

# Uttar Pradesh Stands for Unlimited Potential & Unexplored Possibilities, Believes Arthur D Little India CEO

Uttar Pradesh is land of growth. We are now focusing on ease of doing business so that we transformed full structure of nivesh portal.

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By Prakhar



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The Indo-American Chamber of Commerce organised an e-Summit on “US-UP Services – Handholding and a Win-Win Paradigm”.

Barnik Chitran Maitra, mangaing partner and CEO, Arthur D. Little (ADL) India, Senior Member of parliament Smt Rita Bahuguna Joshi, MSME Minister Sri Siddarth Nath Singh, Raman Roy regional president IACC, Poornachandra Rao Surapaneni, national president IACC, Bhuvnesh Kumar Adnl Chief secretary, Alok Ranjan ex chief Secretary, Padmasree Malini Awasthi & socail worker Aparna Yadav addressed webinar. Mukesh singh, renowned business man, Executive council memeber & board of director convened the webinar.

MSME minister, Sidharth nath singh said Uttar Pradesh is land of growth. We are now focusing on ease of doing business so that we transformed full structure of nivesh portal. Each process is online. Any businessman can complete land process within 45 days.

Smt Rita joshi briefed about recent mission Shakti programme. She told this prograame is mainly for woman safety and security.

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Bhuvnesh kumar, senior IAS said that Amul is planning to invest 2500 crore in dairy industry. Which is going to create 6 lacs of jobs.

Barnik Chitran Maitra, managing partner and CEO, Arthur D. Little (ADL) India, said Uttar Pradesh was a land of unlimited potential and unexplored possibilities. He said that It is impossible to reimagine India without transforming Uttar Pradesh – a state which my company believes is the land of Unlimited Potential and Unexplored Possibilities”.

He also said that ADL, the world’s oldest management consulting firm, partnered with the Indo-American Chamber of Commerce (IACC), North India Council as the Knowledge Partner.

Mr. Maitra emphasized giving impetus to four growth engines that can power Uttar Pradesh’s overall economic growth – Agricultural & Food Processing, Tourism & Culture, Infrastructure & Utilities, and MSMEs.

He also stressed further improving existing policies and making them more suitable for investors, creating conducive economic and workflow systems, and leveraging technology and innovation. He believes that UP sets the tone for India, be it democratic, social or any other dimension; it is time UP also sets the tone for economic development and becomes the new commercial engine of India’s growth over the next decade.

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Speaking about investment opportunities in Uttar Pradesh, Mr. Maitra added that over last few months he has been approached by serious global investors who are excited to participate the state’s ambitious growth journey. Multinationals have, in fact, partnered with Arthur D Little India to explore investment opportunities in Agro- Food processing, Healthcare, Tourism and Defence sectors. Notably, several impact investment funds interested in water distribution, sanitation, sewage and solid waste treatment and other areas impacting daily lives of citizens are also keen to explore investment opportunities in several Indian states including UP.

Several other industry leaders and subject matter experts from ADL’s Global Leadership also participated in the Summit, Mr. Thomas Kuruvilla, Managing Partner and Global Board Member, ADL Middle East, speaking in the session “Investment & Promotion provided insightful details about Uttar Pradesh’s potential.

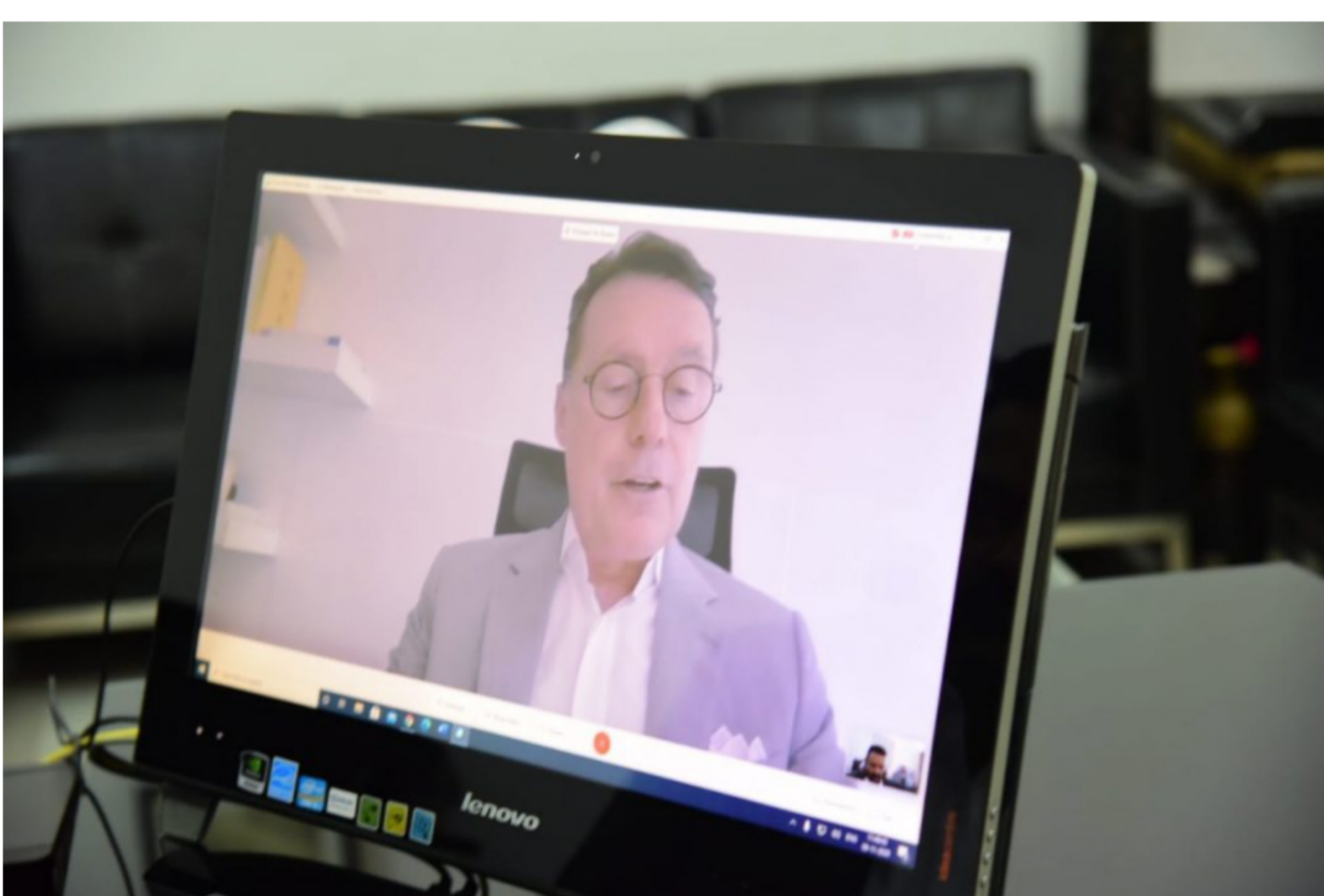
He also discussed the interest of many serious investors looking to invest in Uttar Pradesh. Mr. Kuruvilla highlighted the supply-side checkpoints that an investor looks for safety of their assets, security for their investments, and assurance by the concerned authorities of unhindered performance and growth.

He also shared key learnings from his rich experience of working on public-private partnerships across the Middle East and Southeast Asia, and identified the bottlenecks that hamper development despite intent.

Other speakers from ADL included Mr. Philippe De Backer (Managing Partner Global Financial Services and agriculture expert), Mr. Philip Webster (Dairy Development & Animal Husbandry expert), Mr. Martin Glaumann (Partner Nordics, Investment & Promotion), Mr. Ryan Alnesayan (Tourism expert) and Mr. Christophe de Bruyn (CEO, THR).

Arthur D Little is excited to leverage its rich network of investment firms, institutional investors, and business partners to support Uttar Pradesh in its economic ambitions. He has an unparalleled track record in attracting FDI and driving economic transformation and growth.

As a committed partner to the state of Uttar Pradesh, he is in the process of establishing its presence in Uttar Pradesh under the leadership its President-India Mr. Brajesh Singh, a former CEO & sector specialist in Infrastructure, Utilities Retail & Consumer businesses and Mr. Mukesh Singh (Senior Board Advisor) to look after ADL’s business prospects and building its business blocks in Uttar Pradesh.



Arthur D. Little has been at the forefront of innovation since 1886. As acknowledged thought leaders in linking strategy, innovation and transformation in technology-intensive and converging industries, Arthur D Little India guides its clients through changing business ecosystems to uncover new growth opportunities.

In India since 1947 and with 2 offices in Delhi and Mumbai, Arthur D Little enables its regional clients to build innovation capabilities and transform their organizations. Arthur D Little is proud to serve several leading Indian institutions and governments in the region and around the world.

Mr. Maitra is the Managing Partner & CEO of Arthur D Little and South Asia. He is also a member of the Global Leadership Team and regional leadership team of ADL Middle East. With over two decades of experience in management consulting, Mr. Maitra is a technology expert, Silicon Valley investor, board director, published author and a renowned speaker at key global fora.

He is on the Board of several venture-funded start-ups in India and the US. He has participated in the creation of the Public Health Foundation of India, authored many articles in McKinsey publications, co-edited the international bestseller Reimagining India: Unlocking the Potential of Asia’s Next Superpower (Simon & Schuster Publishing New York).

Mr. Maitra is the lead author of ADL’s seminal report India: Surmounting the challenges of COVID-19 published in May 2020. He also has the distinction of being an advisor on over USD 50 billion of deals including principal investor deals and M&A.



Mukesh Singh, Senior Board Advisor, Arthur D Little, thanked every body for participating and giving their opinion. He said Uttar Pradesh has large population so consumption of goods and services is going to upbeate other states. So prospect of growth is very high. Atlast he thanked again to Aparna Yadav, Malini Awasthi and other dignitaries who actively involved.

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