



YOGI ADITYANATH, Chief Minister, UP



KEY HIGHLIGHTS



Under the leadership of CEO Ritu Maheshwari, Noida witnessed a fast-paced development in the last few years. Here are some key highlights of the work.

WATER CONSERVATION: Uttar Pradesh topped among all Indian states in terms of water conservation. The Noida Authority won the Water Digest Water Award 2022-23 in the category 'Promising initiative in the water reuse sector'. The authority also began to install water meters in independent houses. It aims to install water meters in all consumer units such as households and commercial establishments in the city in 2023.

SUSTAINABLE WASTE MANAGEMENT: Following the guidance of Ritu Maheshwari, Noida Authority has set up bio remediation plant to combat pollution effectively. It has also adopted several other scientific waste disposal measures. Recently, a construction and demolition (C & D) waste processing plant has also been set up in Sector 80.



PUBLIC HEALTH AND SANITATION: In a bid to improve public health, the Noida authority has issued a WhatsApp helpline number for residents to raise complaints related to health and sanitation. Some of these could be related to fogging and sanitization, urinal-related, garbage burning and dumping, demolition or construction waste, dumping, cleaning of drains and cutting of grasses near the footpath, dead animal-related, and garbage cleaning vehicles not arriving issues among others. Its Public Health department also periodically conducts seminars and webinars to create an awareness about 'Solid Waste Management & Source Segregation' for residents.



Being surrounded by major highways and expressways, the district (Gautam Buddha Nagar) has immense development potential owing to its strategic location, availability of resources, skilled human resources, etc. UPGIS 2023 has again proved this region remains one of the major sought after investment destinations."

— MANOJ KUMAR SINGH
Chairman, Noida Authority

India's Global City



UPCOMING PROJECTS

→ **N.M.R.C Metro Aqua Line Extension:** A total of 14.958 kms of metro line project is approved by the government. The implementation of the project shall be done in two phases.

→ **Helipad Sector 151-A:** Based on the PPP model, construction of the helipad is being planned. The project is worth Rs. 44 cr.

→ **Development of Waste Material Theme Park at Sector 94:** In Sector 94, under the Mahamaya flyover and near to the Shahdara drain, the construction of a 'Nature trail of artificial zoo theme park' in 25 acres of land is being proposed/ deliberated.



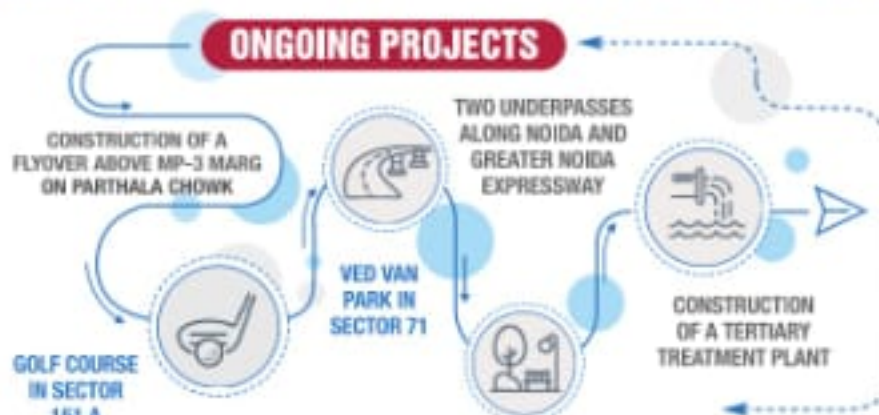
two new industrial sectors in the city as part of the Prime Minister Gati Shakti scheme.

SUSTAINABLE DEVELOPMENT
With an aim to make the city free from pollution, the Noida Authority has developed a number of green belts, gardens and parks. Noida is considered to be India's greenest city.



"We have left no stone unturned to make the city investment-friendly and world-class. It is also worth noting that several renowned industries, including HCL, Microsoft, and TCS, are now in our city. Samsung has established its largest mobile display unit in Noida. There is huge demand to establish data centres in the area. Our ultimate motive is to work with transparency and provide citizen-centric services. We are consistently trying to transform Noida into a city which offers ease of doing business along with ease of living; where people would want to stay and work as well as have a good quality of life."

— RITU MAHESHWARI, CEO, Noida Authority



Under the dynamic guidance of Prime Minister Shri Narendra Modi ji and under the able leadership of our Chief Minister Yogi Adityanath ji, the state has scaled new heights in industrial and infrastructure development. UPGIS 2023 has been successful in attracting investments across the globe. We're making every effort to make this region to be an ideal place for investors."

— NAND GOPAL GUPTA 'NANDI'
Cabinet Minister, Industrial Development, UP

Industrialisation is a top priority for the state government. Problems and inconvenience of common people and industrialists will not be tolerated at any cost."

— JASWANT SINGH SAINI
Minister of State, Industrial Development, UP

different strata of society, the administration has worked towards building good institutions of repute to provide quality education. Panchsheel Balak Inter College in Sector 91, Mahamaya Balika Inter College in Sector 44, and Balika Inter College in Sector 51 are some of the educational institutions set up by the Noida Authority to bolster the city's educational infrastructure. To encourage different sports activities in the city, the Noida Authority has built several facilities including a cricket stadium, indoor stadium, shooting range, etc. For the promotion of art, craft, and culture, 'Noida Haat' is established.

with nearly 50 per cent green cover. The city is committed in maintaining the environmental balance and promotes sustainable development in its every action plan.

SOCIAL AND EDUCATIONAL INFRASTRUCTURE
In order to meet the educational needs of

Noida in Swachh Survekshan

CLEAN, GREEN, SAFE, SECURE NOIDA



Infrastructure plays a key role in the development of a country. And Noida is one of the cities that has outgrown its former identity and has become a hub of India's growth. Under the leadership of the CEO, Ritu Maheshwari, the New Okhla Industrial Development Authority (NOIDA) has successfully emerged as a planned, integrated, modern industrial city which is well connected to the capital of India, Delhi, through a network of roads, national highways and the ultra-modern DND flyover, offering inter-road linkages to all parts of the country.

INFRASTRUCTURE GROWTH
Noida is one of the fastest developing residential and commercial hubs in the country. The authorities are making strong efforts to place Noida among the top 10 cities of the world in the coming years. IT hubs, insurance, institutional and residential sectors in the region are the main engines of growth around which the entire township is being developed. "Noida Authority is ensuring that the place has world-class infrastructure where every industry player can come and invest. Excellent connectivity to New Delhi, Gurgaon and Faridabad has also made Noida a destination for business travellers and investors. In the last five years, Noida Authority spent over Rs 20,000 crore on infrastructure projects. Infrastructure like roads, sewerage, power and water supply, etc. which has been developed in Noida, is far better than those in most new cities and urban agglomerations that have come up in the country," informs Ritu Maheshwari, CEO, Noida Authority. Moreover, the Noida Authority has recently received Rs 624.67 crore from the central government for infrastructure development in

Noida is an ideal investment destination

FAST FACTS



Noida, or New Okhla Industrial Development Authority, is a bustling city located in the National Capital Region (NCR) of India. Over time, it has developed into a prominent commercial and residential hub, attracting investors, businesses, and residents alike. The Noida Master Plan 2031 is designed by the Noida Authority to shape the city's growth and development in a sustainable and systematic manner. Recently, during the Uttar Pradesh Global Investors Summit (UPGIS) 2023, 382 MoUs were signed for investment intents.

AN EMERGING COMMERCIAL HUB
Commercial centres have been proposed in some other sectors

including 94,124, 78, 105, 108, 135, 144, etc. The total area proposed for commercial land use is about 581.33 hectares. Moreover, the informal sector of the city which primarily comprises of street hawkers and vendors constitutes an integral part of its economic activity. Since hawking activity is strongly connected with retail commerce, the planning of the commercial areas will be done in a manner such that these activities can still thrive. Very recently, IKEA, the furniture giant acquired 12.3 acres of land from the Noida Authority in Sector 51 to set up its maiden 'meeting place' in India.

WORLD-CLASS SEWAGE SYSTEMS IN PLACE
The sewage system has been designed for sewage generation at the rate of 80 per cent of 150 lpcd. Apart from the existing provision of two sewage treatment plants and two oxidation ponds, four more sewage treatment plants have been planned. 'Sequential Batch Reactor' is a world-class modern technique that the city's authority has decided to adopt for the treatment of sewage. For the present population, 16 sewage pumping stations, 6 master sewage pumping stations and 46 sewage treatment plants of 75 MLD capacity are in place. For future demand, the construction of

The city administration is working towards making Noida an investment destination, equipped with top-notch facilities where every business leader would want to invest



15 new sewage pumping stations and six new master sewage pumping stations is in progress.

EXCELLENT CONNECTIVITY
Metro: The Master Plan aims to expand and strengthen the metro network, connecting all parts of Noida and its adjoining areas. The intra-city transport system will be integrated with the metro corridor through the stations and feeder bus services on the intra-city road network.
Roads and expressways: According to Noida Master Plan 2031, new road link has been proposed between



Noida and Faridabad. This proposed road link will help in connecting National Highway No. 2 with Noida, Greater Noida, National Highway No.

91 and further with National Highway No. 24 near Hapur through a proposed 120-metre-wide road in Greater Noida Phase II.

WHAT MAKES NOIDA ATTRACTIVE FOR INVESTORS

● **EASE OF DOING BUSINESS:** Minimising regulatory compliance burden on investors and many other facilities are available.

● **WORLD-CLASS INFRASTRUCTURE:** Being surrounded by major highways and expressways, the district has immense development potential owing to its strategic location, availability of resources, skilled human resources, etc.

● **EASE OF LIVING:** The city has planning to develop a robust social infrastructure that is equipped with top-notch recreational spaces, sports complexes, excellent connectivity, etc.

RECREATIONAL AREAS
About 3500 acres of green area has been proposed for recreational purposes. Three types of recreational areas have been proposed at the city level: i) Recreational Green; ii) Parks and Playgrounds; iii) Green Belts. Almost all the sectors have a provision of 10-12% land for parks, playgrounds and other open spaces. Apart from the development of infrastructure and maintenance, several municipal functions are also performed by the Noida Authority.

