

14,500 projects, 25 sectors: U.P. all set for investment blitz

GBC 4.0 promises economic transformation and job creation across various districts

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LUCKNOW: A war room of sorts to monitor operations round the clock has come up at the Indira Gandhi Pratishthan (IGP)—the venue of the state government's Groundbreaking Ceremony (GBC) 4.0 where Prime Minister Narendra Modi will on February 19 perform 'bhoomi puja' to set the ball rolling for nearly 14,500 projects involving investments worth Rs 10.11 lakh crore.

The upcoming event will see the implementation of investments in nearly 25 sectors, including renewable energy and information technology.

Those aware of the development say they include 325 projects each with investments of over Rs 500 crore, 900 more each with an investment value of Rs 100 to Rs 500 crore and 12,000 to 13,000 others each worth Rs 100 crore.

A team of Infrastructure and Industrial Development that includes INVEST UP has been working for the past two months to make the grounding of such a large investment possible.

INVEST UP, which has virtually shifted its offices to the venue at the IGP, is the state government's investment promotion and facilitation agency. "Immediately after the Uttar Pradesh Global Investors Summit-2023, our prime task was to translate the memorandums of understanding (MoUs) and

intentions into investment. Our team of nearly 50 members has been working hard for nearly two months under the leadership of Infrastructure and Industrial Development Commission (IIDC) Manoj Kumar Singh. Chief minister Yogi Adityanath has been holding meetings regularly guiding us at every stage," said INVEST UP chief executive officer (CEO) Abhishek Prakash.

The state government has organised three groundbreaking ceremonies so far to implement the MoUs signed through the Uttar Pradesh Investors Summit-2018. It worked out a strategy for the Uttar Pradesh Global Investors Summit-2023 organised here from February 10 to 12, 2023 and the state government claims to have received investment proposals worth Rs 40 lakh crore.

"We have received foreign investments too. Many multinational companies are implementing their investment proposals. These include IKEA, Dixon Technologies and AB Morgan. We will share exact numbers later," said a senior officer.

The state government has constantly interacted with the investors after signing the MoUs through the Uttar Pradesh Global Investors Summit-2023.

The state government had recruited 105 Udyami Mitras (friends of investors) to keep in touch with the investors and they were posted in various development authorities too to get the issues concerning the investors resolved.

"The Udyami Mitras have been helpful in handholding of the investors," said the officer, adding the Nivesh Mitra portal has been the single window clearance system for all the investors to bring the investment to the ground.



Artists creating a signature wall on huge containers on the theme of the ground-breaking ceremony 4.0 to be held at the Indira Gandhi Pratishthan in Lucknow.

DEEPAK GUPTA/HT PHOTO

Eco, wellness tourism likely to get a push

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LUCKNOW: Tourism in Uttar Pradesh is poised for a significant leap during the ground-breaking ceremony on February 19, as investments are set to give impetus to eco, health, and wellness tourism. The groundbreaking ceremony will mark the commencement of several noteworthy projects.

Principal secretary, tourism and culture, Mukesh Meshram said, "The holistic appeal of U.P. is not confined to its architectural marvels or religious landmarks. It is also the land of sages and saints, with natural healing practices deeply rooted in the region. The integration of health, wellness and eco tourism (resorts, spa, mud bath, etc) into the tourism landscape reflects a commitment to promoting a harmonious coexistence of traditional wisdom and modern comforts. Visitors can now immerse themselves in experiences that rejuvenate both the body and the soul, making U.P. a multifaceted destination."

One of the key players in this burgeoning sector is Shaurya Naturopathy and Resorts India Private Limited, committing a substantial investment of Rs 500 crore in Prayagraj. Gokul Naturopathy & Wellness Centre is following suit with a promising investment of Rs 7 crore.

Ananya Ayurveda is set to contribute Rs 2 crore in Etawah, further enriching wellness tourism. Simultaneously, Thrive Wellness Private Limited is channeling Rs 3 crore into Lakhimpur Kheri.

Dr Satyendra Mishra of the department of naturopathy and Yoga in Lucknow University said, "If investments in this sector are coming, then it means a strategic shift in Uttar Pradesh's tourism sector. The state is evolving into a holistic destination that embraces health, wellness and eco-conscious practices. The amalgamation of tradition and modernity in the tourism sector promises not only economic prosperity but also a unique and enriching experience for visitors from around the globe."

Make GBC 4.0 a grand event, min tells officials



Industrial development minister Nand Gopal Gupta 'Nandi' SOURCED

LUCKNOW : UP minister for industrial development Nand Gopal Gupta 'Nandi' on Wednesday reviewed preparations for the groundbreaking ceremony 4.0 and asked officials to make it a grand event.

He visited the Indira Gandhi Pratishthan (IGP) and gave necessary instructions to officials there.

Senior officers informed Nandi that 14,537 projects worth Rs 10.15 lakh crore were ready for implementation at the groundbreaking ceremony, and when implemented, the projects would create 34 lakh jobs.

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