

# THE KEY COGS OF GIS Juggernaut

**Termed as 'Nivesh Mahakumbh' by Chief Minister Yogi Adityanath, the UP Global Investors Summit drew to a close on Sunday, garnering MoUs worth over ₹33.5 lakh crore, which are likely to generate over 93 lakh jobs. As the CM led from the front, he was assisted by a host of ministers and senior officials who worked tirelessly to make the mega event a success. TOI gives a lowdown on Team Yogi which made it happen**



## YOGI ADITYANATH UP Chief Minister

FOR | VISION & LEADERSHIP

He kept raising the bar and inspired his team to rise to the challenge of hosting the 'biggest-ever' investors summit held in India. Rs 33.5 lakh-crore is the highest value of MoUs received by any state. And it has not happened overnight. It's all the result of his hard work and dedication in the past six years. Yogi's vision to promote the state as an industrial hub had started taking shape with the first investors summit in 2018. It yielded MoUs worth Rs 4.85 lakh crore. In a recent interview with TOI, he claimed that nearly 80% of this has already been realised. So, when this Global Summit was being planned after Yogi came back to power with a record mandate, the initial target was ₹10 lakh crore. Many thought this was audacious as it was a jump of more than 100% from the first summit's yield. But it was under his supervision that international and domestic roadshows were planned and organised, 25 sectoral policies were drafted and UP could market itself as the safest and best investment destination. As a result, when the summit kicked off on January 10, the total value of MoU's had already surpassed the target by 300%.

## SANJAY PRASAD

Principal Secy, CM/Home/Info Dept

FOR | MULTI-TASKING

As his designation suggests, he wore many hats to ensure a smooth show. He was instrumental in mobilising police force from all over the state and helped in mobilising officials of the information department to showcase UP as the favourite destination. He also ensured smooth media management during the three-day summit



## AMIT SINGH

Secretary to CM

FOR | BEING A GO-GETTER

He was instrumental in fixing meetings of the stakeholders and when required. A low-profile IRS officer, he was a go-getter for the officials whenever they needed to communicate with Chief Minister Yogi Adityanath for successful holding of the Global Investors Summit. He also was part of the delegations at a couple of roadshows organised in foreign countries



## SHISHIR SINGH

Director, Information

FOR | BRANDING & PUBLICITY

The buzz around GIS was a result of a multi-layered strategy laid down by his department. A battery of officials, led by him, used technology and media tools to successfully showcase UP's positive picture and create a buzz around the event. The advertisements designed for the UP GIS reinforced the strengths of the state which made it a favourable investment destination



## INVEST UP

FOR | BEING CARING HOSTS

Prathmesh Kumar, the additional CEO of Invest UP, the official agency for hosting the UP GIS-2023, was the livewire who kept his team galvanised. Aply backed by his CEO, Abhishek Prakash, Kumar worked like a 'man possessed' to give inspiring leadership to his hand-picked team to make the event successful. Invest UP facilitated national and international roadshows and ensured that the businessmen to government (B2G) meetings were fruitful. Nivesh Sarathi and Nivesh Mitra portals, online platforms launched by the government to facilitate investors, came up for huge appreciation



## INDUSTRY PARTNERS

FOR | IDEATION

Industry partners who worked on the logistics of the event were the backbone of UP GIS-2023. Bodies like Ficci, CII and Ernst & Young walked shoulder to shoulder with the government in projecting the investment potential in UP. They reached out to industry players in India and abroad, organised roadshows and coordinated with the investors to finalise investment intents and signing of MoUs. They also played a key role in organising various sessions during the three-day event by facilitating resource persons and guest speakers



## SPECIAL MENTION

### ROSHAN JACOB

Divisional Commissioner, Lucknow

FOR | ROBUST 'GROUNDWORK'



From giving a facelift to the city to coordinating with agencies, she stood at the forefront. The layout of the venue was prepared under her guidance. She ensured speedy repair of roads and beautification of the city

### MUKESH MESHAM

Principal Secy, Culture

FOR | CULTURAL SPREAD



His dept hosted more than 50 cultural events, from classical to folk art forms, contemporary music and highly advanced drone show, to give the delegates glimpses of UP's culture. Over 1,000 artists performed in these events

### SB SHIRADKAR

CP, Lucknow

FOR | POLICING & TRAFFIC MGMT



Effective policing and traffic management played a key role in the smooth conduct of GIS. There was hardly any traffic congestion even during VIP movement. Police force on duty was rigorously prepared for the event

### SURYAPAL GANGWAR

DM, Lucknow

FOR | HOSPITALITY



He and his team were responsible for hospitality, and guests at GIS were accorded the warmth Lucknow is known for. With a liaison officer deputed with each of them taking care of their smallest of needs, they really felt 'pampered'

### INDERJIT SINGH

Municipal Commissioner, Lucknow

FOR | ZERO WASTE EVENT



His passion for sprucing up the city's civic scene ensured that GIS ended as a 'zero-waste' event. His team set up material recovery centres, placed waste bins across the venue and deployed 100 sanitation workers

### INDRAMANI TRIPATHI

LDA V-C

FOR | CITY'S BEAUTIFICATION & FACELIFT



The LDA gave a bridal look to the city. Lakhs of flowering and decorative plants were placed on dividers and pathways leading to the venue. Colourful lights, sculptures and wall paintings gave a new look to flyovers & walls

## NAND GOPAL GUPTA NANDI

Industrial Development Minister

FOR | IMPLEMENTATION OF CM'S VISION

He ensured proper implementation of the CM's grand plans for the Uttar Pradesh Global Investors Summit. Led the department from the front and was always approachable for investors 24x7, and quick to respond to situations. Nandi hosted many business leaders and facilitated signing of MoUs through his problem-solving approach

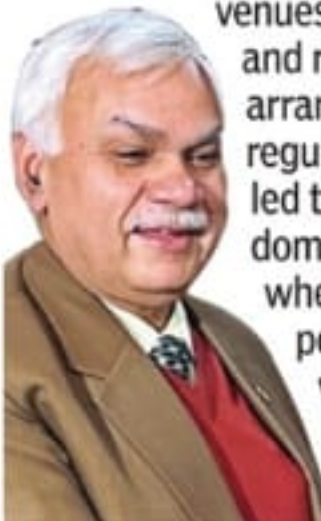


## DS MISHRA

Chief Secretary

FOR | MULTI-SECTORAL COORDINATION

Using his vast experience at the Centre, he personally supervised implementation of plans for the summit and in multi-sector coordination. The senior most bureaucrat in the state visited the venues, held meetings and reviewed arrangements on a regular basis. He also led two delegations on domestic roadshows where he held personal meetings with industrialists and invited them to invest in UP



## ARVIND KUMAR

IIDC

FOR | INKING MoUs

The credit for pursuing investment intents and turning them into MoUs, to a great extent, goes to the IIDC and his team of officials at Invest UP. According to insiders, he followed up with not only investors but also with the departments concerned. The constant follow up drill helped in signing a record number of MoUs -- over 19,000 & counting



## SP GOYAL

ACS to CM

FOR | BEING AN ENABLER

Organising the GIS involved a lot of paperwork and approvals. The CM required an enabler like SP Goyal to ensure that no task related to the summit gets stuck. He proved his mettle and ensured a hassle-free interface of the CM with investors. He kept DMs on their toes to hold roadshows. Personally, he was instrumental in cracking the contract for Noida airport with Zurich

