

Greater Noida wants to be Detroit of North India. Noida has taught it what not to do

Greater Noida is stepping out of the Noida shadow by focusing on big bang projects. Planners say Noida is all used up.

SAGRIKA KISSU 28 May, 2024 01:11 pm IST

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Greater Noida: As the dusk settles over the Greater Noida sky, sparks fly like fireflies from a giant iron structure where workers are wielding the rods. Wearing a white safety helmet and goggles, one of them sitting on top shouts, “It’s looking good from above. It’s like those videos of *videsh* (foreign countries) we watch on YouTube.”

He is among hundreds of workers building Greater Noida’s first integrated industrial township that boasts of major white goods electronic brands such as Haier, FormeMobile and JWorld. The township will also feature a multimodal transport hub and a multimodal logistic hub.

With Adani Group gearing up to build a warehousing complex and Yotta data center spread over a 20-acre land parcel, and a proposed night safari on the lines of Thailand and Singapore, Greater Noida is stepping out of the Noida shadow by focusing on big bang projects. As major industries such as Pepsi, Yamaha, New Holland Tractors establish their presence, the city is being referred to as the “Detroit of North India” by its developers. Greater Noida has attracted investments worth Rs 4,200 crore in FY24 alone and new projects from the US, Singapore and Korea are in its lap.

The satellite city appears determined to house bigger projects, unlike Noida that may have started big with the likes of HCL but couldn’t really keep the momentum and ended up primarily as a housing and some small industries hub. Greater Noida is the new boom town in NCR—one that is smartly coupling growth with upcoming Jewar airport and industries, and is working towards turning the walk-to-work concept into reality. But small industries are

“Noida’s land bank is all used up. The city is saturated now. Going ahead, all investments will be coming to Greater Noida,” said Leenu Sehgal, General Manager of Planning Department at GNIDA.

