

# Gorakhpur set to become industrial, IT hub: GIDA received investments of Rs 25000 cr, says CEO Anuj Malik

To encourage investments in IT and support the startup ecosystem, Gorakhpur Industrial Development Authority (GIDA) is developing an IT Park with the help of Software Technology Parks of India.



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"In Gorakhpur, we have developed a GIDA Sewa Portal to support our existing and prospective investors and entrepreneurs."

Gorakhpur was once known as the badland of Uttar Pradesh, but in the last five years, the district has earned the reputation of the state's 'business-land.'

Tremendous industrial development has taken place in the last five years.

In an exclusive [interview](#) with ETGovernment, [Anuj Malik](#), an 2017-batch IAS officer currently serving as the Chief Executive Officer (CEO) of Gorakhpur Industrial Development Authority (GIDA), shares her insights on the feverish industrial activity that is happening in Gorakhpur. She talks about the upcoming business clusters and industrial townships that are improving the economy and creating thousands of jobs.

## Edited excerpts:

### **Gorakhpur received 144 investment proposals worth Rs 1.71 lakh crore at the Global Investors Summit (GIS) 2023. What is the current status of the MoUs?**

Gorakhpur, which serves as a gateway to Eastern UP (Purvanchal), Bihar and Nepal, has emerged as one of the most preferred destinations for investors in Uttar Pradesh. Out of 144 MoUs exchanged during the GBC, 124 have been conceptualized on ground and are under implementation. The authority has allotted land to almost 90% of its investors. Around 50% of them have already started construction work and 40% are on the verge of starting the construction. The remaining MoUs are expected to be executed in the coming next financial year.

### **GIDA came into existence in 1989 and in the last 5 years, the authority has undergone several major transformations. What kind of impact are the transformations in GIDA having on the economy of Gorakhpur?**

In the last five years, we have seen major growth in the GIDA activities. We have received investments worth more than Rs 25,000 crores in Gorakhpur, which has generated employment for more than 50,000 people. The authority has acquired around 774.32 acres of land in the last five years, and allotted around 284 acres to the investors. In the last one year, we have allotted more than 110 acres of land to various industries.

### **How many villages of Gorakhpur district have been notified for development by GIDA?**

GIDA has notified 99 villages of Gorakhpur district under its development plan. Since inception, GIDA has acquired and developed around 2524 acres of land and allotted 1570.49 acres to various industries. In the proposed master plan 2012-2032, GIDA aims to acquire 26615 acres of land and develop 33 sectors which includes 14 industrial, 16 residential and commercial, and 3 institutional sectors.

### **Which sectors have received maximum investment? Also, which industries are the biggest investors in Gorakhpur?**

The sectors that are seeing maximum industrial activity in Gorakhpur are related to garments and textile, iron and steel, plastic, food processing and wood related works. Along with large-scale industries, GIDA is also trying to support the MSME sector. In the last one year, we have received investment from big players like Varun Beverages Limited (PepsiCo) (Rs 1,071 crore), [Keyaan Industries](#) (Rs 702 crore), SD international (Rs 230 crore), Gyan Dairy (Rs 118 crore), Tatva plastic (Rs 105 crore), [Kapila Krishi Udyog](#) (Rs 100 crore), along with Gallant Group and Ankur Steel Udyog. We have also received investment proposals from Adani Group, Lulu Group and other big investors.

### **Migration, which leads to brain drain, is a problem that districts like Gorakhpur face. How do you encourage the youth to stay in the district and work in local industries?**

Purvanchal is a big source of outward migration in the country. But the ongoing industrial development is expected to generate massive direct and indirect employment in Gorakhpur and it will create a lot of opportunities for the youth of neighbouring areas. We are also taking initiatives to provide new skills to the youth. GIDA has signed an MoU with [NIELIT](#) to impart skills in the areas of IT and electronics to the youth.

### **Technology can be an enabler for providing government services efficiently and transparently. How are you leveraging technology to increase efficiency and facilitate investors?**

The state government operates the Nivesh Mitra and [Nivesh Sarthi](#) portals to facilitate the investors. These portals are a single window system. In Gorakhpur, we have developed a GIDA Sewa Portal to support our existing and prospective investors and entrepreneurs. The portal provides hassle-free, transparent and time-bound online services. The portal also provides citizen-centric services.

### **The ongoing projects in Gorakhpur include Plastic Park, Garment Park and IT Park. What kind of progress are you making in these projects?**

GIDA has a large land bank which we are using for developing dedicated parks. Plastic Park is being developed in 88 acres in sector-27 along the Gorakhpur Link Expressway, at the cost of Rs 69.58 crore. Gorakhpur is hub of garments and hosiery industry. We are developing a dedicated Garment Park spanning over 25 acres of land in Bhati Rawat, adjacent to Gorakhpur-Lucknow highway. Against the total 101 plots, 54 have already been allotted. We are developing an IT Park with the help of [Software Technology Parks of India](#) (STPI). GIDA has provided the 14,500 sqm land in sector-7, adjacent to the GIDA office.

### **What are your priority projects for 2024?**

GIDA has decided to develop the Dhuriyapar Industrial Township sprawling over 5,500 acres at Tehsil-Gola Gorakhpur. For the establishment of this industrial township, 17 villages have been notified and the land is being purchased with mutual consent of farmers. Kalesar Scheme is another priority project of GIDA under which 240 acres of land is being developed for commercial and residential projects at the zero point junction of Gorakhpur-Lucknow highway and Sunauli-Kushinagar road.

### **What are your plans for the e-commerce space?**

The ongoing boom in the e-commerce and digital marketing sector has led to a massive rise in the demand for warehousing spaces. In the next financial year, we will have a policy for encouraging investments in the warehousing sector.