

Printed from

THE TIMES OF INDIA

TOI Dialogues: Expert shares insight on 'Investing in Uttar Pradesh: A New Era of Economic Opportunities'

TIMESOFINDIA.COM | Jun 25, 2024, 07:55 PM IST



LUCKNOW: The Times of India continues its nationwide dialogue series with the second Uttar Pradesh edition in Lucknow on June 25, 2024. Following the successful debut in Gorakhpur, the event put spotlight on Lucknow's unique blend of tradition and modernity driving UP's development.

Richa Anirudh hosted a panel discussion 'Investing in Uttar Pradesh: A New Era of Economic Opportunities' during the TOI Dialogues.

Professor Devashish Gupta, professor of marketing at IIM Lucknow & Tourism expert, Smita Agarwal, director and chief financial officer of PTC Industries and CII UP chairperson, Ankit Sahni, founder of The Hazelnut factory and Brigadier Vinod Bajjiya,

executive director of Banas Dairy (Amul) shared their insights during the panel discussion. When asked what are the latest updates on the proposals made during UP Investors Global Summit 2023, Smita Agarwal, director and chief financial officer of PTC Industries and CII UP chairperson, said there have been significant developments in the state to attract investment in the last few years.

She further said that to provide a firm platform to industries, stability and consistent policies are very important. Infrastructure also plays an important role in bringing investments to the state. She further adds that the capabilities of Uttar Pradesh in terms of demographic dividend plays an important role.

Agarwal says that out of the 40 lakh crore investment proposals made, 14,000 proposals worth 10 lakh crore have been implemented. She further says that more than 25 sectoral policies introduced by govt are remarkable for attracting investments.

Richa then asked professor Devashish what work is being done on making youth of the state skillful for it to be employable. Professor Devashish replied that a bridge needs to be created between academics and industries to develop skills after knowing the requirements of the industries as investment rises in the state.

He further said that the creation of technical centers for knowledge creation has become important in UP. He further said that we also need to work on sustainability and green management.

Anirudh then asks Ankit Sahni what support he got from the govt and what he thinks about startup culture in Lucknow. Sahni says that despite being affected by Covid, his company has grown significantly, primarily due to the kind of infrastructure that has been created and the other reason is the adaptability of UP residents. He further says that UP as a market is the best market to invest as there are very few players amid increasing demand. He said that development and infrastructure has played an important role in creating employment in the state.

Brigadier Bajiya, when asked what help did he get from the govt in dairy business, said that several factors such as infrastructure, safety, availability of raw materials, environment has contributed to the development of the dairy industries in the state. The cooperative model of development has made this possible.