

'Summit will give a new flight to UP's aspirations'

► **Continued from P 1**

The road shows are likely to be held between September and November this year. The CM said that the road shows would be held to give global branding to UP. Ministers will be conducting road shows in countries as "brand ambassadors of UP" and create awareness about UP's potential and possibilities. He said that they should meet people associated with industries and invite them for the investors' summit by giving them details about the investment friendly environment in the state. The ministers have been asked to also establish connections with NRIs living in these countries, especially those who have connections with UP, and encourage them to invest in the state.

"The CM has said that the global investors' summit will become an occasion to give a new flight to UP's aspirations. As per current plans, each group will be led by a cabinet minister and consist of one minister with

independent charge and one minister of state. Preparations for forming such teams and identifying the countries have already begun," said a government spokesperson.

In the light of the possibility of increased investment flow in the state, especially after the global investors' summit, the CM has said that existing sectoral policies must be simplified even further to encourage even more investment. Before the ministers head out for the road shows, policies for sectors like food processing, handloom, powerloom, IT, biofuel, film and media, tourism, solar energy, electric vehicles, animation, visual effect, gaming and comic industry, toy manufacturing, civil aviation, housing and real estate should be in place so that they could be discussed with potential investors.

The government has also started the process of identifying more land to include as part of the land bank to offer to investors.