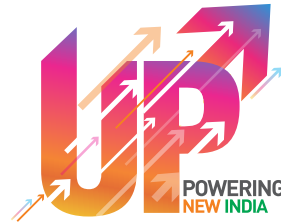




Uttar Pradesh POWERING NEW INDIA



Shri Narendra Modi
Hon'ble Prime Minister of India



Shri Yogi Adityanath
Hon'ble Chief Minister of Uttar Pradesh

Presented By



Gold Partners



Silver Partners



A watercolor-style map of the state of Uttar Pradesh, India. The map is rendered in shades of purple, magenta, and red, with a soft, painterly texture. The text "Emerging Uttar Pradesh" is written in a white, elegant cursive font across the center of the map.

*Emerging
Uttar Pradesh*

Uttar Pradesh- Powering New India

Published By

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भारत के उपराष्ट्रपति
के सचिव
Secretary to
The Vice-President of India

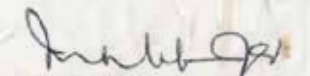


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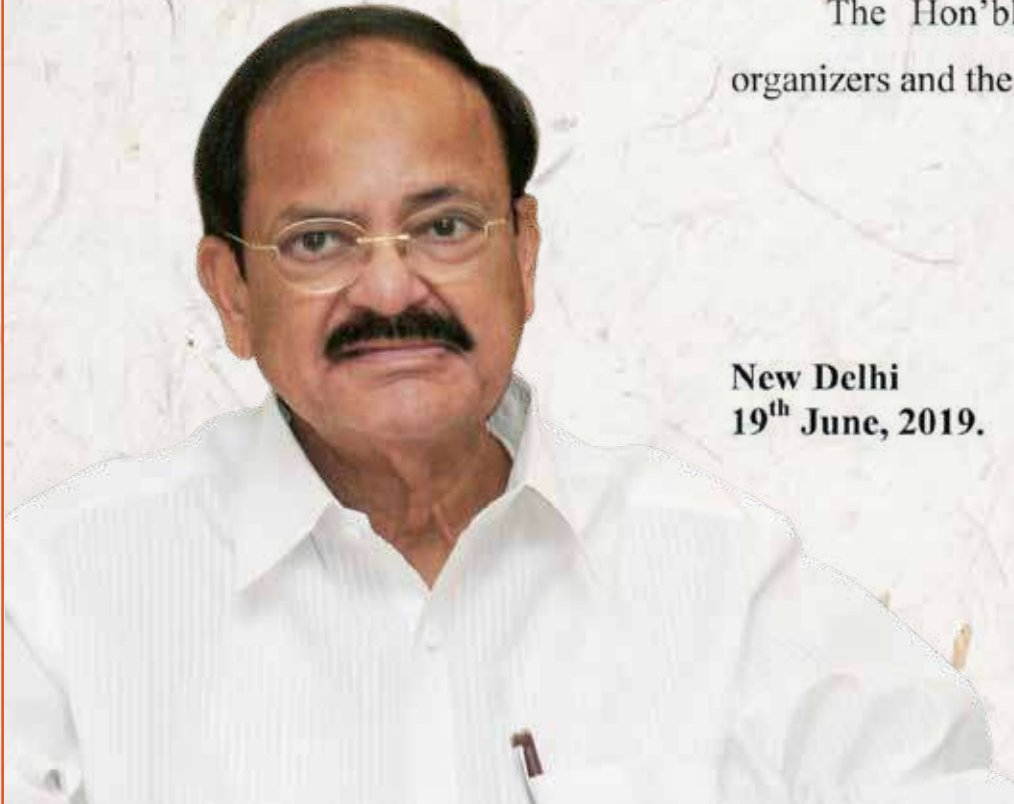
MESSAGE

The Hon'ble Vice President of India is happy to know that Udyog Bandhu, nodal agency of Uttar Pradesh Government for industrial development, in association with Elets Technomedia – a knowledge consultancy organisation, is publishing a Coffee Table Book highlighting the opportunities available to the investors in various sectors.

The Hon'ble Vice President extends his greetings to the organizers and the participants and wishes the event all success.


(I.V. Subba Rao)

New Delhi
19th June, 2019.





Yogi Adityanath



**CHIEF MINISTER
UTTAR PRADESH**

Date: 22-07-2019

Message

I am delighted to know that Udyog Bandhu, a nodal agency of the Government of Uttar Pradesh for industrial development in the State, is bringing out an exquisite Coffee Table Book on industrial development in Uttar Pradesh.


Lying along the fertile plains of Ganges, Uttar Pradesh is blessed with unlimited opportunities. The state is the growth engine of India, and currently the country's third largest economy growing at a swift rate. The investor friendly policy direction of the Government of Uttar Pradesh and the good governance initiatives, complementing the inherent strengths of the state, has gone a long way in transforming the State into a preferred investment destination.

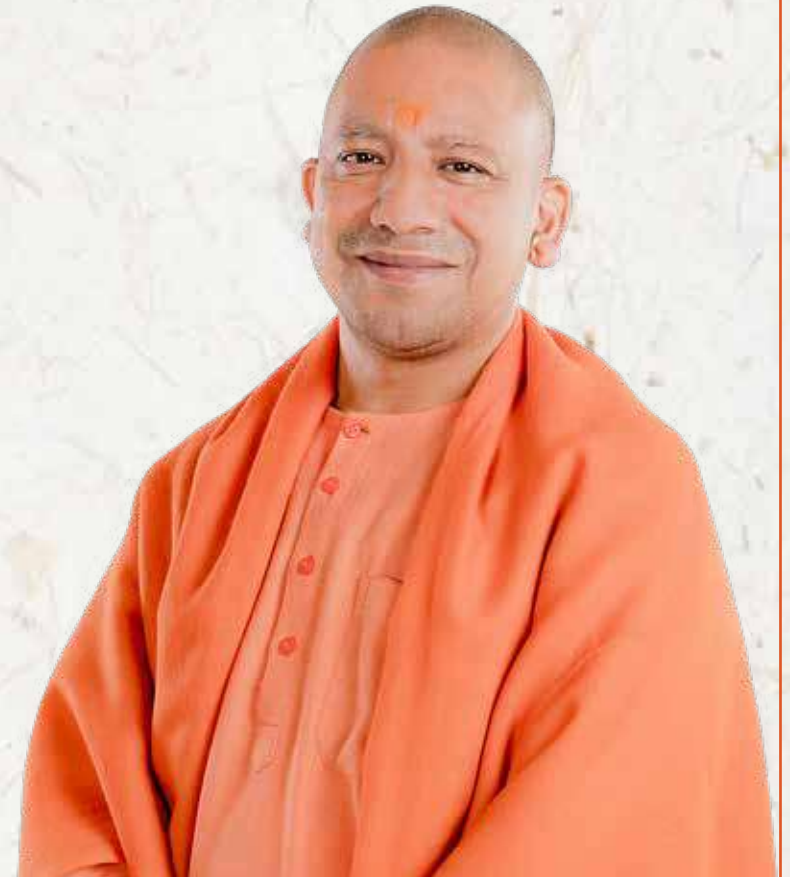
The State government is committed to transform Uttar Pradesh into Uttam Pradesh through time-bound implementation of Ease-of-Doing Business and facilitating the investors through Single Window System in a big way.

There is no dearth of facilities like roads, security, electricity and water in the state, besides abundance of raw material. This provides immense opportunities for entrepreneurs to assist in the process of developing the state and the country. I hope that this Coffee Table Book will showcase intensive efforts of the State Government in promoting investment, innovations and employability etc. in the entrepreneurial ecosystem of Uttar Pradesh.

I extend my greetings to Udyog Bandhu and Elets Technomedia for publishing the Coffee Table Book.

My best wishes for the entire endeavour.


(Yogi Adityanath)





केशव प्रसाद मौर्य



उप मुख्यमंत्री
उत्तर प्रदेश

विधान भवन
लखनऊ

MESSAGE

I extend my warm greetings to the Udyog Bandhu and Elets Technomedia, as they are bringing out a Coffee Table Book on industrial development and Investment friendly policies in Uttar Pradesh.

I am happy to share that Uttar Pradesh has adopted a zero tolerance policy towards corruption and law and order issues as well as undertaken a number of reforms and policy changes to spur growth. Being the largest producer of food grains in India, Uttar Pradesh has a vast scope of capital investment in food processing sector. Also the civil aviation policy, 2017 has opened doors for investment opportunities in the civil aviation sector. In the changing scenario, the State has become an attractive investment destination for investors of the country and the world.

I convey my best wishes to Udyog Bandhu, a nodal agency of Uttar Pradesh Government for Industrial development in the State and Elets Technomedia towards this initiative.

(Keshav Prasad Maurya)





डॉ० दिनेश शर्मा



उप मुख्यमंत्री
उत्तर प्रदेश

९९-१००, विद्यान भवन,
लखनऊ

दिनांक:

I am delighted to see that Government of Uttar Pradesh is bringing out an excellent Coffee Table Book on industrial development in Uttar Pradesh. The publication will highlight the investment opportunities and potential in the various sectors of Uttar Pradesh.

The Uttar Pradesh Government is making sincere efforts for the industrial development in the state, including regularly supporting social and economic development of the people. The Government has made several efforts for providing clean environment to investors and entrepreneurs in the state and ensuring procedural transparency.

Our policies aim to provide a conducive environment to investors for promotion of electronics manufacturing and thereby establishing Uttar Pradesh as the most preferred investment destination in India. Single window assistance will be provided to investors for setting up Electronics System Design and Manufacturing (ESDM) units. Many additional incentives have been proposed for the ESDM units which include capital subsidy, interest subsidy, exemption in stamp duty and GST reimbursement.

I convey my congratulations to the Udyog Bandhu, the nodal agency of Uttar Pradesh Government for industrial development in the state and Elets Technomedia for publishing the Coffee Table Book. I hope that the Coffee Table Book will help stakeholders to acquire knowledge about the investment opportunities in Uttar Pradesh.

(Dr. Dinesh Sharma)





Satish Mahana
MINISTER

Industrial development, Khadi Village
Industries, Sericulture, Textile, Micro, Small
and Medium Enterprise, Export Promotion



Office :
Room No. 74-74A Main Building
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Phone : 0522-2238388
Lucknow

Date: 19-07-2019

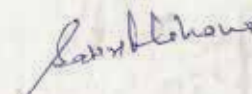
I am delighted to learn that the Udyog Bandhu, in association with Elets Technomedia, is bringing out an exquisite Coffee Table Book on industrial development in Uttar Pradesh to showcase the investment opportunities.

The Coffee Table Book will also highlight the emerging opportunities in various potential sectors and also dwell upon the industrial infrastructure, business climate, rich resources of the state, showcasing it as a preferred investment destination at national and international platforms. In addition, the Coffee Table Book will also capture the soft power of Uttar Pradesh in its art, culture, heritage and tourism attractions.

Our aim is to usher in a new era of industrialisation in Uttar Pradesh. Gautam Buddha Nagar is already well positioned to become the electronic hub of India. Jewar airport will be spread in an area of almost 10,000 acres. It will be ready in next couple of years. The state government has identified land for the proposed defence corridor and they will soon initiate the process to acquire the land. The defence corridor will also pave way for a number of job opportunities.

I extend my greetings to the Udyog Bandhu, a nodal agency of Uttar Pradesh Government for industrial development in the State and Elets Technomedia for publishing the Coffee Table Book.

I hope that the Coffee Table Book will help stakeholders to acquire knowledge about the investment opportunities in Uttar Pradesh.


(Satish Mahana)





सुरेश राणा

राज्य मंत्री (स्वतंत्र प्रभार)
गन्ना विकास एवं चीनी मिलें,
औद्योगिक विकास (MOS)



दूरभाष : 0522-2239220

2213400

9, नवीन भवन
उत्तर प्रदेश सचिवालय
लखनऊ



दिनांक

I am pleased to see that our Government is bringing out an excellent Coffee Table Book on industrial development in Uttar Pradesh. The publication will highlight the investment opportunities and potential in the various sectors of Uttar Pradesh.

Uttar Pradesh has shown a rapid and sustainable economic development. The Government's proactive initiatives and investment friendly policies have created a favorable investment climate. Uttar Pradesh, with an investor-friendly environment, has achieved considerable success in attracting both domestic and foreign investments.

Our Government is working day-night to make sure that the investors get all the necessary facilitation required in the given timeframe. By grounding the investments within few months of the MoU signing shows the eagerness and commitment of our Government to perform any action required inside our confines to help the investors who take interest in the State of the Uttar Pradesh.

Under the leadership of our determined Hon'ble Chief Minister, the government is taking all steps necessary to make sure that our departments and every person working in Government is on the toes to help every investor and the entire business fraternity.

I convey my congratulations to the Udyog Bandhu, the nodal agency of Uttar Pradesh Government for industrial development in the state and Elets Technomedia for publishing the Coffee Table Book.

(Suresh Rana)





Anup Chandra Pandey
I.A.S.



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Message

I am pleased to extend my warm greetings to the Udyog Bandhu and Elets Technomedia, for bringing out an excellent Coffee Table Book on industrial development in Uttar Pradesh. The publication highlights the plethora of opportunities for investor and provides insights on the potential in the various sectors of Uttar Pradesh.

Uttar Pradesh, with its 22 crore population offers a huge market, which also provides an immense number of skilled hands. This Coffee Table Book will capture the various facets of ground level industrialization in the state, and its vision of becoming a front runner state for development of New India.

The Government is committed to support private investment including in infrastructure, by creating the right business environment through more consistent policies. I hope the Coffee Table Book will make industry leaders and stakeholders aware about the latest innovations, investor-friendly facilities, incentives and policy-benefits the entrepreneurs in Uttar Pradesh.

I extend my greetings and best wishes to Udyog Bandhu, a nodal agency of Uttar Pradesh Government for industrial development in the State and Elets Technomedia towards this initiative. I hope that the Coffee Table Book will help stakeholders to acquire knowledge about the investment opportunities in Uttar Pradesh.

(Anup Chandra Pandey)





RAJESH KUMAR SINGH
I.A.S.

Principal Secretary



(Off) 0522-2230310
0522-2216510
(Fax) 0522-2230300



D.O. Letter No
Infrastructure & Industrial Development
Govt. of Uttar Pradesh

Dated

I am happy to know that the Udyog Bandhu, in association with Elets Technomedia, is bringing out an exquisite Coffee Table Book on Industrial development in Uttar Pradesh to showcase the investment opportunities.

Lying along the fertile plains of Ganges, Uttar Pradesh is a state with infinite opportunities. India's fourth largest state, UP is home to a large working population. It has substantial availability of both land parcels and talented work force for industrial development.

Besides developing world class infrastructure and enabling policies, the state is focusing on skill development, innovations, building progressive institutions and good governance. These are our key components to attain an inclusive and sustainable growth model.

It gives me immense pleasure to reverberate our sincere efforts in grounding the investments made in the State. Our transparent policies have boosted excitement and created a positive vibe among the investors. Assuring red carpet and proactive governance, I welcome the business community to Uttar Pradesh.

I extend my greetings to the Udyog Bandhu, a nodal agency of Uttar Pradesh Government for industrial development in the State and Elets Technomedia for publishing the Coffee Table Book.

(Rajesh Kumar Singh)





संतोष कुमार यादव
आई.ए.एस.
अधिकाारी निदेशक



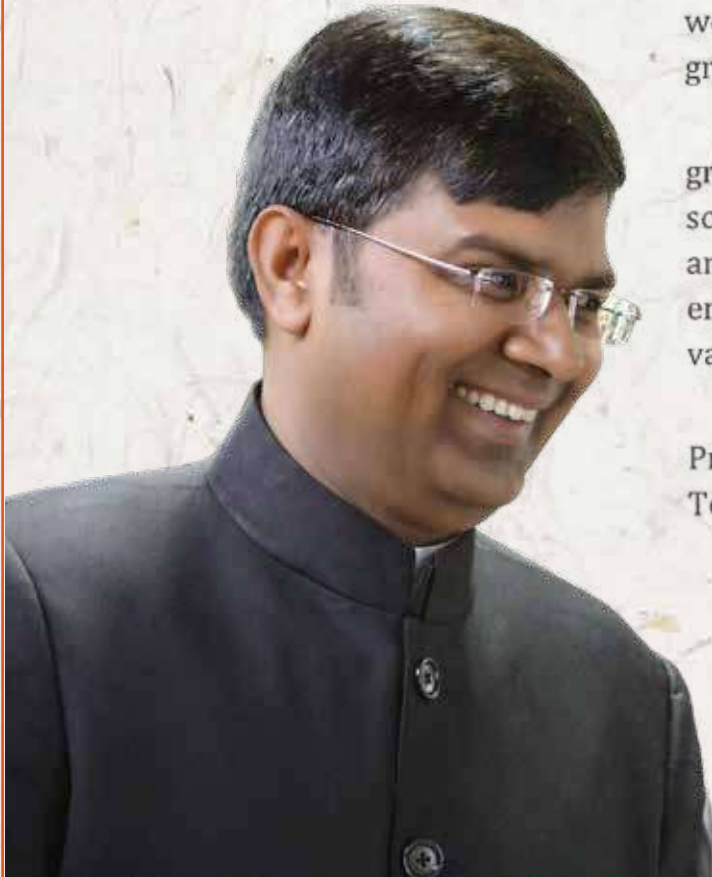
I am delighted to extend warm greetings to the Udyog Bandhu and Elets Technomedia, as they are bringing out an impressive Coffee Table Book on industrial development in Uttar Pradesh to highlight the investment friendly policies and industrial environment in the State.

Uttar Pradesh with its inherent strengths, is one of major contributors to country's growth. Home to 16.5% of India's population, UP is India's largest consumer market. The State offers largest workforce with 56% of UP's 200 million population in working age group.

The focus of our new Industrial Policy is to promote inclusive growth and reduce regional disparities, investment and create large scale employment. Special incentives are being given to SC/ST/Women and differently-abled entrepreneurs, and also to units providing them employment. To develop our sectoral strengths, UP has come up with various sectoral policies from time to time.

I convey my best wishes to Udyog Bandhu, a nodal agency of Uttar Pradesh Government for industrial development in the State and Elets Technomedia towards this initiative.

(Santosh Kumar Yadav)







*Uttar Pradesh
at a Glance*

Created on 1st April 1937 as the United Provinces of Agra and Oudh during the British rule, the state was renamed as Uttar Pradesh in 1950. The state is divided into 18 divisions and 75 districts with the capital being Lucknow. Being the fourth-largest Indian state by area, agriculture and service industries form largest parts of Uttar Pradesh's economy. The service sector comprises travel and tourism, hotel industry, real estate, insurance and financial consultancies.

With third-largest state economy in India, Uttar Pradesh ranks twenty eighth among Indian states in human development index.

Home to major rivers like Ganges, Yamuna, Saraswati, Sarayu, Betwa, and Ghaghara, the valley areas in Uttar Pradesh have very rich and fertile soil. Needless to say, cultivation is quite extensive in the state. Wheat is the state's principal food crop and sugarcane is the main commercial crop particularly in Western Uttar Pradesh.[175] About 70% of India's sugar comes from Uttar Pradesh.

The state has an abundance of natural resources, with diverse flora and fauna. Uttar Pradesh is known for its extensive avifauna and houses popular bird sanctuaries like Bakhira Sanctuary, National Chambal Sanctuary, Chandra Prabha Sanctuary, Hastinapur Sanctuary, Kaimoor Sanctuary, and Okhla Sanctuary.

Owing to its rich and varied topography, vibrant culture, festivals, monuments, ancient places of worship, Uttar Pradesh attracts hordes of tourists. It is home to three World Heritage Sites: the Taj Mahal, Agra Fort, and the nearby Fatehpur Sikri, with hosting the world renowned Kumbh Mela, every 12 years.

Besides fairs and festivals, Uttar Pradesh is known for its cuisine, with people thronging the place to relish Awadhi and Mughlai gastronomical delights.





Location

Covering 7.34% of India's total area, **Uttar Pradesh is the fourth-largest Indian state by area.** UP stretches along the Indian border with Nepal from Northern India towards the East of India. The lion-shaped state is surrounded by Uttaranchal in North East, Haryana and Delhi in North, Rajasthan in West, Madhya Pradesh in South West, Chhattisgarh in South, Bihar in South East and East and Nepal along its East. It is located between latitude $80^{\circ}91'$ & $39'$ East and longitude $26^{\circ}85'$ & $39'$ North.



“ Powering rural India,
Empowering the masses ”

Demographic Dividend

Uttar Pradesh due to its location in the richly fertile Indo-Gangetic plain, has drawn settlers from early Vedic period.

It is a densely populated region, home to about 199,812,341 people, as per the 2011 census.

Uttar Pradesh is the most populous state in India. If it were a separate country, Uttar Pradesh would be the world's fifth most populous nation, next only to China, India, the United States of America and Indonesia!

The state's large population, combined with its highly fertile land and an enabling industrial ecosystem presents a large captive market for domestic consumption.

A high-angle, top-down view of a massive, diverse crowd of people. The individuals are packed closely together, forming a large, irregular circular shape that surrounds a central white space. The people are wearing a wide variety of colorful clothing, including red, blue, yellow, green, and purple. The perspective is from directly above, looking down at the crowd. The central white space is a large, empty area where the text is located.

Uttar Pradesh
would be the world's
fifth most populous nation,
if it were a separate country





Fact File

Capital:	Lucknow
Area:	243,286 sq km
Population:	221.468 million (2018)
Major Rivers:	Ganga, Yamuna, Sindh, Sharda, Hindon, Gomti, Ghaghara, Chambal
Time Zone:	GMT +5:30 hours
Languages:	Hindi, Urdu & English



Natural resources.

NATURAL RESOURCES

limestone, Magnesite, Copper, Gypsum, Diamond, Gold, Uranium

MAJOR CROPS

Wheat, Rice, Maize, Pulses, Oilseeds, Potatoes
and Sugarcane

The state is the largest producer of sugarcane and mangoes in India. The Lucknow Dusseheri variety of mangoes is a globally famous delicacy.



Major Crops



Dasheri Mangoes





vidhan sabha of Lucknow











Extrusion • Winding • Weaving • Coating • Printing • Conversion • PP Yarn Spinning

End to End Solutions for **complete peace of mind.**

For over three decades, Lohia Corp, besides standing for innovation and precision has stood for complete customer satisfaction. A company that offers end to end solutions for the raffia industry, be it extrusion, winding, weaving, coating, printing, conversion or PP yarn spinning, Lohia Corp has gone the distance and has always put customers first.

Today if the company has delivered a processing capacity of 5.1 million metric tons per annum of PP and PE for customers across 92 countries, it's only because of efficient after-sales support and optimized cost of ownership for customers. Lohia Corp continues and in the future too, will be committed to customers for great value and complete peace of mind.

LohiaCorp

Lohia Corp Limited D-3/A, Panki Industrial Estate, Kanpur-208022, INDIA. T: +91 512 3045100 | E: sales@lohiagroup.com





BUSINESS & ECONOMY











1) ADVANTAGE UTTAR PRADESH

- Abundant land parcels at competitive price
 - Balanced availability of water across the state
 - 24x7 reliable electricity to industries and provision for open access
 - Competitive Locational Advantage
-
- a) Access to NCR on the west
 - b) Strategic access to market & resource depth of eastern India
 - c) Located on Golden quadrilateral, enjoying excellent road connectivity
 - d) National Waterway connecting Allahabad to Haldia port





2) FUTURISTIC CONNECTIVITY PROJECTS

- India's biggest International Airport coming up at Jewar spread over 5000 hectares adding advantage to existing Yamuna & Agra-Lucknow Expressway
- Largest railway network in the country spanning over 8,949 km

Dedicated Freight Corridors

- Eastern Dedicated Freight Corridor
- Western Dedicated Freight Corridor
- Trains on these two corridors will speed up to 120 km per hour
- Major national & international airports connecting the rest of India





Bundelkhand Expressway

About 293 kms connecting Chitrakoot to Etawah at Agra-Lucknow Expressway

Purvanchal Expressway

About 353 Km connecting State Capital to Ballia

Agra - Lucknow Expressway

302 KM connecting State Capital to most popular tourist destination of UP

Yamuna Expressway

165 KM connecting National Capital to most popular tourist destination of UP

Ganga Expressway

The Ganga Expressway is a 8-lane access controlled express highway of 1,047 km runs along river Gange. Ganga Expressway will connect Greater Noida to Ballia in Uttar Pradesh along with other major cities Varanasi, Allahabad, Rae Bareli, Kanpur, Farrukhabad and Bulandshahr. Ganga Expressway is the longest expressway in India and will be equipped with all the possible facilities.

Delhi Meerut Expressway

Delhi Meerut Expressway connects Delhi with Meerut via Dasna. The 96 km long controlled access expressway is an under construction project. This road, once linked with the Ganga Expressway, will provide high-speed connectivity from Delhi to Prayagraj. The Eastern Peripheral Expressway around Delhi is being connected with the Yamuna Expressway.





Noida International Airport - Promoting International Coonectivity

The Jewar Airport is a proposed airport to be constructed in Jewar in Gautam Budh Nagar district of Uttar Pradesh. The Yamuna Expressway Industrial Development Authority (YEIDA) will be the implementing agency on behalf of the Uttar Pradesh Government. The airport is to be developed on a Public Private Partnership model (PPP) and is expected to be completed by 2022. It will be able to handle 5 million passengers per annum (MPA) initially and up to 60 MPA after expansion over 30 years. It is proposed to be connected to Delhi Metro via Noida Metro route and via the Delhi-Faridabad-Ballabhgarh-Palwal-Jewar route.

Hindon Airport - Promoting Regional Connectivity

The Indian Air Force permitted the Civil Aviation ministry to use the air base for civil operations in August 2017. The Uttar Pradesh government gave its approval for the project in March 2018. The enclave will be built on 7.5 acres at Sikandarpur village in Sahibabad, adjacent the airbase. Starting next February this airport will be the second in Delhi NCR. The new airport will have a capacity of serving 300 passengers an hour. 45.2 crores is being used to build the new civil terminal.





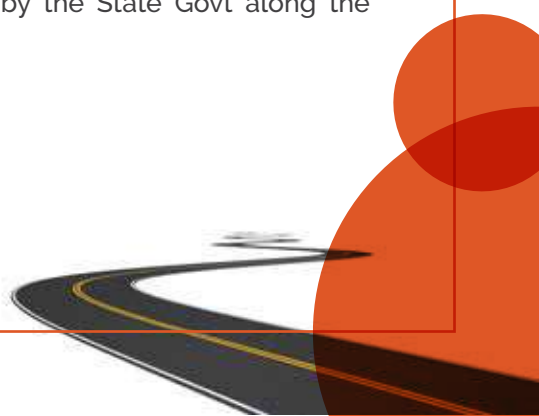
3) SKILLED MANPOWER

- 56% of UP's 200 million population are in the working age group
- 53 Universities, 4345 Colleges, 168 Polytechnics with several research institutes,
- Centers of Excellence and other vocational institutes
Industry focused skill development program

4) INDUSTRIAL INFRASTRUCTURE

- Uttar Pradesh has approved 31 SEZs in the state to cater to various sectors such as IT/ITeS, textiles, handicrafts, and non-conventional energy.
- IT/ITeS accounts for nearly 74 per cent of the 31 SEZs, followed by multiple products (20 per cent), textile/handicrafts (3 per cent), and non-conventional energy (3 per cent).

Industrial Corridors

- 8.5% of DMIC catchment area and 57% of AKIC is in Uttar Pradesh
 - Intersection of WDFC and EDFC at Greater Noida
 - Multi-modal logistic hubs, industrial parks etc. to benefit from reduced travel time to ports
 - India's Defence Industrial Corridor coming up in Bundelkhand region
 - Defence Corridor worth INR 20,000 crore planned in UP expected to create 2.5 lakh employment.
 - 6 nodes of the corridor - Aligarh, Agra, Jhansi, Chitrakut, Kanpur, Lucknow.
 - 3000 hectares of land to be notified by the State Govt along the corridor
- 



Indian Institute of Technology Kanpur



5) SOCIAL AND EDUCATIONAL INFRASTRUCTURE

- The state has 58 universities, 10 deemed universities and 36 medical colleges.
- Uttar Pradesh was one of the first few states to have successfully implemented the “education for all” policy.
- The state has made investments towards enhancing the standard of education across different levels.

A person is holding a laptop, with a network of nodes and lines overlaid on the image. The background shows a cityscape with tall buildings. The text "REGULATORY FRAMEWORK" is prominently displayed in the center.

REGULATORY FRAMEWORK







1) EASE OF DOING BUSINESS INDEX

- Uttar Pradesh has been categorized as an “Achiever State” with a combined score of 92.89% by Department for Promotion of Industry and Internal Trade(DPIIT), Ministry of Commerce & Industry, Government of India.
- The state has been consistently performing upwards starting with 47.37% in year 2015 to 84.52% in year 2016 to 92.89% in year 2017-18.

2) KEY REFORM AREAS

As identified by DPIIT Govt. of India, Uttar Pradesh has been among the top 5 performing states in 6 of the 12 reform areas namely:

- Single Window System
- Land Availability & Allotment
- Environmental Registration Enablers
- Obtaining Utility Permits
- Paying Taxes
- Access to Information & Transparency Enablers





3) NIVESHMITRA, SINGLE WINDOW SYSTEM

"NiveshMitra" is an online single window clearance system which provides NOCs, clearances etc. required for setting up and running a business in UP. It provides more than 70 services (NOC/Clearances) of 20 government departments. The state government is further in process to integrate around 30 more services with NiveshMitra Portal.

- Comprehensive checklists, procedures for applying, departmental procedure for grant for all pre & post establishment NOCs, licenses, registrations and other mandatory approvals have been made available online on NiveshMitra to improve access & transparency
- System has provision to download final approved digitally signed certificates/licenses.
- It also has a feature of online third party verification of certification/licenses.





4) LAND ALLOTMENT & LAND RECORDS

- Provision for online Land Allotment & Building Map Approvals through NiveshMitra portal wherein UPSIDA, NOIDA, Greater Noida and Yamuna expressway Industrial development authority are provided these services through the single window system only.
- Availability of land banks for industrial use in public domain online at one place.
- Land records of last 3 years at all land records digitized and are available online in public domain
- Valid master plans/zonal plans/land use plans for all urban areas made available online in public domain
- Property registration & verification process made easy & online. The Property Registration Process has been eased out further.

5) LABOUR REFORMS

- Online single integrated return filing under all Labour Laws
- Third party certification for boilers inspection by authorizing Boiler Operation Engineer (BoE) – Labour regulation enabler
- Final registration is granted within one day from the date of application under Shop & Establishment Act.

Uttar Pradesh is an attractive investment destination with a clear vision and a robust roadmap. It aims to promote ease of doing business to create a favorable business environment in the State working in tandem with Prime Minister Narendra Modi's vision of "Make in India".

PROACTIVE GOVERNANCE

- Proactive facilitation and attractive policies
- Simplified procedures and speedy time bound approvals
- Strong industrial security – 'zero tolerance' philosophy

POLICY FRAMEWORK

- Incentives linked to employment generation & regional distribution
- Structural reforms for ease of doing business & industrial security
- Infrastructure support – parks, open access power, green measures
- Institutional strengthening – SIPB, Single Window Department, Make in UP
- Attractive fiscal incentives – attracting investments & ushering competitiveness
- Participative, forward looking, adapting – aiming to usher policy consistency

ENCOURAGING MSMES

Uttar Pradesh has its flagship programme 'one district one product' that aims to build market for MSME clusters across the state.

- Highest no of MSME units in India
- 89.99 lakh MSMEs (Reg & Unreg)

Major Clusters











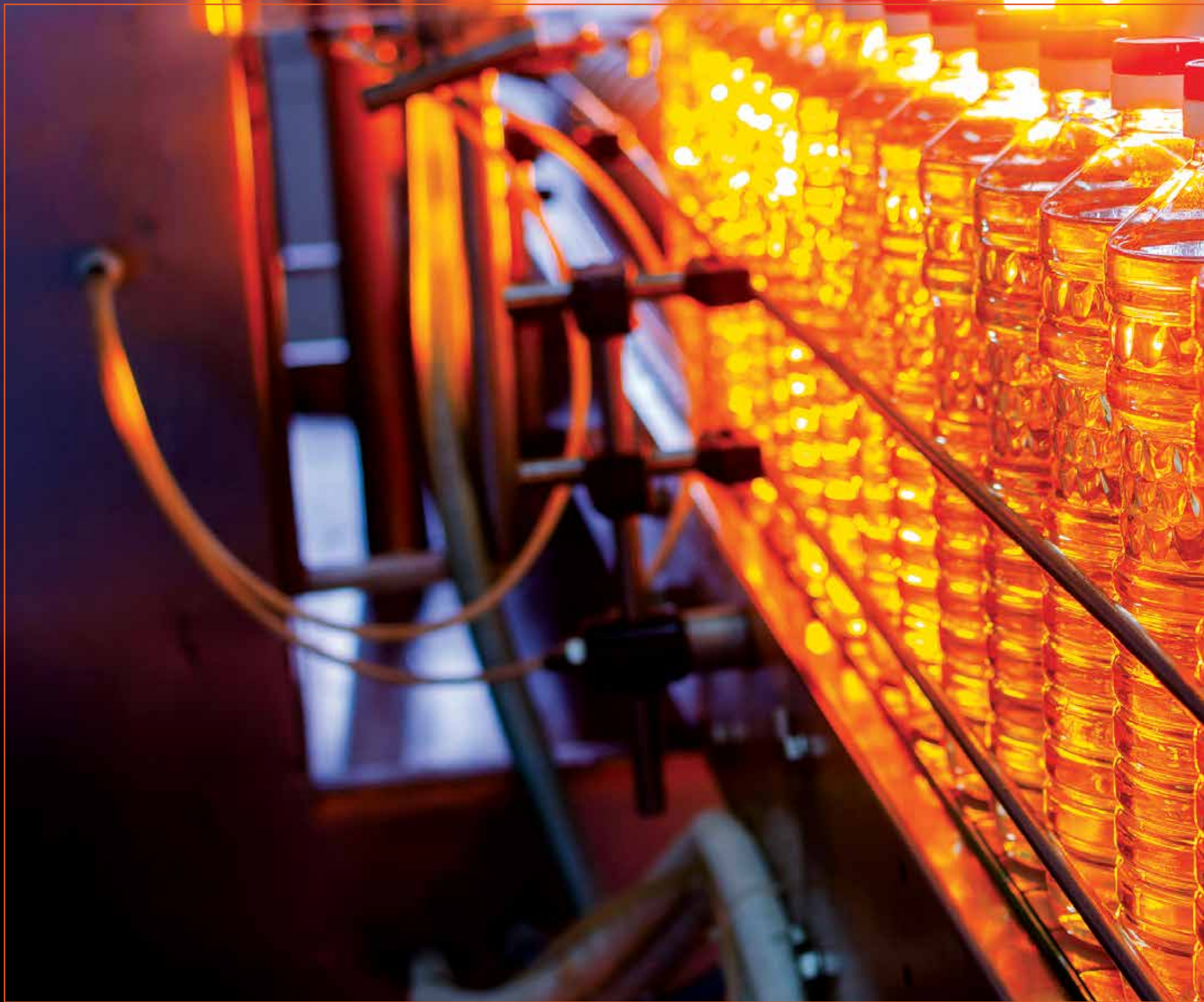
Focus Areas





IT AND ELECTRONICS

- Uttar Pradesh is on track to become an electronics hub as more than Rs 26,000 crore investment is expected in the sector in the coming months.
- Companies like Samsung, Vivo, Oppo and LG have already invested in the state.
- The state government is expecting most of the investments in NCR, but Lucknow has also come as another choice of investors.





AGRO-BASED AND FOOD PROCESSING

- Uttar Pradesh is brimming with exciting possibilities of developing the food processing sector, investing capital in the sector, generating employment and increasing income for all stakeholders.
- The State Government makes sincere efforts to meet the basic requirements of the entrepreneurs for setting up of food processing industries in the state.
- For setting up of the food processing industries in the state, capital investment is attracted through a package of grant-in-aid and concessions available under various schemes of the Central and the



TEXTILES

- To create maximum job opportunities in the state in five years, UP government approved 'Handloom, Powerloom Silk, Textile and Garmenting Policy 2017.
- Under the policy, special incentives would be given to Purvanchal, Bundelkhand and Mandhyachal regions.
- Government has come up with various measures and exemptions to attract investors in the sector

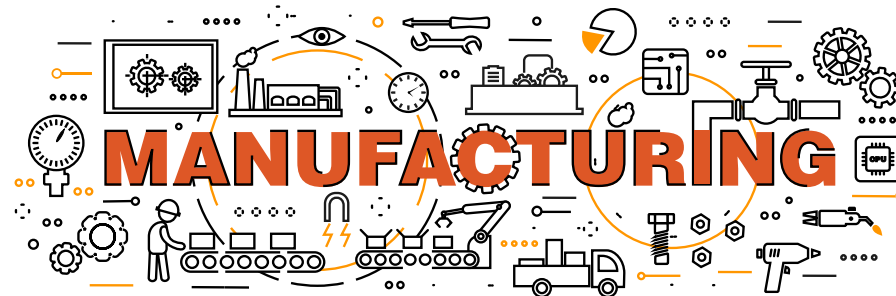
LEATHER

- Uttar Pradesh has around 20% of tanneries in India. All of these units are situated in the cluster of Jajmau-Kanpur, Unnao and Banthar, and footwear manufacturing units situated in Agra and Noida.
- Kanpur is a major production centre for saddlery goods in India accounting for more than 95% of the total exports of saddlery items from India.
- Kanpur specializes in tanning and finishing of buffalo hides. It is the only centre in the country where harness leather, which is major input for saddlery industry, is manufactured.
- Uttar Pradesh contributed a share of 31.35% in total exports of leather, leather products and footwear from the country, last year.

DEFENCE

- India's Defence Industrial Corridor planned in the Bundelkhand region of Uttar Pradesh
- UP government plans to modify its policy for the upcoming 'defence corridor' to make arms, ammunition and explosives manufacturing eligible for incentives.
- This will attract small and medium enterprises as well as foreign and domestic investors seeking to meet their offset obligations.
- The state will attract investments worth Rs 50,000 crore and would provide employment to 2.5 lakh people in the sector.
- Soon, Uttar Pradesh will manufacture fighter planes, battle tanks, helicopters and other defence equipment.





- UP is a leading manufacturer of export oriented items such as computer hardware, brass works, hand printing, cotton yarn, black pottery, jewellery, silk dress materials, betel leaves, chemicals, stone products etc.
- There are many export-oriented items made across Uttar Pradesh such as software, electronics, computer hardware, chemicals, stone products, sarees, handicraft jewellery etc.

RENEWABLE ENERGY

- The state is coming up with major programmes under grid and off grid solar
- The state has National Biogas Fertilizer Management Program, Biogas Based Power Generation Program, Bagasse Based Co-Generation Project's In Sugar Mills, Biomass Based Co-Generation Power Project, Industrial Waste Based Power Projects, among others
- Wind Resource Assessment (WRA) by National Wind Energy Institute has been done to identify the wind energy programs in various districts of Uttar Pradesh.
- Government working on rural electrification through different models of solar photovoltaic home lights and solar street lights.as software, electronics, computer hardware, chemicals, stone products, sarees, handicraft jewellery etc.





Varun Beverages Ltd. is part of the RJ Corp group, a diversified business conglomerate with interests in beverages, quick-service restaurants, dairy and healthcare. Our Promoter and Chairman Mr. Ravi Kant Jaipuria has an established reputation as an entrepreneur and business leader and is the only Indian to receive PepsiCo's International Bottler of the Year award, which was awarded in 1997. We are the second largest franchisee in the world (outside US) of carbonated soft drinks ("CSDs") and non-carbonated beverages ("NCBs") sold under trademarks owned by PepsiCo and a key player in the beverage industry. Today, our manufacturing, sales and distribution network is spread across 27 States and 7 UTs in India. Internationally, we are also present in Nepal, Sri Lanka, Morocco, Zambia and Zimbabwe.





Premium Portfolio

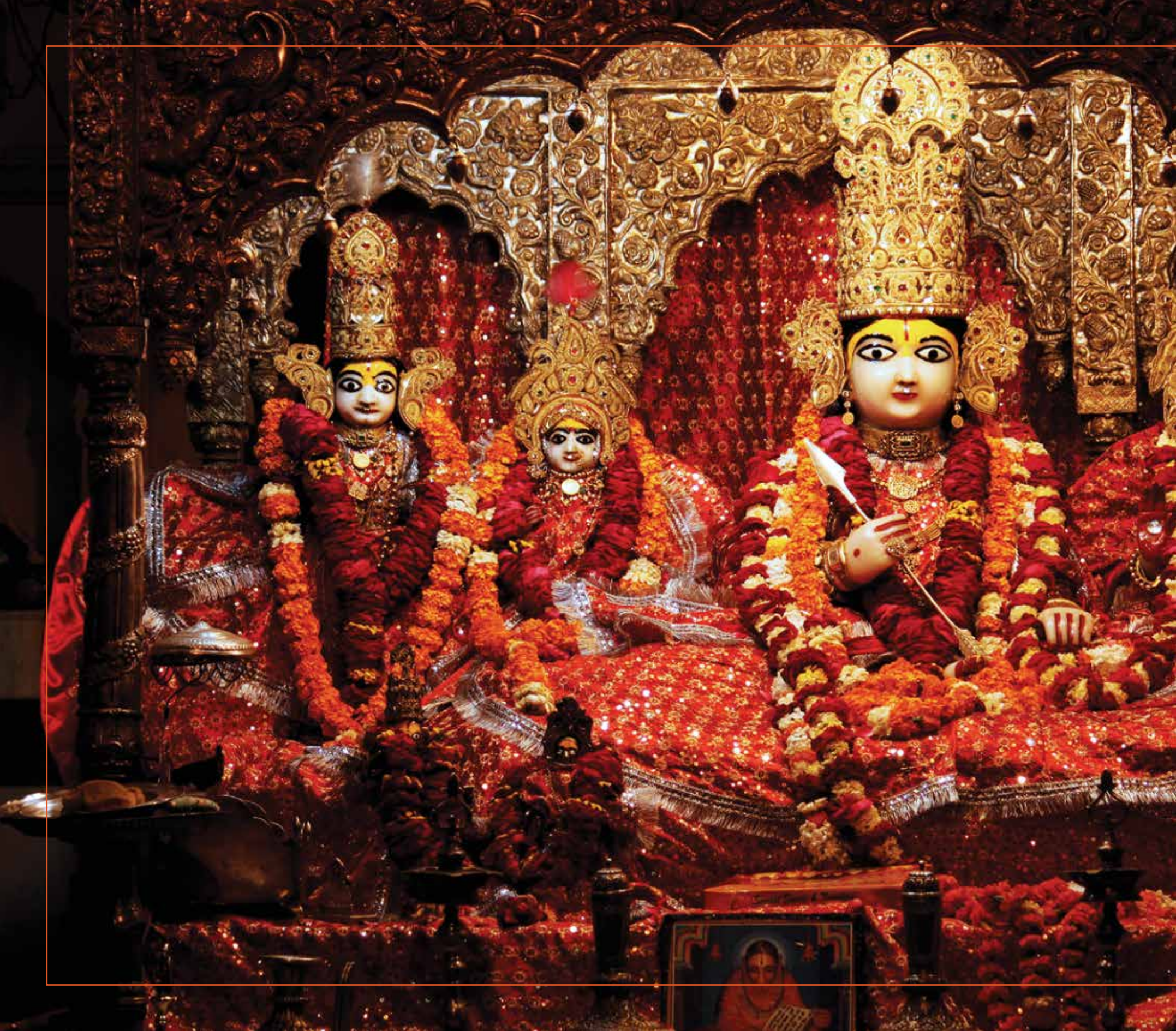
Today's generation is always on the move. With changing lifestyles, people are on the constant look-out for healthier options. To cater to the nutritional needs of this generation while they are on the go, we have diversified our portfolio to Tropicana juices, Lipton ice tea and Gatorade. Tropicana 100% is No.1 juice brand with no added sugar and preservatives which replenishes your body whereas Lipton's Ice Tea is the best drink to beat the summer heat. Also, for the sport's enthusiasts we have Gatorade to rehydrate and provide energy after the game sessions. Together these products provide the solutions for today's needs.



The image features a soft, pinkish-purple gradient background. In the lower portion, the silhouette of the Taj Mahal is visible, including its central dome and minarets. The upper portion of the image is filled with numerous small, dark silhouettes of birds in flight, scattered across the sky. The word "Tourism" is written in a white, elegant cursive font, centered in the middle of the image.

Tourism







Ramayan Circuit

Ramayana Circuit is one of the fifteen thematic circuits identified for development under the Swadesh Darshan scheme of Ministry of Tourism. The Ministry has initially identified fifteen destinations for development under the Ramayana Circuit theme namely Ayodhya, Nandigram, Shringverpur & Chitrakoot (Uttar Pradesh), Sitamarhi, Buxar & Darbhanga (Bihar), Chitrakoot (Madhya Pradesh), Mahendragiri (Odisha), Jagdalpur (Chattisgarh), Nashik & Nagpur (Maharashtra), Bhadrachalam (Telangana), Hampi (Karnataka) and Rameshwaram (Tamil Nadu). People visit these places to be a part of Lord Ram's life and celebrate various fairs and festivals connected with his life. A bus service was also launched as part of India's Ramayan Circuit under Swadesh Darshan Scheme to promote religious tourism in Nepal and India.





Buddhist Circuit

Uttar Pradesh is the land where thousands of years ago Gautam Buddha spent a large part of his life at. This is the place where Lord Buddha attained enlightenment, travelled widely to spread his message and in the end attained mahaparinirvan here. Thus, the term Buddhist Circuit came up, the Circuit has grand stupas, ancient monasteries, where one can hear Buddhist chants of sacred Buddhist Mantras. It covers places like Kapilvastu, Kaushambhi, Sankisa, Shravasti, Kushinagar, Sarnath.



Taj Mahal

The epitome of beauty has been attracting hoards of tourists from all across the world since many years. Located on a bank of River Yamuna, it was built by Mughal Emperor Shah Jahan in memory of his beloved wife and Queen Mumtaz Mahal between 1631 to 1648 A.D., who died while giving birth to her 14th child and whose last wish to her husband was "to build such a tomb in her memory which the world has never seen before." It is believed that it took over 17 years, 22000 workers and 1000 elephants to build the wonderful mausoleum. The Taj Mahal is one of the three World Heritage Sites in Agra.



Kumbh Mela

The mass Hindu pilgrimage of faith in which Hindus gather to bathe in a sacred or holy river, has been frequented by tourists and believers in large numbers, every time. Held every year in rotation in these four cities- Haridwar, Prayag, Nasik, and Ujjain, this year's Mela is touted to have a footfall of whopping 150 million over the 55 days of its course. Traditionally, four fairs are widely recognized as the Kumbh Melas: the Prayagraj Kumbh Mela, Haridwar Kumbh Mela, the Nashik-Trimbakeshwar Simhastha, and Ujjain Simhastha.





Wildlife Eco Circuit

The state of Uttar Pradesh has one of the richest biosphere reserves in the Tarai. These lush green regions is a home to a host of wildlife and fauna. Making it a perfect destination for adventure and wildlife. One can find various animals like Tigers, elephants, deer, crocodiles, and dolphins along with exquisite bird species and a dense vegetation. Making it a dream come true for a nature lover. Uttar Pradesh is also taking various steps to conserve and promote its wildlife and eco regions.



Festivals:

Holi, Diwali, Rakshabandhan,
Eid, Kumbh Mela, Budh Purnima, Mahashiva Ratri

INDIA RISING, SO ARE WE IN INDIA



LUCKNOW, UTTAR PRADESH: Shri. Narendra Modi, Hon'ble Prime Minister of India inspecting the model of North India's biggest LuLu Mall project in the historic city of Lucknow along with Shri. Rajnath Singh, Defence Minister of India & Member of Parliament from Lucknow, Shri. Yogi Adityanath, Chief Minister of Uttar Pradesh, and Shri. Yusuff Ali M. A., Chairman of LuLu Group International. Current status of the project: **60% completed.**

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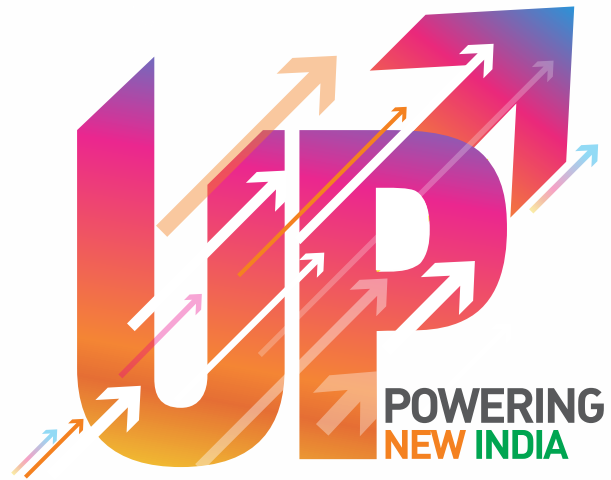
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