on initiatives like the "Make in India" campaign further enhances its attractiveness to global manufacturers looking to set up production facilities in the country.
- **Agriculture:** Uttar Pradesh is known as the "breadbasket" of India, contributing significantly to the country's agricultural output. The state offers vast tracts of fertile land, favourable agro-climatic conditions, and abundant water resources, making it conducive to agricultural investments.

Opportunities abound in areas such as food processing, agri-logistics, and agricultural technology.

- **Tourism:** Home to iconic landmarks such as the Taj Mahal, Varanasi, and Lucknow, Uttar Pradesh is a treasure trove of cultural and historical heritage. The state government is keen on promoting tourism through infrastructure development, heritage conservation, and marketing initiatives. Foreign investors can capitalize on the burgeoning tourism industry by investing in hospitality, infrastructure, and experiential tourism projects.
- **Renewable Energy:** With a growing emphasis on sustainability and environmental conservation, Uttar Pradesh offers significant opportunities in the renewable energy sector. The state has abundant solar, wind, and biomass resources, making it ripe for investment in solar parks, wind farms, and bioenergy projects. The government's supportive policies and incentives further incentivize investment in clean energy.
- **Information Technology:** Uttar Pradesh is rapidly emerging as a hub for information technology and IT-enabled services. Cities like Noida and Lucknow are witnessing a surge in IT startups and innovation hubs, driven by a skilled workforce and robust infrastructure. The state government's initiatives to promote digital literacy, skill development, and innovation make it an attractive destination for IT investments.
- In this way, Uttar Pradesh's FDI policy presents a compelling investment opportunity due to its innovative approach to attracting global investments. With tailored incentives for Fortune Global 500 and Fortune India 500 companies, coupled with the state's strategic location and burgeoning market potential, investing in UP promises lucrative returns and sustainable growth. 

CHIP POWER: UP'S TRAILBLAZING SEMICONDUCTOR POLICY


Uttar Pradesh is one of the fastest-growing state economies accounting for 9.2% of the national GDP, dedicated to fostering the semiconductor ecosystem within the state. Economically, it will fuel job creation and growth via a complex supply chain, while investments ensure technological sovereignty and global competitiveness. The key objectives of the Uttar Pradesh semiconductor manufacturing policy include:



- Establishing a robust semiconductor manufacturing ecosystem in UP, poised to drive the state's economic growth, foster innovation, generate substantial employment opportunities and enhance India's self-reliance in a strategically significant domain.
- Cultivating a supportive ecosystem within the state, with a focus on targeting chip design enterprises and startups.
- Establishing strong connections between industry and academia to nurture a skilled talent pool, achieved through curriculum enhancements, regular updates to electronics education, and the facilitation of skill-building workshops major through the state's skill development mission.
- Paving the way for an environment conducive to potential fabrication unit establishments in the medium to long term, while emphasizing higher value addition in semiconductor design and manufacturing processes.
- **Capital Subsidy:** 50% of the capital subsidy approved by the government. This benefit will be disbursed by the benefits provided by the government of India on a Pari-Passu mode.
- **Interest Subsidy:** An interest subsidy of 5% per annum (on the rate of interest) to units with investment up to INR 200 Cr on the loan obtained from financial institutions shall be reimbursed up to a maximum of INR 1 cr per annum per unit for 7 years (Maximum INR 7 cr per unit).
- **Land Rebate:** For production units covered under section 4.2.3 of this policy, a rebate will be provided on the prevailing land rate taken. 75% subsidy on the first 200 acres of land on prevailing sector rates on purchasing land from state agencies.
- **Stamp Duty and Registration fees:** 100% exemption on purchase/lease of land.
- **Electricity Duty:** 100% exemption on electricity duty for 10 years. A dual power grid network shall be provided to the units established in the state. The state government shall reimburse the cost of one grid (the lower of the two) while the investor shall bear the cost of the other grid.
- **Transmission and wheeling charges:** Exemption of 50%

on wheeling charges/transmission charges on intrastate purchase of power shall be provided for 5 years from the date of commissioning. To create a skilled manpower pool ready for supporting the semiconductor industry in chip design and manufacturing space, the state government will invite collaboration with educational institutes and industry. The government will offer incentives to enhance semiconductor skills and talent development activities in Uttar Pradesh.

- **Standalone R&D Centre:** The Government will reimburse 25% of the cost of setting up a standalone R&D centre subject to a maximum of up to 10 crore, provided the next 25% after 3 years of approval and the last 25% on achievement of the committed results in 5 years.
- **Center of Excellence (CoE):** The policy envisages to creation world world-class infrastructure in the form of a CoE to promote research, and innovation in the semiconductor sector. The policy aims to establish a CoE in collaboration with reputed academic institutions/industry associations/Private entities. Up to 50% of the total CoE project cost (subject to a maximum of 10 Cr.) will be borne by the GoUP.
- Patent registration fees shall be reimbursed (One-time) at the rate of 75% of the expenses subject to a maximum of Rs 10 lakh for acquiring domestic patents and subject to a maximum of Rs 20 lakh for acquiring international patents in one instalment.
- **Industrial Housing:** 10% of the cost of development of workers' housing/dormitory and related collective facility within a radius of 10 km of the premises of the unit or 110 crores, whichever is lower will be provided in 7 equal annual instalments.
- Standalone R&D Centre incentive will be reimbursed at 25% of the cost of setting up the centre subject to a maximum of 210 crores, provided; Such R&D centres must have a minimum eligible capital investment of Rs. 20 cr; It must have a demarcated facility inside or outside an industrial unit; It must be recognized by the Council of Scientific & Industrial Research (CSIR).

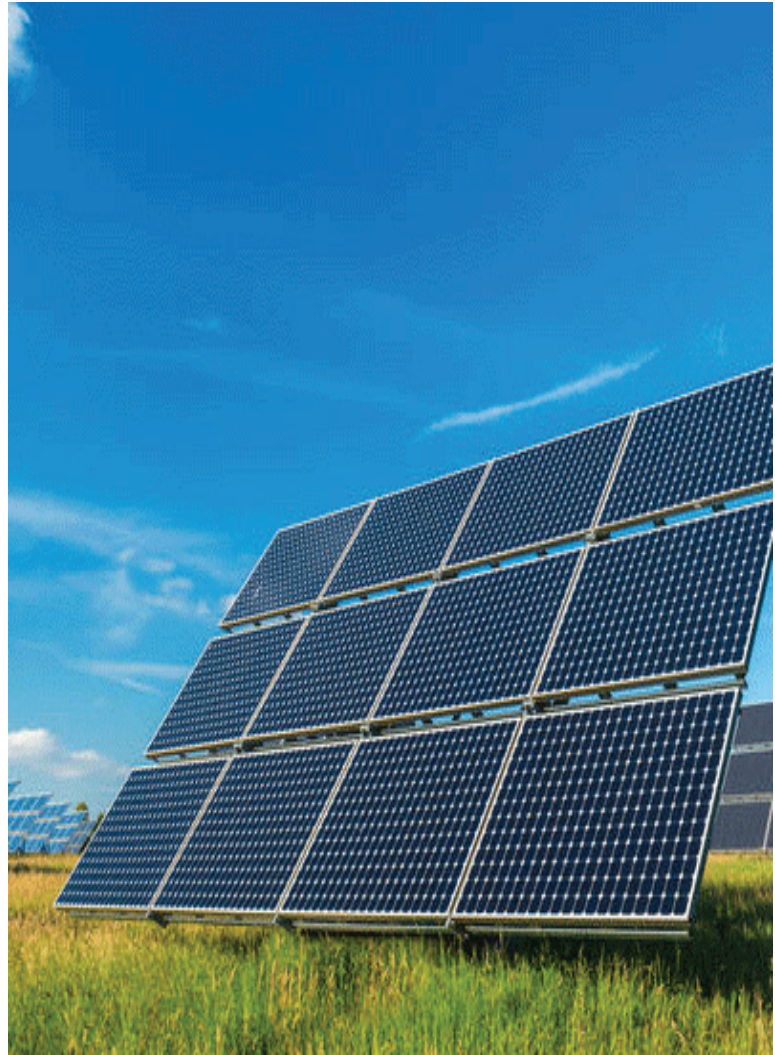
Overall, UP's semiconductor policy represents a sound investment in the state's future, harnessing the transformative potential of semiconductor technology to drive inclusive growth and prosperity. As UP continues to implement and adapt its policy framework in response to evolving market dynamics and technological advancements, the state is poised to emerge as a global leader in semiconductor manufacturing and innovation, reaping the dividends of its forward-thinking approach for years to come. 

SOLAR POWERING PROGRESS: UP'S ENERGY POLICY IN ACTION

Uttar Pradesh (UP) is about to revolutionise its energy landscape with the implementation of a visionary solar energy policy. Recognising the urgent need to harness renewable resources and mitigate environmental challenges, the government of UP has formulated a comprehensive strategy aimed at accelerating the adoption of solar energy. This policy not only underscores the state's commitment to sustainable development but also presents a roadmap towards achieving energy security and economic growth. This article provides a glimpse into the transformative initiatives outlined in UP's solar energy policy, highlighting its potential to shape the future of energy in the state and beyond.


UP's solar energy policy mainly focuses on providing low-cost and reliable power to the people of UP, reducing dependence on fossil fuels such as coal and kerosene among others, and achieving renewable power. Some of the key updates in the policy include:

- The policy aims to achieve a target of 22,000 MW solar power projects by 2026-27.
- UP will develop solar power projects for captive consumption and generating revenue from parties other than Uttar Pradesh Power Corporation Ltd (UPPCL), interstate and intrastate.
- Development of several solar parks.
- A green energy corridor is being developed in the Bundelkhand region of the state to facilitate the generation of power around 4,000 MW capacity solar projects which is amenable for enhancement in capacity depending on the private investment.
- 100% exemption on stamp duty on the land used for setting up of solar power plant or solar park.
- 100% exemption in electricity duty for 10 years.
- 30,000 youth to be trained as Surya Mitra at Uttar Pradesh New and Renewable Energy Development



Agency (UPNEDA) training centres in the next 5 years to enhance their skills.

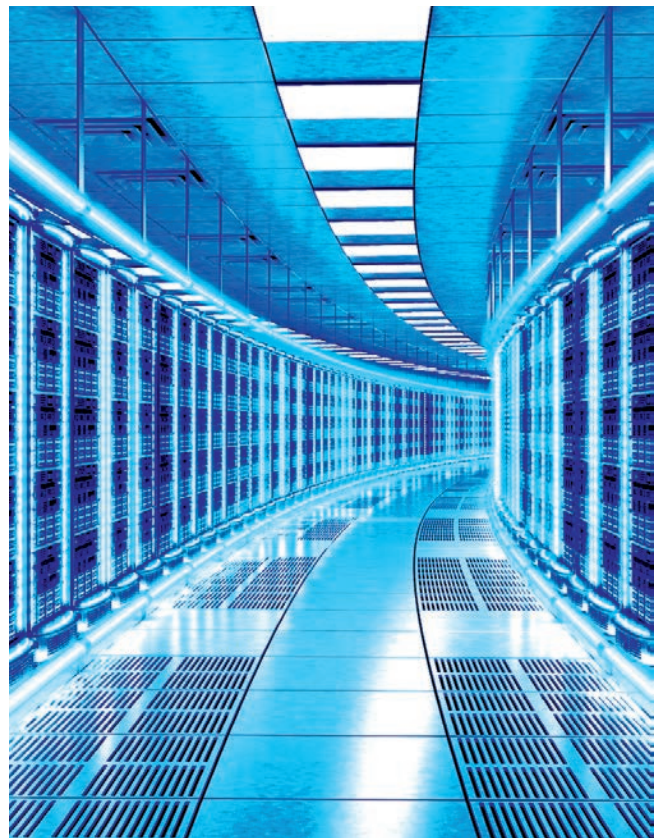
- Solar rooftop installations in the residential sector will be encouraged. About 13.50 lakh houses are to be covered with solar rooftop power plants during the policy period.
- Ayodhya to be pilot Model Solar City. Moreover, sixteen Nagar Nigam cities are to be developed as solar cities.
- Solarization of segregated agriculture feeders and grid-connected private tube wells.


UP's solar energy policy presents a compelling investment opportunity. With its vast solar potential, supportive policy framework, and increasing emphasis on renewable energy, investing in solar projects in UP promises not only financial returns but also contributes significantly to sustainability and environmental preservation. As the state continues to prioritise renewable energy, investing in solar initiatives stands as a forward-thinking choice, aligning with both economic and ecological objectives. 

DATA EMPOWERMENT: UP'S POLICY FOR DIGITAL INFRASTRUCTURE

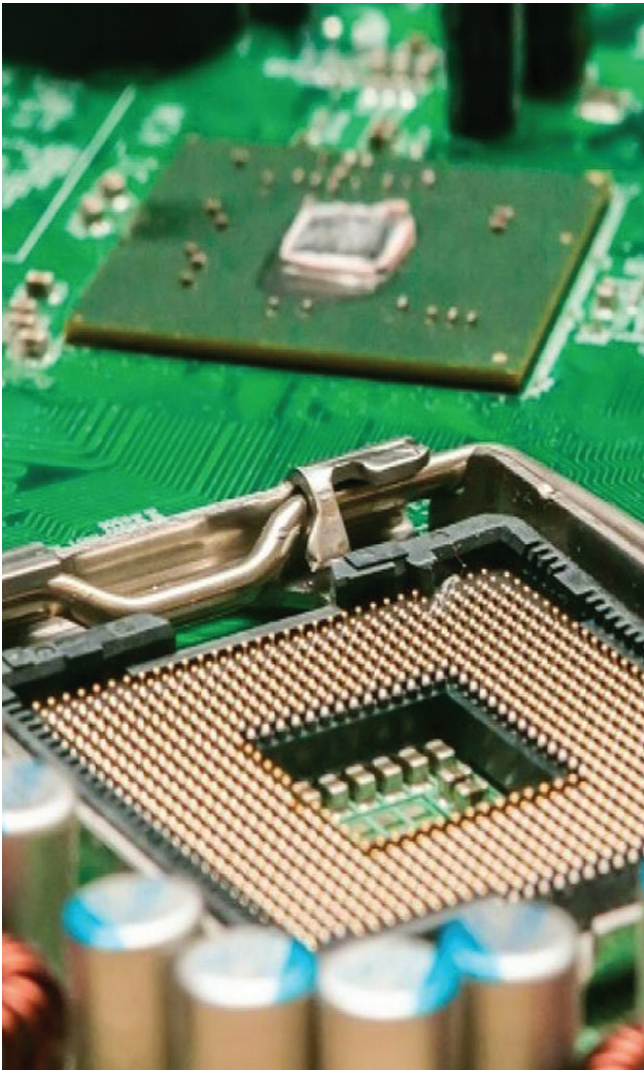
In response to the rapidly evolving technological landscape and the increasing demand for digital services, Uttar Pradesh has recently unveiled its amended data center policy. This policy represents a significant milestone in the state's journey towards digital transformation, aiming to foster a conducive environment for the establishment and growth of data centers. With a focus on promoting innovation, enhancing data security, and attracting investments, the Uttar Pradesh data center policy sets forth a comprehensive framework to propel the state into the forefront of India's digital economy. This article provides a glimpse into the key objectives and provisions of this policy, underscoring its potential to revolutionize Uttar Pradesh's technological infrastructure and drive socio-economic development in the region. Some of the key highlights of the policy include:

- **Capital subsidy:** Data center units will be eligible for a capital subsidy of 7% up to Rs 20 crore on Fixed Capital Investment (FCI), excluding land & buildings, to be paid in 10 years.
- **Interest subsidy:** Reimbursement of up to 60% of annual interest for 7 years with a condition of a maximum of INR 10 crore per year. There is also an upper cap of INR 50 crore per park as well.
- **Land subsidy on prevailing sector rates purchased from state agencies:** 25% in Madhyanchal & Paschimanchal; 50% on prevailing sector rates in Bundelkhand & Purvanchal, up to a maximum of 7.5% of the total project cost, or Rs 75 crore, whichever is less for parks & units.
- 100% exemption on stamp duty on the first transaction and 50% on the second transaction for both parks & units.
- 100% exemption on electricity duty for 10 years post-commencement of commercial operation shall be provided.
- **Dual grid lines power supply:** A dual power grid network shall be provided to the first 8 data center parks established in the state from the notification of this policy, in which the cost of one grid shall be reimbursed to the data center park by the department of IT & Electronics while the data center park shall bear the cost of the other grid.
- **Transmission and wheeling charges:** 50% on the intrastate sale of power for 25 years; 100% on the interstate sale of power for 25 years; 100% on the intrastate system for the import of energy from outside the state for 5 years.



The amended data center policy of Uttar Pradesh presents a compelling investment opportunity, poised to catalyze growth and innovation in the digital landscape. With its strategic location, supportive infrastructure, and forward-thinking incentives, Uttar Pradesh emerges as an ideal destination for data center investments. The policy's emphasis on sustainability and scalability underscores its commitment to long-term viability. By fostering a conducive environment for technological advancement and fostering partnerships, Uttar Pradesh sets the stage for businesses to thrive and contribute to economic prosperity. The state's amended data center policy promises a lucrative and sustainable avenue for investors seeking to capitalize on the digital revolution. 

ELECTRIFYING PROGRESS: UP'S DYNAMIC ELECTRONICS MANUFACTURING POLICY

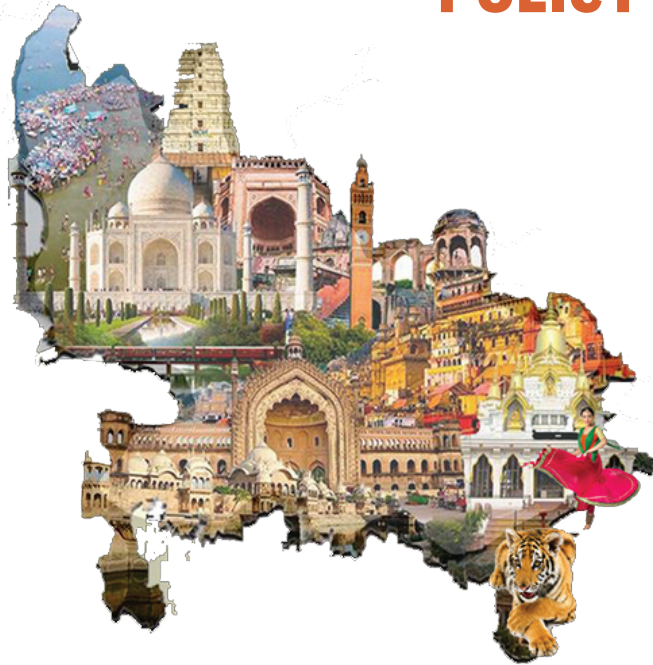


The state of Uttar Pradesh has unveiled an upgraded electronics manufacturing policy aimed at fostering growth and innovation in the sector. To leverage its strategic location, skilled workforce, and robust infrastructure, Uttar Pradesh is poised to become a key player in the electronics manufacturing landscape of India. This policy underscores the state government's commitment to creating a favorable environment for investment, technology adoption, and job creation in the electronics sector, aligning with the broader vision of India's push towards self-reliance and digital transformation. Some of the key provisions of this amended policy include:

- **Capital Subsidy:** On investments up to INR 200 Cr, an investor will be provided a 15% subsidy on Fixed Capital Investment (FCI). For investments between INR 200 Cr and INR 1000 Cr, a 15% subsidy will be provided in 3 installments. Moreover, investments above INR 1,000 Cr will be provided with an additional 10% subsidy.
- **Interest Subsidy:** 5% per annum on the rate of interest (investment up to INR 200 Cr on the loan) will be reimbursed up to a maximum of INR 1 Cr per annum per unit for 5 years (maximum INR 5 Cr per unit) to the Electronics System Design and Manufacturing (ESDM) units up to 60% of annual interest for 7 years subject to INR 10 Cr per year with a ceiling of INR 50 Cr per private ESDM park.
- **Stamp Duty:** 100% exemption of stamp duty on purchase/lease of land shall be available for the establishment of individual ESDM units; 100% exemption of stamp duty on the first transaction (owner to developer/SPV) and 50% exemption on the second transaction (developer/SPV to ESDM Units) shall be available for purchase/lease of land for EMCs/ESDM parks.
- Patent filing up to INR 5 Lakhs for domestic and INR 10 Lakhs for international patents, on actual basis reimbursement.
- **Land Subsidy:** 25% on prevailing sector rates on the purchase of land from state agencies in Madhyanchal and Paschimanchal regions. 50% on prevailing sector rates on the purchase of State from Agencies in Bundelkhand and Purvanchal regions.
- **Energy:** A 50% exemption of electricity duty shall be provided for a maximum period of 10 years to all ESDM units.

The amended electronics manufacturing policy in Uttar Pradesh presents a compelling investment opportunity. With its strategic focus on boosting electronics manufacturing, the policy lays a solid foundation for economic growth and technological advancement. By offering incentives, infrastructure support, and streamlined procedures, it fosters a conducive environment for businesses to thrive. The state's vast market potential, skilled workforce, and government commitment further enhance its attractiveness to investors. With the right initiatives and partnerships, Uttar Pradesh can emerge as a hub for electronics manufacturing, driving innovation, employment, and economic prosperity. Embracing this policy marks a promising step towards realizing Uttar Pradesh's full potential in the electronics industry. elets.gov

ELEVATING EXPERIENCES: UP'S VISIONARY TOURISM POLICY




Uttar Pradesh, one of India's most culturally rich and historically significant states, has unveiled an amended tourism policy to unlock its immense potential as a premier tourist destination. This policy marks a strategic initiative by the state government to harness the state's vibrant culture. With a vision to enhance infrastructure, promote sustainable tourism practices, and foster economic growth, UP's new tourism policy sets forth a comprehensive framework to elevate the state's tourism sector to new heights. Through innovative strategies and collaborative efforts, the policy aims to position UP as a top choice for domestic and international travellers seeking unforgettable experiences, contributing to the state's development while preserving its rich heritage for future generations. Some of the key highlights of the updated tourism policy include:

- 5% subsidy for unserved destinations in tier 2 or rural areas, women entrepreneurs, and backward classes focus tourism destinations.
- The sum of all incentives is capped at 30%.
- 5% for 5 years on a bank loan up to INR 5 crore. The unit can apply for either capital or interest subsidy.
- Property tax and water sewerage tax are levied at

Industry rates. Moreover, electricity duty shall be charged as per industry rates. Construction is permitted in notified industrial areas.

- Stamp duty exemption @100% on 1st transaction.
- Land conversion and development charges @100%.
- Employment generation subsidy: 100% reimbursement of EPF expenditure for 5 years.
- Specially-abled friendly units: Payroll assistance of INR 1500 per month per worker.
- Revival of scarce art & culture @ INR 5 lakh granted to an individual or group involved.
- Incentives for information & communications technology enablement: 25% support for the cost of procuring equipment that can be availed only once. 25% subsidy to promotional content using technology, Artificial Intelligence (AI), and metaverse.
- Support to responsible tourism: 20% reimbursement of the capital cost of setting up a sewerage plant. 50% reimbursement of the green certification fee. 100% reimbursement on achieving Responsible Tourism Society of India certifications.
- Assistance for research in the travel/hospitality sector: Financial assistance to 5 projects to recognised travel associations, management institutes, and hospitality bodies.
- Support for Meetings, Incentives, Conferences and Exhibitions (MICE) activities: 50% reimbursement on the cost of international conferences following the standards.
- **State tourism awards:** Upto INR 1 lakh prize money to various tourism units.
- **Special incentives for heritage hotels:** 25% subsidy on capital cost without disturbing the architecture. 5% subsidy for 5 years on a bank loan up to INR 5 crore. 100% exemption on stamp duty and land use conversion. 50% reimbursement on excise license fees for the first year.
- **Allotment of government land:** The allotment of such land shall be made on the prevailing district-level committee rate of the local area.

The implementation of the upgraded tourism policy presents a promising investment opportunity. With its focus on infrastructure development, promotion of cultural heritage, and enhancement of tourist experiences, the policy sets the stage for sustainable growth in the tourism sector. Investors stand to benefit from the state's rich cultural tapestry, historical landmarks, and natural beauty, as well as the government's commitment to fostering a conducive environment for tourism. By tapping into Uttar Pradesh's immense potential as a tourist destination, investors can contribute to economic development while reaping rewards from a burgeoning industry poised for expansion. 

FEEDING FUTURES: STRATEGIES FOR UP'S FOOD PROCESSING INDUSTRY POLICY


The Uttar Pradesh Food Processing Industry (FPI) policy is a strategic framework devised by the government of Uttar Pradesh aimed at fostering growth and development within the food processing sector of the state. This policy outlines various exemptions, support, and regulations designed to attract investment, promote innovation, enhance infrastructure, and facilitate the sustainable expansion of food processing activities across the state. By leveraging the state's abundant agricultural resources, skilled workforce, and favourable business environment, this policy aims to propel Uttar Pradesh as a leading hub for food processing, thereby contributing to economic advancement, employment generation, and overall prosperity. Some of the key highlights of the policy proposed in 2023-24 include:

- Subsidy amounting to 35% of incurred expenditure on plant, machinery, and technical civil work for FPIs subject to a maximum of Rs. 5 Crores. In case of expansion and modernization/upgradation, the capital subsidy will be 25% subject to a maximum of Rs. 1 Crore.
- Permission to purchase agricultural land for more than 12.5 acres for FPIs.
- Fees for the exchange of government-owned land coming under the scope of the project site will not be applicable for FPIs.
- Conversion of land Use affirmed 50% fees will be waived on CLU.
- External development charges rebate of 75% on external development charges for FPI to be set up in UP on a land where no developmental work has been done by Authorities.
- 100% exemption from stamp duty for the land purchased for the establishment of the food processing industry.
- Sponsoring studies for certifying/declaring an area disease i.e.- potato – Agra & Kannauj; Durum wheat Bundelkhand.
- Subsidy on solar power projects for electricity supply to processing units: 50% subsidy on solar power utilities in rural areas and 90% subsidy for women entrepreneurs in the same category.
- 25% freight subsidy on goods exports excluding Nepal, Bangladesh and Bhutan.
- Scheme for value addition and cold chain infrastructure: A subsidy of 35% for infrastructure about cold chain and value addition and a subsidy of 50% up to Rs. 10 Crores for frozen storage/deep freezer, value addition, and processing infrastructure.
- Infrastructure for agro-processing clusters a Minimum of 5 food processing units with a minimum investment of Rs. 25



crores, a grant of 35% of the eligible project cost subject to a maximum of Rs. 10 crores will be provided as a grant.

- Scheme for creation of backward and forward linkages: The admissible grant will be 35% of the eligible project cost subject to a maximum of Rs. 5 crores.
- Interest subsidy for the purchase of reefer vehicles and mobile pre-cooling vans will be reimbursed for five years, subject to a maximum limit of Rs. 50 lacs. The entire state of Uttar Pradesh will be considered as a single unified market for food processing industries concerning payment of Mandi fees and cess. License holders of any Mandi in the state will be eligible to work in other Mandis of the state as well.
- Promotion of decentralized processing and storage: SHGs/ FPOs/Framers will be eligible for assistance in the form of grants, based on their projects; subject to a maximum limit of 50% of the total project cost or Rs. 50 lacs.

In a nutshell, UP's food processing industry policy serves as a vital blueprint for driving growth, innovation, and sustainability. Through collaborative efforts between the government, industry stakeholders, and local communities, Uttar Pradesh is poised to harness its agricultural potential and emerge as a powerhouse in food processing, thereby contributing significantly to economic prosperity and socio-economic development in the region. 

PRESCRIPTION FOR PROGRESS: REVAMPING UP'S PHARMACEUTICAL POLICY

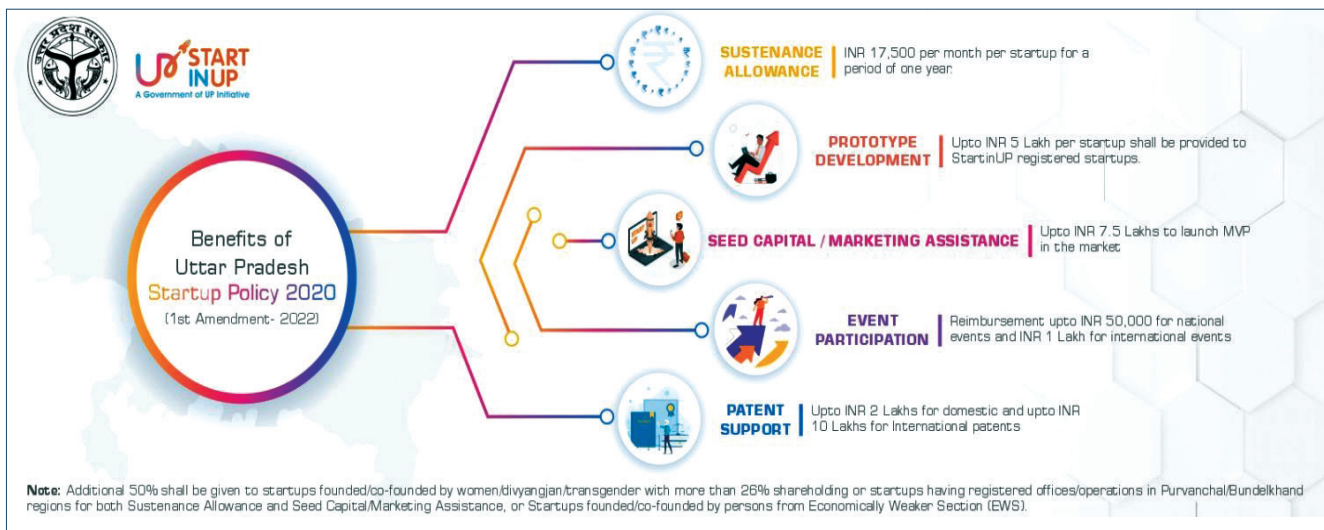
The state of Uttar Pradesh (UP) in India has long been recognised as a significant player in the country's pharmaceutical sector. With its strategic geographical location, ample resources, and a burgeoning industrial landscape, UP stands as a pivotal hub for pharmaceutical manufacturing and innovation. In line with its commitment to fostering growth and development in this crucial sector, Uttar Pradesh has recently unveiled an updated pharmaceutical industry policy. This policy framework aims to provide a conducive environment for the pharmaceutical industry to thrive, offering a comprehensive set of incentives, support mechanisms, and regulatory frameworks tailored to meet the evolving needs of the sector. By bolstering research and development, encouraging investment, promoting ease of doing business, and ensuring quality standards, the updated policy seeks to propel UP's pharmaceutical industry to new heights of success, while contributing significantly to the state's economic growth and healthcare infrastructure. This introduction sets the stage for a detailed exploration of the key provisions and implications of Uttar Pradesh's updated Pharmaceutical Industry Policy, highlighting its significance in shaping the future trajectory of the sector within the state and beyond. Some major changes to these existing policies are as follows:

- Patent filing subsidy at 100% of actual filing costs on domestic patents at 50% of actual filing costs on international patents.
- Quality certification subsidy at 75% of the cost incurred for International Organization for Standardization (ISO) certification and 50% of the cost incurred for Bureau of Indian Standards (BIS) certification.
- Support for setting up R&D institutes covers 60% of annual interest on loans taken reimbursement.
- Support for clinical trials at 75% of total expenditure reimbursement.
- Support for contract/sponsored research at 50% subsidy on eligible project costs to institutes situated within UP.
- SGST reimbursement, stamp duty exemption, capital interest subsidy, infrastructure interest subsidy, industrial research subsidy, electricity duty & Mandi fee exemption.
- Horizontal Pharma Park (HPP) developed over 10 acres of land; Vertical Pharma Park (VPP) developed over min 3 acres of land will be provided with the same incentives as provided to private industrial parks under the Industrial Investment & Employment Promotion Policy (IIEPP).

In a nutshell, the updated pharmaceutical industry policy in Uttar Pradesh presents a compelling investment opportunity. With its strategic location, robust infrastructure, and supportive



government initiatives, Uttar Pradesh is poised to become a pharmaceutical hub. The policy reforms offer streamlined procedures, incentives, and support for investors, fostering a conducive environment for growth and innovation. Furthermore, the state's vast pool of skilled labour and access to raw materials provide a competitive edge. By capitalising on these advantages, investors can tap into a thriving market with immense potential for expansion and profitability. Uttar Pradesh's updated policy underscores its commitment to catalysing economic development and positions the pharmaceutical sector as a promising avenue for investment. [elets.gov](https://www.eletsonline.com)



ELEVATING ENTREPRENEURSHIP UP'S STARTUP POLICY

The updated Uttar Pradesh (UP) startup policy marks a pivotal step in fostering entrepreneurial growth and innovation within the state. This progressive framework reflects a concerted effort to create an ecosystem to drive startup success. With a focus on enhancing access to funding, mentorship, and networking opportunities, the policy aims to empower aspiring entrepreneurs and drive economic development in the state. By leveraging technology and promoting collaboration across sectors, UP endeavours to position itself as a thriving hub for startups, catalysing job creation and driving sustainable growth in the region. The goal is to be among the top 3 states in the Startup ranking, establish/support a minimum of one incubator in each district of the state, and create an ecosystem for at least 10,000 startups in the state. The goals defined in the UP startup policy include:

- Establish 100 incubators, a minimum of one in each district of the state.
- Establish 8 state-of-the-art Centers of Excellence (CoEs).
- Establish India's largest incubator in Lucknow.
- Sustenance allowance at the rate of INR 17,500 per month per startup for one year up to 25 startups per incubator per year shall be given to startups at the idea stage.
- A prototype grant of up to INR 5 lakhs is provided to startups to get their minimum viable product ready.
- The seed capital is given in the form of marketing assistance up to INR 7.5 lakhs per startup to up to 25 startups per incubator per year to launch the Minimum Viable Product (MVP) in the market.
- Reimbursement to startups for participation in events up to

INR 50,000 for national events and INR 1 lakh for international events.

- Startups having women/transgender/divyangjan cofounders with more than 26% equity shall be eligible to get an additional 50% incentive on sustenance allowance and seed capital.
- An additional 50% shall also be given to startups having registered offices/operations in Purvanchal/Bundelkhand regions or cofounders hailing from Economically Weaker Sections (EWS).
- Incubators are supported with a capital grant on setting up/ scaling up technology infrastructure up to a maximum of INR 1 crore or INR 1.25 crore if they are established in Purvanchal/Bundelkhand regions.
- A matching grant of up to INR 1 lakh per startup, a maximum of INR 10 lakh per program shall be given to competent institutions, up to 5 programs per institution per year to run an acceleration program of a minimum of 12 weeks for supporting the startups. A maximum of 100 such programs could be organized in a year under the policy.

In addition to this, the policy's alignment with national initiatives such as make-in-India and digital India underscores its strategic importance and potential for long-term success. As UP emerges as a vibrant hub for startups and innovation, investors have the opportunity to capitalise on the region's untapped potential and contribute to its economic transformation. 

GREEN WHEELS INITIATIVE: UP'S ELECTRIC VEHICLE MANUFACTURING POLICY

The state of Uttar Pradesh, located in northern India, has recently updated its Electric Vehicle (EV) manufacturing policy, signalling a significant step towards sustainable mobility and economic growth. With a renewed focus on promoting the adoption and manufacturing of electric vehicles, the policy aims to leverage technological advancements and environmental consciousness to propel Uttar Pradesh into a prominent position in the EV sector. This strategic move not only aligns with national objectives to reduce carbon emissions and dependence on fossil fuels but also underscores the state government's commitment to fostering innovation and attracting investment in the burgeoning electric vehicle industry. The key highlights and implications of Uttar Pradesh's amended electric vehicle manufacturing policy, shedding light on its potential to reshape the automotive landscape include:

- Capital subsidy to service providers at charging stations (one time) investing a minimum INR 25 lakh shall be provided capital subsidy up to a maximum INR 10 lakh per unit to first 2000 Charging Stations.
- Swapping stations (one time) investing a minimum of INR 15 lakh shall be provided a capital subsidy up to a maximum of INR 5 lakh per unit to 1st 1000 swap stations.
- Registration fees & road tax exemption to buyers: @100% on any EV purchased & registered in UP for 3 years from policy notification, @100% on any EV manufactured, purchased.
- **2-Wheeler EV:** @15% of an ex-factory cup to up to Rs 5000 per vehicle subject to the maximum budget outlay of Rs 100 CRA to a maximum of 2lac EVs.
- **3-Wheeler EV:** @15% of the ex-factory cup to up to Rs 12000 per vehicle subject to a maximum budget outlay of Rs 60 CRA to a maximum of 50000 EVs.
- **4-Wheeler EV:** @15% of the ex-factory cup to up to Rs 1



lakh per vehicle subject to a maximum budget outlay of Rs 250 CRA to a maximum of 25000 EVs.

- E-Buses (Non-Govt, i.e. School buses, ambulances, etc.): @15% of the ex-factory cup to up to Rs 20 lakh per vehicle subject to maximum up to a budget outlay of Rs 80 Cr to a maximum of 400 E-Buses.
- Stamp duty reimbursement: 100% to Integrated EV project & ultra mega battery project. 100% in Purvanchal & Bundelkhand region, 75% in Madhyanchal & Paschimanchal (except Ghaziabad & Gautam Buddh Nagar), and 50% in Gautam Buddh Nagar & Ghaziabad district to mega/large/MSME projects.
- Quality certification charges reimbursement (one time) @ 50% of fees paid for obtaining a certificate to max INR 10 lakhs per unit to large and MSME EV/battery projects.
- Patent registration fee reimbursement (one time) @75% of cost/expenditure incurs up to a maximum of INR 50000 for acquiring domestic patents and up to INR 2 lakh for acquiring international patents to Large and MSME EV/ battery projects.

The Uttar Pradesh electric vehicle manufacturing policy presents a compelling investment opportunity poised to revolutionise the automotive industry. With its emphasis on sustainable mobility, this policy aligns with global trends towards reducing carbon emissions and dependency on fossil fuels. By incentivising manufacturers, it fosters innovation and economic growth while addressing environmental concerns. Uttar Pradesh's strategic location and robust infrastructure further enhance its appeal as a manufacturing hub. As the world shifts towards cleaner transportation solutions, investing in electric vehicle manufacturing in Uttar Pradesh promises not only financial returns but also contributes significantly to a greener, more sustainable future. elets.gov

FABRICATING GROWTH: UP'S STRATEGIC TEXTILE AND GARMENT POLICY




The state of Uttar Pradesh's updated textile and garment policy aims to address various challenges faced by the industry while capitalising on emerging opportunities in the global market. It encompasses a comprehensive set of initiatives aimed at enhancing the competitiveness of Uttar Pradesh's textile and garment sector, promoting investment, boosting employment generation, and facilitating sustainable development.

- **Stamp Duty Exemption:** 75% exemption of stamp duty to units setting up in Gautam Buddha Nagar district and 100% exemption of stamp duty to units setting up in remaining districts of the state.
- **Capital Subsidy:** 25% capital subsidy on the purchase of plant and machinery to the units, generating employment to a minimum of 50 persons. Additional 10% capital subsidy on plant & machinery to the units setting up in Purvanchal and Bundelkhand region of the state. 50% of the project cost for developing self-use infrastructural amenities such as roads, drainage & water Supply; and power supply subject to a maximum of INR 3 Crore. 25% of the project cost for developing an in-house training facility, testing laboratory, QC Labs, and R&D Centre, maximum up to INR 2.5 Crore.
- **Incentives related to energy:** 100% exemption from Electricity Duty to new Textile and Garmenting Units for 10 years.
- **Employment Generation Subsidy:** A subsidy of INR 3,200/- per worker per month will be provided to mega and super mega garment units, except in Gautam Buddha Nagar and Ghaziabad district, for 5 years.
- **Freight Reimbursement:** To promote exports of garments, the freight cost of containers from unit to port will be reimbursed, for 5 years at 75% reimbursement for 2 years; 50% reimbursement for the 2 years; and 25% reimbursement in the fifth year.
- **Incentive for Private Textile Park:** The Government of Uttar

Pradesh will provide incentives for developing integrated textile and apparel parks in a minimum area of 25 acres, with plug and play facility and CETP. Financial assistance of 50% of the project cost (excluding the cost of land), will be provided a maximum of up to INR 50 Crore per park.

- 20% capital subsidy to silk reeling units with investments of more e than INR 1 Crore.
- Silk reeling units producing 75% threads from Koya produced in the state, will be provided interest subsidy at 5% on a working capital loan for 5 years.
- For starting new employment in production 75% capital subsidy to set up 05-20 handlooms or 05-10 power-looms in a shed, a maximum of INR 20 Lakh for handloom and INR 60 Lakh for power-loom.
- **New Employment in Marketing:** 75% of the registration fee and cost of infrastructure to set up a marketing company, a maximum of up to INR 50 Lakh per company. Preference to the children of weavers. Further, the lowering incentives will be given for the creation of its brand through marketing and opening its chain outlets.

Therefore, the Uttar Pradesh textile and garment policy presents a compelling opportunity for investors seeking growth and stability in the textile sector. With its strategic location, abundant raw materials, skilled workforce, and supportive government initiatives, Uttar Pradesh offers a fertile ground for establishing textile and garment businesses. The policy's focus on infrastructure development, technology adoption, skill enhancement, and market access underscores its commitment to fostering a conducive environment for investment and innovation. As the global demand for textiles continues to rise, Uttar Pradesh stands poised to emerge as a key player, offering lucrative prospects for investors seeking sustainable returns and long-term growth in the dynamic textile industry. 

MOVING FORWARD: INNOVATIONS IN UP'S WAREHOUSING & LOGISTICS POLICY



The Uttar Pradesh warehousing & logistics policy heralds a transformative era in the logistics landscape of one of India's most dynamic states and sets the stage for unprecedented development and investment opportunities in this sector. Crafted with a vision to propel Uttar Pradesh towards becoming a logistics powerhouse, this policy marks a strategic milestone in optimizing the state's warehousing infrastructure and streamlining its logistical operations.

The government formulated the policy intending to develop a vibrant logistical ecosystem that can help create an international business environment in the state and is expected to play a major role in meeting UP's target of achieving the \$1 trillion economy target. It would not only create a strong transport infrastructure network but also improve the existing warehousing and logistics infrastructure by attracting private investments in setting up logistic facilities. Through this policy, the government aims to ensure that logistics costs and issues are minimised, exports increase manifold, small-scale industries flourish, and the people who work there get more profit. Not only this, but the policy would also help in making the sector an integrated, cost-efficient, flexible and sustainable logistics ecosystem in the country by improving efficiency, optimising regulations, separating supply-side bottlenecks and promoting excellence among the workforce, skill improvement and capacity building to meet the needs of the logistics industry.


It is because of these proactive measures that UP has bagged the status of 'Achiever State' in the category of landlocked states in the LEADS (Logistics Ease Across Different States) survey report of 2023 for the second consecutive year. For attracting inbound investment, the policy provides incentive schemes (both

front end and back end) for the development of storage facilities, logistics parks and dry ports, inland waterway facilities, truckers bay, and cargo terminals.

The government has introduced an eligibility criterion depending on the type of project, minimum investment, and minimum size. The front-end subsidies and concessions are allowed before the commencement of commercial operations, while back-end subsidies will be provided only after the project completion and commencement of commercial operations.

Some of the front-end subsidies offered under the policy include:

- **Storage facilities:** @100% in Bundelkhand, Purvanchal, @75% in Madhyanchal & Paschimanchal (except Gautam Buddh Nagar, Ghaziabad), and 50% in Gautam Buddh Nagar, Ghaziabad.
- 100% stamp duty exemptions on dry ports, logistics parks & truckers park.
- Concession of land use conversion and exemption of development charges for all eligible projects @75%.
- Ground coverage storage facilities & dry ports: up to 60%.
- Logistics Park: overall ground coverage of 60%.
- Back-end subsidies include capital subsidy on storage facilities: @15% up to INR 5 Cr anywhere in UP and up to INR 10 Cr in designated logistics zones.
- Dry ports & Logistics parks: @25% up to INR 25 Cr anywhere in UP maximum up to INR 50 Cr in designated logistics zones.
- Berthing terminal: @25% up to INR 15 Cr subject to max 6 terminals.
- Cargo Terminals Global Connector Technology (GCT) approved, non-approved each: @20% up to INR 15 Cr.
- Land provided on public-private Partnership basis for a 35-year BOOT model to developers of cargo/berthing terminals.
- Electricity duty exemption @100% for 10 years.
- Quality certification cost reimbursement for storage facilities up to INR 5 lakh per project.
- Purchase subsidy for Inland Vessels @25% up to INR 5 Cr subject to a maximum of 50 vessels.

Based on the aforementioned subsidies and exemptions, the Uttar Pradesh warehousing & logistics policy stands as a beacon of opportunity for investors seeking lucrative ventures in the logistics sector. With its emphasis on fostering innovation, efficiency, and sustainability, the policy not only promises significant returns on investment but also paves the way for long-term success and prosperity in the dynamic realm of warehousing and logistics. Thus, for discerning investors seeking a promising avenue for growth and expansion, the Uttar Pradesh warehousing & logistics policy stands as a compelling choice, offering a multitude of opportunities and the promise of enduring success. 

SKYWARD BOUND: UP'S CIVIL AVIATION PROMOTION POLICY



The Uttar Pradesh government has made advancements to the existing civil aviation promotion policy, marking a significant milestone in the state's efforts to foster the growth and development of the aviation sector enhancing connectivity, promoting tourism, stimulating economic activity, and creating employment opportunities. This amended policy reflects the state government's commitment to creating a conducive environment for the aviation industry to thrive. It encompasses a comprehensive set of initiatives aimed at attracting investments, streamlining regulatory processes, upgrading infrastructure, and promoting innovation and sustainability within the sector. With a focus on enhancing regional connectivity and leveraging Uttar Pradesh's strategic location, the policy aims to encourage the establishment of new airports, heliports, and aviation-related infrastructure across the state. By facilitating easier access to remote areas and underserved regions, the policy aims to bridge the connectivity gap and promote balanced regional development. Some of the key highlights of the policy include:

- Viability gap funding (for 50% of total seats) at 20% state share as per Regional Connectivity Scheme (RCS).
- Electricity at Rs 4 per unit for the first 30000 units.
- Reimbursement of SGST on the sale of air tickets at 100% for 3 years for RCS flights; at 100% reimbursement for 1 year for new flights connecting non-RCS airports within U.P. 100% reimbursement for 1 year for new flights connecting non-RCS airports within U.P.
- Airport parking/night halts at RCS airports at zero charges

for 3 years at GoUP airports.

- Office space (100 square meters) for airlines at GoUP RCS airports at zero rental (for 3 years) at GoUP airports.
- Route Navigation & Facilitation Charges (RNFC) at 50% of RNFC (up to Rs. 2000) will be reimbursed on RCS airports or flights connecting divisional headquarters (for 3 years).

The upgraded civil aviation promotion policy in Uttar Pradesh presents a compelling investment opportunity with significant potential for growth and development. With a focus on enhancing infrastructure, attracting investment, and fostering innovation in the aviation sector, the policy creates a conducive environment for both domestic and international investors. By leveraging Uttar Pradesh's strategic geographical location, burgeoning economy, and robust transportation network, investors can capitalize on the state's vast market potential and emerging opportunities in the aviation industry. Furthermore, the policy's commitment to streamlining regulatory processes and providing incentives underscores the government's dedication to facilitating business growth and ensuring long-term sustainability. As Uttar Pradesh continues to position itself as a key player in the global aviation landscape, investors stand to benefit from a dynamic and thriving ecosystem poised for success. Thus, for those seeking promising investment options, the updated civil aviation promotion policy of Uttar Pradesh presents an attractive proposition with the potential for lucrative returns and sustainable growth in the years to come. elets.gov

SHIELDING PROGRESS: UP'S DEFENCE & AEROSPACE WORKFORCE POLICY



The state of Uttar Pradesh has long been recognised for its strategic significance and potential in the defence and aerospace sector. To capitalise on its inherent strengths and foster growth in these critical industries, the Uttar Pradesh government has amended its defence & aerospace unit and employment promotion policy. This policy represents a comprehensive framework designed to attract investments, promote indigenous manufacturing,

and generate employment opportunities within the defence and aerospace sector. With a focus on leveraging the state's rich industrial infrastructure, skilled workforce, and strategic location, this policy aims to propel Uttar Pradesh into a leading hub for defence and aerospace innovation, production, and employment generation. By offering incentives, streamlining regulatory processes, and fostering collaboration between the public and private sectors, the policy sets out to create a conducive ecosystem for businesses to thrive, while simultaneously contributing to the nation's self-reliance and security objectives. Uttar Pradesh endeavours to emerge as a key player in the global defence and aerospace landscape, driving economic growth, technological advancement, and job creation for its youth through this proactive approach. Some of the key updates include:

- Capital subsidy at the rate of 7% up to a maximum of INR 500 crores to all D&A units setting up projects in Agra, Aligarh, Lucknow, and Kanpur nodes of UPDIC.
- Capital subsidy at the rate of 10% up to a maximum of INR 500 Crores to all D&A units setting up projects in Jhansi and Chitrakut nodes of UPDIC.
- Transport subsidy for anchor units for transfer of technology.
- Reimbursement for setting up Effluent Treatment Plant (ETP) by D&A units.
- Reimbursement of patent filing fees at the rate of 100% for domestic patent registration and 75% for international patent registration.
- Reimbursement of trademark registration fees.

Uttar Pradesh's defence & aerospace unit and employment promotion policy presents a compelling investment opportunity. With its strategic location, supportive government initiatives, and vast potential for growth in the defence and aerospace sectors, Uttar Pradesh offers a promising landscape for investors. The policy's focus on employment promotion ensures a skilled workforce, fostering innovation and productivity. Moreover, the state's commitment to infrastructure development and ease of doing business further enhances its attractiveness. By capitalising on these advantages, investors can benefit from lucrative returns and contribute to the advancement of Uttar Pradesh's economy and the nation's defence capabilities. [elets.gov](https://www.eletsonline.com)

ELEVATING EXPORTS

UP'S COMPREHENSIVE PROMOTION POLICY




The amended export promotion policy Uttar Pradesh represents a pivotal milestone in the state's journey towards fostering an environment for export-led growth. This policy framework is designed to address the multifaceted challenges facing exporters while capitalising on emerging opportunities in the domestic and global trade arena, promulgated to establish Uttar Pradesh as the best export hub in the country by providing world-class infrastructure and capacity building of concerned stakeholders through a single window system and exploring new potential markets for existing and innovative products of the state by making the best use of the state's resources. Following are the policy highlights:

- Restructuring of Tvarit Niryat Protsahan Yojna to make it WTO compliant.
- Establishment of Centre State Coordination Cell.
- Identification, assistance in registration, and branding of Geographical Indication (GI) products.
- Introduction of a green card facility for exporters with an appreciable track record for easing out the clearance mechanism.
- Development of export infrastructure facilities in export-oriented districts under the TIES scheme of Gol and launch of a state-specific scheme for the creation of export-related infrastructure on similar lines as that of the Trade Infrastructure Export Scheme (TIES) of the Government of India.
- Fiscal incentives will be provided to the exporters in terms

of transport subsidies, electricity duty, market development assistance, certification, etc.

- To strengthen the institutional framework for the state-level export promotion council, state-level export promotion committee, and district-level export promotion committee.
- Customised capacity-building workshops across the state to develop knowledge about export practices among entrepreneurs and government officials.
- To address the export-related issues at the district level, the state government will set up a mechanism i.e. district-level empowered committee (Zila Niryat Bandhu) headed by the collector. The issues that are not resolved and policy-related matters will be referred to Niryat Bandhu.
- To provide export credit at competitive rates, each district with appreciable export potential should have at least one MSME-devoted branch of the bank for providing enhanced credit support to the units.

In this way, the latest Uttar Pradesh export promotion policy stands as a compelling investment option, offering a platform for businesses to thrive in the global market. With its strategic initiatives aimed at enhancing trade facilitation, infrastructure development, and skill enhancement, the policy paves the way for sustainable growth and prosperity. Embracing this policy framework promises not only lucrative returns but also contributes to the state's journey towards becoming a frontrunner in the global trade landscape. 



UTTAR PRADESH FILM POLICY

advancements that ascertain film-making policy pragmatics which include:

- SGST reimbursement at 100% to multiplex/cinema hall owner.
- Subsidy for films INR 1 cr for films that have been shot for at least half of their total shooting days in Uttar Pradesh up to INR 2 cr for films with two-thirds of their total shooting days in Uttar Pradesh.
- Additional subsidies of up to INR 25,00,000 will be provided to cast at least 5 artists from UP maximum up to INR 50,00,000 will be provided in case all the artists hail from UP.
- A processing subsidy of 50% of the processing cost or INR 50, 00, 000, whichever is less is granted if any film producer shoots and processes the film in the state.
- Subsidy for setting up the Film Institute 50% of its cost or a maximum of INR 50 lakh, whichever is less, will be provided(excluding Noida/ Greater Noida).

Uttar Pradesh, one of India's most populous and culturally vibrant states, has recently updated its film policy, marking a significant stride towards fostering a thriving film industry within its borders. With a rich tapestry of history, culture, and diverse landscapes, Uttar Pradesh has long been a favoured destination for filmmakers seeking authentic backdrops and compelling narratives. The revised film policy aims to capitalise on these inherent strengths while also addressing contemporary challenges and opportunities in the rapidly evolving entertainment landscape. By providing a conducive environment for production, incentivising investment, and nurturing local talent, the updated policy sets the stage for Uttar Pradesh to emerge as a powerhouse in the Indian film industry, fostering economic growth and cultural enrichment in the process. The existing policy is enhanced by some


This revised film policy of Uttar Pradesh presents a compelling opportunity for investment in the state's burgeoning entertainment industry. With its strategic initiatives aimed at streamlining production processes, providing incentives, and enhancing infrastructure, the policy fosters a conducive environment for filmmakers and investors alike. The emphasis on promoting local talent and showcasing the rich cultural heritage of Uttar Pradesh ensures a diverse array of content, catering to both domestic and international audiences. As the state continues to emerge as a prominent destination for film production, investing in Uttar Pradesh's film industry not only promises substantial returns but also contributes to its socio-economic growth and cultural enrichment. eilet.gov

TECH HORIZON: UP'S VISIONARY IT AND ITES POLICY

The Information Technology (IT) and Information Technology Enabled Services (ITeS) sector have emerged as a cornerstone of economic growth and development in the modern global landscape. Recognizing the immense potential of this sector in fostering innovation, generating employment, and driving overall economic progress, governments across the world have been formulating policies to facilitate its growth. Uttar Pradesh has recently unveiled its IT and ITeS Policy, marking a strategic move towards harnessing the power of technology for socio-economic advancement. This policy not only aims to bolster the state's position as a leading IT destination but also seeks to create a conducive environment for entrepreneurship, investment, and skill development in the digital domain.

The key features and objectives of the new IT and ITeS policy of Uttar Pradesh, outlines its significance in shaping the future trajectory of the state's technology ecosystem. Key incentives offered in the latest IT and ITeS policy of Uttar Pradesh include:

- Capital subsidy of 10% on Fixed Capital Investment up to INR 50 cr.
- 10% on operating expenses covering lease rentals, bandwidth expenses, data center/cloud service cost, and power charges up to INR 20 cr. per annum.
- 25% reimbursement on the cost of land up to INR 50 cr.
- 100% exemption of stamp duty on purchase/lease of land/office space/buildings for IT/ITeS use.
- 7% Interest subsidy up to INR 1 cr. per annum for 5 years.
- 100% reimbursement of the total EPF up to INR 1 cr. per annum for 5 years.
- Recruitment assistance of INR 20,000 per employee.
- Incentives for certifications up to INR 25 Lakh per unit.
- 100% reimbursement of patent filing cost up to INR 5 lakh for domestic patents and INR 10 Lakh for international patents
- 50% reimbursement of course fee up to INR 50,000 per candidate to complete certifications in emerging technology courses such as AI, Blockchain, Big data, Cloud computing and IoT
- Financial assistance up to INR 20 cr. towards the development of IT Park and up to INR 100 cr. towards the development of IT City

The amended IT and ITeS policy of Uttar Pradesh stands as a beacon of opportunity for investors seeking to capitalize on the growing technology sector in India. With its comprehensive framework aimed at fostering innovation, promoting entrepreneurship, and creating a conducive business environment, the policy presents an attractive proposition for both domestic and international investors. As the state gears up to embrace the digital age, investors can anticipate promising returns on their investments while contributing to the overall socio-economic development of Uttar Pradesh. In essence, the IT and ITeS policy of Uttar Pradesh not only positions the state as a competitive investment destination but also underscores its commitment to harnessing the transformative power of technology for inclusive growth and development. 



EMPOWERING SMALL ENTERPRISES UP'S POLICY FOR MSME GROWTH

The state of Uttar Pradesh (UP), situated in the heart of India, has recently introduced an updated Micro, Small, and Medium Enterprises (MSME) promotion policy aimed at fostering the growth and development of businesses across various sectors. This policy overhaul reflects the government's commitment to revitalising the entrepreneurial landscape and promoting economic prosperity at the grassroots level. The updated policy incorporates several strategic initiatives and incentives tailored to empower MSMEs, which form the backbone of Uttar Pradesh's industrial ecosystem. Some of the recent updates include:

- **Capital Subsidy:** Micro, small, and medium enterprises in the Bundelkhand and Purvanchal regions of the state will be eligible for capital subsidies of 25%, 20%, and 15%, respectively
- Micro, small, and medium enterprises in the Madhyanchal and Paschimanchal regions of the State will be eligible for capital subsidies of 20%, 15%, and 10%, respectively
- SC/ST individuals and women entrepreneurs will be eligible for a 2% additional capital subsidy
- The capital subsidy is capped at Rs 4 crore per unit
- The capital subsidy will be provided in 2 equal instalments. The first instalment is payable once the construction of related buildings is completed. The second instalment is payable once at least 50% of commercial production has begun.
- **Interest Subsidy:** 50% interest subsidy, payable annually for five years, subject to a ceiling of Rs 25 Lakh/ unit. 60% interest subsidy for SC/ST and women entrepreneurs, payable annually for five years, subject to a ceiling of Rs 25 Lakh/ unit
- **Infrastructure Interest Subsidy:** Approved MSME industrial parks/estates/flatted factory complexes (minimum area of 4000 square meters for flatted factory complexes) projects with an area of 10 acres or more, will be eligible for annual infrastructure interest subsidy of up to 50%, subject to a ceiling of Rs 2 crore, annually
- **Stamp Duty Exemption:** MSMEs will be eligible for 100% stamp duty exemption in the Purvanchal and Budelkhand regions, and 75% in the Madhyanchal and Paschimanchal regions.
- Women entrepreneurs will be eligible for 100% stamp duty exemption in any part of the State.
- MSME industrial parks/estates/flatted factory complex developers will be provided with a 100% stamp duty exemption, on the first purchase of land.
- Attorney fees of Rs 50,000 and Rs 2,00,000 will be reimbursed for obtaining national and international patents/GI tags, respectively.
- Financial assistance of 75% for implementing ERP solutions (maximum Rs 1 Lakh) and ICT solutions (maximum Rs 5 Lakh).



- Fiscal assistance of 50% of the project cost (maximum Rs 10 crore) for the establishment of CETPs.
- Financial assistance of 50% of the project cost (maximum Rs 75 lakh) for implementing a zero liquid discharge facility.
- Fiscal assistance of up to 50% of the project cost (maximum Rs 50 Lakh) for establishing boiler facility as common facility (minimum 10 MSMEs will be required to undertake such project).
- Promoting green practice and environmental audits for MSMEs like energy and water conservation audits – reimbursement of 75% (maximum Rs 50,000) towards audit services fee and 50% (maximum Rs 20 Lakh) towards the purchase of auditor-recommended equipment/ machinery.
- Reimbursement of up to 50% (maximum Rs 2.5 Lakh) of the consultancy charges incurred towards obtaining a green rating for industrial buildings.
- Reimbursement of up to 50% (maximum Rs 10 Lakh) towards expenses incurred for the establishment of the environment management laboratory/environment management system.

Hence, Uttar Pradesh's updated micro, small & medium enterprises promotion policy presents a promising investment opportunity. With its focus on fostering growth, innovation, and sustainability, the policy creates an enabling environment for businesses to thrive. By offering incentives, subsidies, and support mechanisms, it encourages entrepreneurship and facilitates the establishment and expansion of enterprises across various sectors. Moreover, the policy's alignment with national development agendas ensures a conducive business climate and enhances the state's economic competitiveness. As Uttar Pradesh continues to prioritise industrial development and ease of doing business, investing in its MSME sector holds immense potential for long-term returns and socio-economic progress. elets.gov



गैल (इंडिया) लिमिटेड



भारत की अग्रणी प्राकृतिक गैस कंपनी एनर्जाइजिंग पॉसिबिलिटीज

देश में बेची जाने वाली प्राकृतिक गैस में 53% का योगदान

भारत में प्राकृतिक गैस ट्रांसमिशन में लगभग 68% की बाजार हिस्सेदारी



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