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8 teams begin tour to pitch UP in global roadshows

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LUCKNOW: Eight delegations embarked on the journey to attract investment for UP through the UP Global Investor Summit roadshows from Friday, with some ministers leaving for New Delhi on Wednesday to board international flights. In all, they would travel to 20 cities across 16 countries and meet possible investors and also apprise them of the business potential in the state. The delegations would also extend invitations to business communities.

Speaker Satish Mahana, deputy CMs Brijesh Pathak and Keshav Maurya, finance minister Suresh Khanna and industry minister Nand Gopal Gupta Nandi, besides eight other senior ministers will lead the roadshow.

Sources said that urban development minister AK Sharma was to be a part of this delegation, but his plans were cancelled due to the urban local body election.

Top officials from the state, including chief secretary DS Mishra, IIDC Arvind Kumar, ACS, energy, Mahesh Kumar Gupta, ACS, MSME, Amit Mohan Prasad, ACS, animal husbandry, Rajnish Dube and secretary to CM, Sanjay Prasad are among others would be part of various delegations.

ACS, sports, Navneet Sehgal (Germany) has replaced principal secretary, urban development, Amrit Abhijat, who also had to stay back due to the upcoming local bodies polls.

Former minister Siddarth Nath Singh is the only MLA in the delegation. He would be visiting New York and San Francisco in the USA.

Advisors to the CM, GN Singh (Japan), Dhirendra Pal Singh (Singapore) and KV Raju (Dubai) would also travel.

Senior officials said that the focus sectors being targeted through the roadshows include electronics manufacturing, retail, automobile, EV manufacturing, defence, textile, agriculture and food processing, chemical, pharmaceuticals, venture capitalists and transport among others.

They have also prepared a list of target companies to be pursued. The Confederation of Indian Industries (CII) and Federation of Indian Chambers of Commerce and Industry (FICCI) have been engaged for the event that aims to attract an investment of over Rs 10 lakh crore for the state.

To create a deep impact on possible investors, Invest UP has developed policy compendiums in the local languages of the countries where the roadshow would be held. Also, the business cards and other material has been developed in local languages.

The delegations are also carrying personalized gifts picked up from the One District One Product scheme as memorabilia. The list includes ittr from Kannauj, gulabi meena kari from Varanasi, shajar stone cuff links and pendants from Banda among other things.