

MARCHING TOWARDS PROGRESS: INVESTOR-FRIENDLY DESTINATION

Meerut is becoming the starting point for UP's path to economic prosperity

Uttar Pradesh is on track to become a global investment destination under the dynamic and visionary leadership of Yogi Adityanath, chief minister, Uttar Pradesh. Under his guidance, the state has taken great strides towards generating employment, upgrading the gross domestic income of its citizens, and propelling economic growth.

Uttar Pradesh counts among India's most populous states. However, far from being a liability, this shows the state's enormous potential as it has an extremely young and agile population. This, along with a plethora of natural resources, regional crafts, and tourist trails, makes the UP a highly attractive prospect for national and international investors. Due to its proximity to the national capital region and its key importance in the state, Meerut is the perfect place to hold this precursor summit in the run-up to the Uttar Pradesh Global Investors Summit 2023. Its strategic

location and proximity to the country's upcoming industrial zones make the city a major player in the business ecosystem. In line with the government's initiatives to discuss and meet investors in the country's major business and economic hubs, the district administration of Meerut is undertaking the onus of attracting domestic investment from start-ups and the top industrialists of Uttar Pradesh.

PICS: MUNSH KUMAR



pro prowess while attracting more investors to set up manufacturing facilities. The Investor Summit was live broadcasted on www.investinmeerut.com and will be available for future reference, and will soon have more editorial and video resources attracting new investors. The district administration, through the Summit, took every possible step to provide an all-in-one platform to Meerut's existing and potential investors by demonstrating the successes of the industrial sector of Meerut. Likewise, district officials also did their best to promote local arts and crafts alongside the investment possibilities in Meerut. The campaign was managed by a consulting firm led by Gaurav Garg.

Making a Strong Push for Meerut's Development

Another remarkable feature of the Summit has been the presence of ministers, policymakers, and chief executives of more than 14 government departments, both from the state-level and district-level on one single platform. These key government officials met the local investors to advise on policies in the context of investment and to answer their queries regarding the challenges they are confronted with for sustainable growth. Their presence attests to the district administration and state government's commitment to set all of Uttar Pradesh, especially Meerut, on the path to sustainable economic prosperity. The presence of central government officials further bolstered the hopes of local businessmen and potential investors.

The Summit was crucial to businessmen, startups, and industrialists, as it also included knowledge sessions related to MSME policy, handloom and textile policy, tourism policy, green technology, digital commerce, and dairy processing, among many others.

The event further comprised specially-organised workshops for startups to help them learn the requisite branding, marketing, and export skills to make their ventures successful.



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360 degree Glocalised Marketing Campaign

The highlight of this Summit was the launch of the localised campaign — Invest in Meerut, which carried the tagline of New UP's Gateway to Prosperity. As a part of the Summit, the administration also launched a new website, www.investinmeerut.com, with the key aim of creating an easily accessible resource for quick resolutions of key issues faced by local investors.

The website launched will primarily serve as a single window resource for all the opportunities, policies, and grievances pertaining to investment at the district level. The key focus sectors of the Summit were sports goods, musical instruments, jewelry manufacturing, paper production, printing and publishing, logistics, and warehousing.

Meanwhile, equal emphasis was laid down upon emerging sectors at the investment conference included

The event also invited local manufacturers, businessmen, and other investors to submit product images that could be featured in its social media campaign. This would serve the dual purpose of highlighting Meerut's manufacturing prowess while attracting more investors to set up manufacturing facilities