

# 'UP getting new identity as India industrial hub'

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**Lucknow:** State tourism and culture minister Jaiveer Singh on Saturday said that Uttar Pradesh is known for its rich culture and heritage in the last 5-6 years the state has established a new identity, thereby fast becoming the industrial hub of the country.

“Chief Minister Yogi Adityanath is spearheading the campaign to improve law and order constantly. Initiatives for better infrastructure in UP are also bearing fruits. During the recent UP Global Investors Summit, the state government signed 18,643 MoUs worth Rs 33.5 lakh crore. Bundelkhand and Purvanchal region garnered good numbers of investment,” Singh said, addressing a conference on ‘Making Uttar Pradesh the Unicorn Hub of India’ during the ongoing Uttar Pradesh International Trade Expo (UPITEX).

The expo is being organised by the PHD Chamber of Commerce & Industry from February 23-27. He said UP was a bright spot for the nation just like India was a bright spot on the global stage. Speaking on the tourism potential of the state, the minister said the new tourism policy would include major incentives and subsidies for entrepreneurs.

Founder & MD, India Assists, Harish Khatri his company was handholding startups and supporting them in getting fund capital for channelizing their growth path.

Head, business development, Enterprise Incubation Centre, IIM-Lucknow, Aditya Prasad said the IIM centre provides startups with seed funding from Rs 5 lakh to Rs 50 lakh and incubate them for two years.