

# Make in UP will take state to new heights



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**I**n 2017, the people of Uttar Pradesh not only changed the political leadership, but also laid the foundation of the system that changed the perception of the state.

Soon after taking the reins of the state, chief minister Yogi Adityanath began providing the state a development model that, along with safeguarding the safety, prosperity, dignity and self-respect of the people, will also place the state at the top of the Ease of Doing Business and be successful in transforming UP into the best business and investment destination.

In this development model, the youth will not only gain employment by becoming part of a skilled work force but will also become job providers as successful entrepreneurs. Farmers would become prosperous and participate in the development of the state so that UP can be successful in achieving the goal of Ease of Life with a trillion-dollar economy through fast, sustainable and inclusive growth.

The economic model (Yoginomics) is making Uttar Pradesh the country's best business and investment destination. On the lines of Centre's 'Make in India', the success of 'Make in UP' is transforming the state into a manufacturing hub.

In 2021 and beyond, this model will be able to make the state reach new heights, quite a contrast from the time when the best land in the country was termed 'Bimaru Pradesh'.

Today, Uttar Pradesh has emerged

as a state of possibilities due to the value addition done by Yogi Adityanath at the level of policy, potential, planning, performance and perfection. The strength and potential of the state is being accepted, a primary reason why companies like Samsung are re-locating their production unit from China to Uttar Pradesh, Zurich Airport Authority is building Noida International Airport, Mumbai's film industry is looking towards UP. Along with tourism, UP is also becoming a leading state in spiritual economy.

The chief minister pushed forward a holistic economic system based on 'One District, One Product'. Uttar Pradesh has skilled human capital, better connectivity and a visionary leader along with investment potential.

In the coming years, the state will have Defence Industrial Corridor, Purvanchal, Bundelkhand and Ganga Expressways, State Highways, Eastern and Western Dedicated Freight Corridors and national and international airports.

All these will work as the growth engine of the state's economy.

Tourism is considered the multiplier of economic growth. Ayodhya's Deepotsav, Prayagraj's Kumbh, Mathura's Rangotsav, Kashi's Dev Deepawali and the revival of Ayodhya, renovation of Kashi, beautification of Mathura and Vrindavan, construction of Ramayana circuit will create value addition in the spiritual economy of Uttar Pradesh, thereby generating lakhs of job opportunities.

The '5 P' (People, Placement, Prosperity, Peace and Potential) mantra on which the chief minister is leading Uttar Pradesh forward will make the state a successful market player and economic competitor. Five lakh youth of the state will have gained employment by next year.

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*The writer is an expert on economic and external affairs*