

India's El Dorado

Tuesday, 26 September 2023 | [Pioneer](#)



UP emerges as investors' hot favourite as CM Yogi lays out red carpet, opportunities

Ever since first-time Chief Minister Yogi Adityanath took over the reins of Uttar Pradesh, he has turned its earlier sobriquet 'Uta Pradesh' on its head and into 'Uttam Pradesh'. The wheels of infrastructure, development, economy, pro-business policies, investment, safety, security, law and order, sound administrative decisions and overall satisfying governance for all sections of society are clucking at the right pace, in the right direction. The State's journey under Yogi's leadership is a living testament to its potential as an investment destination. As Uttar Pradesh continues its march towards progress and prosperity, it continues to beckon investors to participate in its transformation and be part of the heartland's success story. India's most populous State has witnessed remarkable transformation under Yogi's dynamic leadership. He has steered the State towards unprecedented development and economic growth. His visionary leadership has not only improved the law and order situation but also created a conducive environment for business and investment growth. As Uttar Pradesh strides confidently into the future, there are abundant investment opportunities that await both domestic and foreign investors. Yogi Adityanath has been vocal about his vision to transform Uttar Pradesh into a global investment hub. His proactive approach towards development has been guided by the mantra "Sabka Saath, Sabka Vikas, Sabka Vishwaas," which translates to "Development for all, with everyone's support and trust". Yogi Adityanath's

Government has undertaken massive infrastructure projects to improve connectivity across the State viz., the 'Ganga Expressway' and 'Purvanchal Expressway'. These projects not only enhance transportation convenience but also open up opportunities in real estate and logistics. Uttar Pradesh has a thriving industrial sector with established industrial zones like the Noida-Greater Noida region and the upcoming defence corridor in Bundelkhand.

The State offers various incentives to attract industries, such as tax exemptions and subsidies. With fertile land and a large agricultural base, Uttar Pradesh offers excellent prospects for investment in agriculture and food processing industries. Initiatives like "One District, One Product" (ODOP) promote unique regional products and boost agro-based businesses. Investments in the tourism sector, including hospitality, travel and infrastructure, are poised for growth as the State promotes religious and cultural tourism with gusto. The Chief Minister has actively engaged with potential investors and made a compelling pitch to invite them to Uttar Pradesh. The State has introduced single-window clearances, industry-specific incentives and land acquisition reforms. Existing and upcoming airports, highways and state-of-the-art amenities for visitors add to the charm of Uttar Pradesh. Last but not the least, improved law and order has created a secure environment for businesses.