

Gorakhpur Goes from Badland to Bizland: GIDA CEO on UP Region's Growth & Investment Story | News18 Special

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Anuj Malik, CEO, Gorakhpur Industrial Development Authority (GIDA), to News18: "At the recent GIS 2023, Gorakhpur attracted 144 investment proposals worth Rs 1.71 lakh crore, which was around 5.93% of the total investment of the state."

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From industries to townships and parks, GIDA CEO Anuj Malik elaborates on the plans for Gorakhpur. (News18)

Once infamous for guns, goons and gang wars, Uttar Pradesh's (UP) Gorakhpur is set for a sea change.

Gorakhpur, the hometown of UP Chief Minister Yogi Adityanath, is becoming one of the most preferred destinations for investors in the state. Of the total 144 investment proposals worth Rs 1.71 lakh crore received for Gorakhpur at the Global Investors Summit (GIS) 2023, UP government officials say work on 90% has already begun, bringing in the much anticipated industrial revolution to the 'badland' of UP.

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In an exclusive interview with News18, Anuj Malik, Chief Executive Officer (CEO), Gorakhpur Industrial Development Authority (GIDA), the body that is ensuring the implementation of the investment proposals, said Gorakhpur's "strategic location and the UP government's investor-friendly policies" have brought about the change.

The 2017-batch IAS officer also added that Gorakhpur's industrial development would play a crucial role in the UP government's roadmap to achieve the 1-trillion dollar economy goal by 2027.

144 INVESTMENT PROPOSALS, 124 HIT THE GROUND RUNNING

"At the recent GIS 2023, Gorakhpur attracted 144 investment proposals worth Rs 1.71 lakh crore, which was around 5.93% of the total investment of the state. Of the total proposals, 124 proposals have already been conceptualised and have hit the ground running. Of the land allotted to all, the work in around 50% industries is in progress, while 40% are about to start the construction work. We will ensure that the work on the remaining proposals begins in 2024," Malik told News18.

INVESTMENT WORTH RS 25,000 CRORE IN 5 YEARS

Malik said that Gorakhpur has witnessed investments worth more than Rs 25,000 crore in the past five years. "Some of the big players who have invested in Gorakhpur in the past one year include Varun Beverages Limited (PEPSICO) (Rs 1,071 crore), Keyaan Industries (Rs 702 crore), Kapila Krishi Udyog (Rs 100 crore), SD international (Rs 230 crore), Tatva plastic (Rs 105 crore) and Gyan Dairy (Rs 118 crore)."

Elaborating on the factors that made Gorakhpur a preferred choice among investors, she said, "For any district, land bank plays a crucial role in facilitating investors and industrial setups. Gorakhpur has one of the biggest land banks."

GIDA records suggest that in the past five years, the agency has acquired around 774.32 acres. Besides, it has allocated around 284 acres. Of the total, the maximum land allocation of around 106.2 acres took place in the financial year 2022-2023, whereas in 2023-2024, around 85.7 acres have been allocated so far.

Malik highlighted how Gorakhpur serves as a gateway to Purvanchal, Eastern UP, Bihar and Nepal. "It works in favour of the region," she added.

POLICY MATTERS

Malik said, "We are running GIDA Sewa Portal that aims to facilitate prospective investors and entrepreneurs by providing hassle-free, uniform, transparent and time-bound services. It also helps people access the authority's information and services anytime, anywhere. It also ensures faceless and paperless services to investors."

PARKS TO COME UP IN GORAKHPUR

Malik said they have planned dedicated parks in Gorakhpur. "Plastic Park is being developed on around 88 acres situated along the Gorakhpur Link Expressway. The cost of one of the biggest parks in Gorakhpur is Rs 69.58 crore. For the project, financial assistance of Rs 34.79 crore was provided by the Department of Chemicals and Petrochemicals (DCPC), GOI. The park comprises 92 units of plastic industry. Moreover, Garment Park and Software Technology Park are also being set up," she added.

PROJECT WORTH CRORES ON THE WAY

Among the other development projects is the Dhuriyapar industrial township. "Under this, we are developing a township in Tehsil-Gola Gorakhpur, for which around 17 villages have been notified and the land is being purchased with mutual consent of farmers. More than 50 acres have been purchased so far. The total area of this township is 5,500 acres. Along with the industrial set-up, the township will have residential, commercial and institutional facilities, with multi-transport for the general public."

Malik said that Kalesar Scheme is another project under which 240 acres are being developed for commercial and residential projects at the zero point junction of Gorakhpur-Lucknow highway and Sunauli-Kushinagar road....

Adityanath, while speaking at an event in Gorakhpur, had stated that youths would no longer have to migrate to other states in search of jobs. "The investment in Gorakhpur has brought a new wave of industrial development in Eastern UP, particularly in Gorakhpur, creating opportunities of employment and economic growth. Initially, GIDA was limited to a few villages around Sahjanwa and today it is expanding till Dhuliya area," he had said.