

# Business-friendly milieu in the making

**Having focussed on policy reforms, UP is fast becoming a lucrative hub for investments in numerous sectors**

**T**he most populous state in India, Uttar Pradesh, has seen significant economic change in recent years and is emerging as one of the top investment destinations with the fastest growing state economy. The shift in perception has been one of its most significant accomplishments. The state has greatly boosted its image as a destination for policy-oriented investment while garnering the trust of investors by adhering to the tenets of good governance.

## Changing face of UP

In the government's Business Reform Action Plan rankings, UP improved by 12 positions after implementing over 500 reforms. UP also ranked sixth in the 'Logistics Ease Across



Different States' survey. A major focus of the state's agenda has been to ensure seamless connectivity to transform its inherent disadvantage of being a landlocked state.

"When we talk about the connectivity of Ghaziabad, the district is situated only 20 kms away from the national capital,

24 kms away from Noida which is popularly known as the IT hub of the state, and 46 kms from the manufacturing hub of the state, Meerut. This makes Ghaziabad ideally suited for investments," said Kuldeep Singh, a representative of Ghaziabad Development Authority.

## Creating opportunities

Mukut Sharma, Chief TOD expert at NCRTC in Delhi, said, "RRTS is India's first regional transit project. The project shall prove to be helpful in areas including road congestion, energy consumption and pollution control. In the NCR region, eight corridors are already planned. The project which is under implementation is the Delhi-Ghaziabad-Meerut corridor. NCRTC is

## WHY INVEST IN GHAZIABAD?

- ▶ **Emerging Investment Hub:** Being surrounded by major highways and expressways, the district has immense development potential owing to its strategic location, availability of resources, skilled human resources, etc.
- ▶ **Ease of Doing Business:** Minimising regulatory compliance burden on investors and many other facilities are available.
- ▶ **One District One Product (ODOP) Approach:** Providing the framework for value chain development and alignment of support infrastructure.
- ▶ **Attractive Incentives:** Facilitating incentives such as land rebate, capital interest subsidy, infrastructure interest subsidy, etc.



responsible for developing this project. As compared to the Delhi Metro, RRTS' coverage is wide ranging. It has been estimated that after the implementation of RRTS, the share of public transport in Delhi NCR shall increase from 37 per cent to 63 per cent. The benefits of this project include improved access to healthcare, education, employment and leisure. There are also environmental and social benefits of this project."