



Invest UP

e-Newsletter

2022 Issue | Vol. 1



Messages from Leaders



Shri Arvind Kumar
Infrastructure & Industrial Development Commissioner

"Uttar Pradesh has radically transformed over the past few years. We have not only emerged as a preferred investment destination for industries worldwide, but also swiftly strode the path of social and economic development as envisaged by our Hon'ble Prime Minister, Shri Narendra Modi under the vision of 'Atmanirbar Bharat'. Taking proactive initiatives, Uttar Pradesh government has ensured timely rollout of well-thought-out interventions and policies to facilitate investments. I would like to congratulate the Invest UP Team on its latest endeavour of launching Invest UP's first newsletter to apprise the industry and other stakeholders about the initiatives and achievements of the Infrastructure & Industrial Development Department."



Shri Abhishek Prakash
CEO, Invest UP

"Invest UP, the official Investment Promotion and Facilitation Agency for the State, is committed towards making Uttar Pradesh an investor-friendly destination by streamlining the Investment Lifecycle. I take pride in presenting the first issue of Invest UP newsletter, which shall bring to you a snapshot of latest updates and achievements of the Infrastructure & Industrial Development Department every quarter. Over the past few years, the U.P. Government under the able guidance of Hon'ble Chief Minister, Shri Yogi Adityanath, has effectively accelerated the economic development and sustained a climate of industrial growth and prosperity through a slew of Investor friendly initiatives. As the State moves ahead with its empowering policies, transforming business climate and proactive governance, Invest UP remains engaged in working with its investors and supporting them to translate their business interests in UP into reality, today and into the future."



Shri Prathamesh Kumar
ACEO, Invest UP

"Uttar Pradesh offers an excellent investment proposition for businesses across the world, who are looking forward to invest in a fast-paced emerging economy. Under the able leadership of Hon'ble Industrial Development Minister, Shri Nand Gopal Gupta 'Nandi', the State has been consistently breaking new grounds in attracting a variety of investments across diverse sectors through its innovative policies, robust governance, and targeted groundwork activities. A glimpse of such efforts has been captured in this first newsletter, and we are certain that it would make for an informative read. We would appreciate your kind feedback and are open to your insights and suggestions."

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WATCH THIS SPACE FOR LATEST NEWS:

The main carriageway of **Bundelkhand Expressway** was **inaugurated by the Hon'ble Prime Minister** on 16th July 2022.

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Uttar Pradesh has **jumped up two places** in the **India Innovation Index 2021**. The report was released by NITI Aayog on 21st July 2022.

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Advantage Uttar Pradesh



Our USPs as a preferred investment destination...

Strategic Location

4th largest state by area lying adjacent to NCR; Gateway to eastern exporting ports and central India

Highest MSME base

14 per cent of the MSME units of India with around 90 lakh MSME units and employment to 2 crore people

India's Largest consumer base

With 240 million population (16.5% of total Indian population as per Census 2011)

Ranked 2nd in India

Amongst landlocked States and 6th overall as per the Export Preparedness Index

Ranked 6th in India for LEADS 2021

Highest no. of railway goods sheds & cold storages, maximum cold storage capacity

Proactive Governance

NIVESH MITRA-One of India's largest Single Window Clearance Portals & more than 20 policies

Seamless Connectivity

Strategically planned expressways, airports, and waterways



Ranked 7th in India Innovation index

India Innovation Index is a comprehensive tool for the evaluation and development of the country's innovation ecosystem.

As per the 'India Innovation Index Report 2021' published by NITI Aayog on 21st July 2022, Uttar Pradesh has improved its performance by two places. The State has been ranked **Seventh** amongst the major states as compared to the ninth rank in year 2020. The State has:

- Scored highest in Business Environment
- Emerged in the top five states under the Knowledge-Output pillar
- Scored above the national average of in Knowledge Diffusion

Our Recent Achievements



1. Inauguration of Bundelkhand Expressway

The main carriageway of Bundelkhand Expressway was inaugurated by the Hon'ble Prime Minister on 16th July 2022

The four-lane expressway, which can be later expanded into six lanes, has been constructed at a cost of around ₹ 14,850 crores. This is the fourth expressway project in Uttar Pradesh and was completed in a short span of 28 months.

The 296-km-long Bundelkhand Expressway passes through seven districts -- Chitrakoot, Banda, Mahoba, Hamirpur, Jalaun, Auraiya and Etawah.

The expressway would give a major boost to industrial development in the region due to the enhanced connectivity - resulting in the creation of thousands of jobs for the local people.



2. Organizing the Ground-Breaking Ceremony 3.0

The Ground-Breaking Ceremony 3.0 was held on 3rd June 2022 in the august presence of Hon'ble Prime Minister, Shri Narendra Modi and Hon'ble Defence Minister, Shri Rajnath Singh

A total number of 1,406 projects worth investment of ₹ 80,224 crores were felicitated at the ceremony. These projects are expected to generate employment for more than 5,00,000 people.

The event was graced by key industrialists, viz. Mr. Gautam Adani, Mr. Kumar Mangalam Birla, Mr. Niranjan Hiranandani and Mr. Matthew Eries, etc.

Our Recent Achievements *(Continued)*



- Major investments by top companies included in the 3rd Ground-Breaking Ceremony:
 - NIDP (Hiranandani Group), Adani and Sify Technologies, NTT Netmagic and STT Global for establishing Data Centres across UP
 - Microsoft India (R&D) to set up a new Software Development Centre in the State
 - AB Mauri to build a greenfield plant to manufacture Baker's Yeast
 - SLMG Beverages for establishing another bottling line for fruit juices and packaged drinking water in UP
 - ACC Limited for establishing an Environment friendly Cement grinding Plant
 - One97 Communications Limited (PayTM) for setting up a Start Up Project (IT& Electronics).
 - Ancor Research Labs LLP for setting up a precision manufacturing & testing complex for Defence and Aerospace applications
 - Dixon Technologies for manufacturing Mobile Phones, Refrigerators, LEDs, etc.
 - Addverb Technologies towards Robotics and Warehouse Automation

3. Stakeholder Connect

Stakeholder consultations have been held recently to get an industry perspective to support Policy formulation

Two rounds of stakeholder consultations have been conducted for upgrading the State's Warehousing & Logistics Policy under the chairmanship of Infrastructure & Industrial Development Commissioner, Shri Arvind Kumar in April & July 2022. Key investors, who participated in consultations, include:

- *Private Organizations*, viz. Flipkart, Singapore based Transworld Terminals, Ascendas, UP based eSpace Logistics, Nanak Logistics, Sambandh Infrastructure
- *Industry Associations*, like CII, FICCI, Motor Transport Association
- *Govt./ Non-Govt. agencies*, such as DFCCIL, CONCOR

Based on the feedback and suggestions of the industry, the State Government is considering revision in the existing Warehousing & Logistics Policy.

In order to catch up to the rapidly growing Electric Vehicles (EV) market and evolving trends in the EV industry, the State Government conducted a Stakeholder consultation with Industry pioneers in July 2022. Key players, who participated include:

- *Private Organizations*, viz. Ola Electric, Tata motors, Sun Mobility, Ashok Leyland, Edison Motors,
- *Industry Associations*, like SIAM, SMEV, PSUs like EESL, REIL
- *Govt./ Non-Govt. Agencies*, such as Niti Aayog, Rocky Mountain Institute, BEE, etc.

Also, the State Government hosted a workshop on development of a "Comprehensive Electric Mobility Plan (CEMP) for Lucknow" in association with Asian Development Bank and Niti Aayog in July 2022. As a result, the State Govt is formulating a new EV Policy to develop a conducive environment for EV industry in the State.

PM Gati Shakti Express Corner

Uttar Pradesh has become one of the pioneering states to be ready for launching the PM Gati Shakti State Master Plan

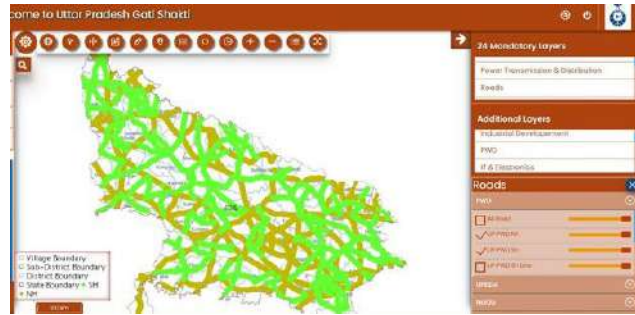
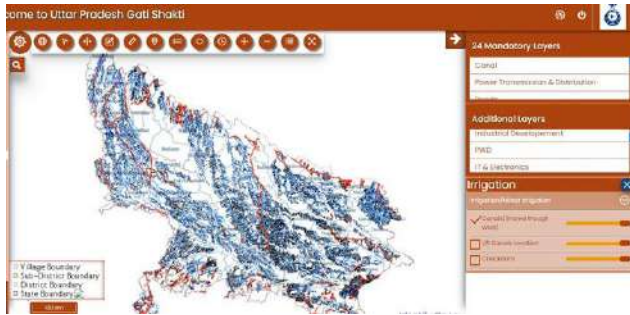
PM Gati Shakti National Master Plan (NMP) was launched by Hon'ble Prime Minister on 13th October, 2021 with a vision of providing multimodal connectivity infrastructure to various Economic Zones.

Post the launch of NMP, relevant State Departments were mobilised for geo-referencing and mapping their assets online in coordination with Bhaskaracharya National Institute for Space Applications and Geo-informatics (BISAG-N) & Remote Sensing Applications Centre - U.P. (RSAC-UP). Extensive Capacity Building initiatives were taken up in coordination with Department for Promotion of Industry and Internal Trade (DPIIT) & BISAG-N for training of departmental officials.

Institutional Setup for planning and monitoring of PM Gati Shakti NMP within the State has been constituted. It includes the Empowered Group of Secretaries (EGoS), Network Planning Group (NPG) & Technical Support Unit (TSU).

PMGS NMP is a GIS based digital platform for planning and synchronized development of multi-modal infrastructure connectivity.

The portal has multiple layers containing data of 16 Central Ministries related to infrastructure & planning/ logistics assets (railway lines, highways, bypasses, network of logistics parks, etc.). Similar data is also being mapped for States/ UTs.



The State has successfully integrated **all 28 mandatory layers** identified by Government of India. Further, **27 additional layers** that have been identified as critical for project planning, have been created within the State Portal.

Embassy Connect

Buoyed by the investment prospects in Uttar Pradesh several high-level delegations, foreign ambassadors and industrialists have visited the State in the last six months

The Uttar Pradesh government is leaving no stones unturned to establish a robust Embassy connect for attracting foreign investments in the State and towards this end, the State Government has actively organised various meetings and interactions with respectable dignitaries and delegates from various countries and taken these interactions as an opportunity to highlight the immense growth potential and investment opportunities that the State has to offer.



Hon'ble Chief Minister greets Canadian High Commissioner H.E. Mr. Cameron Mackay



Hon'ble Chief Minister meets Bangladesh's High Commissioner H.E. Mr. Muhammad Imran



Hon'ble Chief Minister greets the Israel Ambassador H.E. Mr. Naor Gilon

The State witnessed the visit of eminent foreign dignitaries like the Canadian High Commissioner, H.E. Mr. Cameron Mackay, Indonesian Ambassador, H.E. Ms. Ina Hagniningtyas Krisnamurthi, Bangladesh High Commissioner, H.E. Mr. Muhammad Imran, a delegation led by Hon'ble Finance Minister of Singapore, Mr. Vivian Balakrishnan, a delegation from Israel, led by Ambassador of Israel, H.E. Mr. Naor Gilon, delegation from Indo-Canadian Chamber of Commerce among others. They expressed confidence in the leadership of Hon'ble Chief Minister and expressed keen interest in working together on the path of economic prosperity.



Hon'ble Chief Minister greets the Indonesia Ambassador H.E. Ms. Ina H Krishnamurthy



Hon'ble Chief Minister greets the Singapore High Commissioner H.E. Mr. Simon Wong

Project Watch

All the newly proposed, under implementation and recently completed projects – in a nutshell

Atal Industrial Infrastructure Mission

The Uttar Pradesh Government had proposed to launch the Atal Industrial Infrastructure Mission in its Sankalp Patra. The objective of the mission is to support the infrastructure development within existing industrial areas in the State.

The Government has proactively launched the Mission within 100 days of coming into power and a budget of ₹100 crores has been allotted for FY 2022-23.

The funds would be utilized to develop support infrastructure within industrial areas, which may include internal roads, water storage and distribution system, captive power plants and internal electricity distribution system, sewage and industrial wastewater treatment as well as disposal systems (effluent treatment plants, pumping stations, drains, manholes, etc), solid waste management, etc.

Medical Device Park

Recognizing the growth potential of the healthcare market in India, Government of Uttar Pradesh has envisaged development of a dedicated Medical Device Manufacturing Park spread over 350 acres in Sector 28, Yamuna Expressway Industrial Development Authority (YEIDA) area.

The Ground-Breaking of Medical Device Park was done during the third Ground-Breaking Ceremony on June 3, 2022, and the Park was launched for allotment.

Advertisement for online allotment of 136 plots was released on 23rd May 2022. The Lottery draw for the same was completed on 21st July 2022.

Flatted Factory



The flatted factory project is coming up at two locations, **Surajpur** and **Gorakhpur**.

The one at Surajpur has been completed, while the one at Gorakhpur has been approved on 31st May 2022 by the Ministry of MSME, Government of India.

Bidding process has been initiated to hire agencies for construction work.

Plastic Park



The Plastic Park Project proposed at **Gorakhpur** has recently been sanctioned by the Ministry of Chemicals & Fertilizers, Government of India, on 12th April 2022.

The project has been planned over an area of 88 acres.

The process of SPV formation for project development is underway.

Toy Park

State-of-the-art infrastructure is being developed at the upcoming Toy Park in Yamuna Expressway Industrial Development Authority region. Around 134 manufacturers have got the land allotted in the park.

Possession of 115 plots was completed by 20th July 2022.

Apparel Park

Development of Apparel Park in Yamuna Expressway Industrial Development Authority region has been completed and plots are ready for allotment.

Ground-Breaking of the Park was done on 3rd June 2022.

Ease of Doing Business

Since 2017, as a part of Ease of Doing Business journey, Uttar Pradesh has implemented more than 550 business reforms. *Nivesh Mitra* - a single window platform to avail all necessary approvals/clearances in the State has been proven to be the ultimate engine for economic growth

Nivesh Mitra is one of the largest, efficient and effective single window portals currently available in the country, which includes:

- End-to-end online integration of **29 departments**
- **353 Licensing services** including Pre-Establishment/Pre-Operation/Renewal & Additional Services are available online

Total Applications Received	Total Disposal	Total Application in Queries	Pending
8,02,574	7,75,603 (96%)	18,402 (2%)	8,343 (1%)

* As on 21st August 2022

Under the Business Reforms Action Plan (BRAP) 2022, Uttar Pradesh Government has already started implementing total of 352 prescribed reforms (261 G2B and 91 G2C).

As on date (21st August 2022), a total of 205 reforms have already been implemented, while the remaining 142 reforms are under implementation and shall be effective before 31st October 2022.

The Government has issued mandates to ensure time-bound, transparent and hassle-free service delivery to entrepreneurs as well as making officials accountable:

- Licenses applications to be accepted through *Nivesh Mitra* portal only
- Only One Time Query on Applications within 07 days of receiving the application
- Service Level Agreement (SLA)- Timelines included in Janhit Guarantee Act of Uttar Pradesh
- Digitally/e- Signed Downloadable NoC/ Clearances / Approvals

A '**User Feedback Module**' has been inducted within *Nivesh Mitra* Portal to collect User experience

- Mandatory 'User Feedback' tool has been included before downloading digitally signed NoC
- As per collected data from 4,21,274 entrepreneurs, more than 85% Users have been 'Satisfied'

As part of '**Minimizing Regulatory Compliance Burden (RCB)**' initiative, UP Government has so far already reduced total 3,373 compliances, out of which 568 compliances have been decriminalized and more than 907 Acts/Rules & Regulations have been eliminated. Additionally, approx. 2,298 complaints have been simplified, digitized and rationalized.

Policy in Focus

Industrial Investment & Employment Promotion Policy-2017

In the recent past, Uttar Pradesh Government has taken several initiatives to promote industries in the state. With a view of making Uttar Pradesh an attractive investment destination for investors from India and abroad, the State government had come up with the Industrial Investment and Employment Promotion Policy-2017, which was formulated meticulously by taking inputs from various stakeholders, including several industry associations. The Policy serves as an umbrella policy to the 21 sectoral policies aimed at leveraging the inherent strengths of the State, while developing new ones.

Policy Highlights:

- Stamp Duty Exemption: 100% in Bundelkhand & Purvanchal, 75% in Madhyanchal & Pashchimanchal (except Gautam Buddha Nagar & Ghaziabad) and 50% in Gautam Buddha Nagar & Ghaziabad districts
- EPF Reimbursement: Facility to the extent of 50% of employer's contribution to the units providing direct employment to 100 or more unskilled workers
- SGST Reimbursement: Net SGST reimbursement @90% for Small Industries for 5 years, @60% for Medium Industries for 5 years, @60% for Large Industries other than Mega Industries for 5 years, and @70% for Mega category Industries for 10 years
- Capital Interest Subsidy: 5% per annum for 5 years
- Infrastructure Interest Subsidy: 5% per annum for 5 years
- Electricity Duty: 100% exemption for 10 years to new industrial units. 100% exemption for 10 years to new industrial units producing electricity from captive power plants for self-use
- Mandi Fee: 100% exemption to all new food-processing units on purchase of raw material for 5 years
- Incentivising employment generation: Units generating minimum employment of 200 direct workers including skilled and unskilled will be provided 10% additional EPF reimbursement on employer's contribution
- Industrial Quality Development: 5% per annum for 5 years



Policy Objectives:

- Development of Industrial infrastructure
- Create gainful employment
- Maximize manufacturing output
- Promote innovation and entrepreneurship
- Facilitate rapid industrialization
- Ensure equitable regional development
- Encourage sustainable development
- Transform the state into a major industrial hub

Our Bouquet of Policies includes:

- UP IT and Start UP Policy 2017
- UP Solar Energy Policy 2017
- UP Handloom, Power loom, Silk, Textile and Garmenting Policy 2017
- UP MSME Promotion Policy 2017
- UP Civil Aviation Promotion Policy 2017
- UP Food Processing Industry Policy 2017
- Scheme for Promoting Establishment of Private Industrial Parks 2017
- UP Warehousing and Logistics Policy 2018
- UP Tourism Policy 2018
- UP Film Policy 2018
- UP Defence and Aerospace Unit and Employment Promotion Policy 2018
- UP Pharmaceutical Industry Policy 2018
- UP Milk Policy 2018 & 2019
- UP Electric Vehicle Manufacturing Policy 2019
- Post COVID 19 Accelerated Investment Promotion Policy
- UP Electronics Manufacturing Policy 2020
- UP Start Up Policy 2020
- UP Oxygen Production Promotion Policy 2021
- UP Data Centre Policy 2021

Success Stories

This section is dedicated to our success stories – Key investors share their experiences of working with Invest UP for setting up their business in Uttar Pradesh

1) Hiranandani Group - Yotta Greater Noida Data Center Park



Spanning over 20 acres and featuring six interconnected data center buildings, Yotta Greater Noida Data Center Park will offer a total capacity of 30,000 racks and 250 MW of power to Enterprises, Governments and Hyperscalers.

Yotta is all set to launch Yotta D1, the first data center building at the campus that has come up in a record time of 18 months. Spread across 3,00,000 sq. ft., Yotta D1 will offer a capacity of 5,000 racks and 28.8 MW IT, and 48 hours of continuous power backup.



Client Appreciation

The Yotta D1 Data Center has come up in a record time of 18 months. This is all thanks to the Greater Noida Industrial Development Authority and the Government of Uttar Pradesh for all their support, from fast-tracking of land allotment, approval processes and overall handholding support. Additionally, the Invest UP officials and the team supported us throughout and played a crucial role in this project.



Success Stories (Continued)



**Dr Niranjana Hiranandani,
Founder & MD,
Hiranandani Group**

“The ‘Ease of Doing Business’ policy framework designed by the Uttar Pradesh Government is highly acknowledged amongst India Inc. The conducive ecosystem makes it one of the most preferred Investment destinations in India. Under the astute leadership of the Honourable Chief Minister Yogi Adityanath ji, the Hiranandani Group has earmarked an ambitious investment plan of Rs 7000 crores in setting up a world-class Data centre in Noida to accord to the Digital India vision. The upcoming launch of Yotta D1 is testimony to an idea conceived being transformed into a reality within 24 months. This is a step in the right direction to empower and bring every citizen under the digital fabric.”



**Darshan Hiranandani,
Group CEO,
Hiranandani Group**

“With our shared vision to digitally empower citizens, businesses and government, the Hiranandani Group and the Government of Uttar Pradesh are committed to working together to further the vision of Digital Uttar Pradesh and Digital India. Our upcoming Greater Noida Data Center Park is a result of our unwavering focus and efforts. Needless to say, as the second-ranked state in ease of doing business, Uttar Pradesh’s progressive data center policy and support to businesses is truly commendable. Together, we look forward to working together to transform Uttar Pradesh into a major digital hub in India by enabling people and businesses.”

“India is fast moving towards its aim of becoming a \$1 trillion Digital Economy that’s driven by huge volumes of data. The government realises the importance of robust data center infrastructure as the backbone of Digital India and is taking proactive steps to make the country a global data center hub. Since our inception, Yotta has been focused on catering to the needs of businesses of all sizes and governments with indigenous yet world-class hyperscale data center parks. Our Greater Noida Data Center Park is a major step in strengthening the digital ecosystem of the region and enabling all stakeholders with digitisation’s immense benefits.”



**Sunil Gupta
Co-founder & CEO
Yotta Center**

2) Mapei Group – Building products Manufacturing Plant at Kosi

Founded by Rodolfo Squinzi in 1937 in the city of Milan (Italy), where the company still has its headquarters, Mapei is one of the world’s leading manufacturers of chemical products for the building industry.

Mapei started its operations in India in 2011 and has established manufacturing plants in Bangalore, then Vadodra with the latest one in Uttar Pradesh at Kosi Industrial Area.



Success Stories (Continued)



Investor Appreciation

*Under the guidance of Hon'ble Chief Minister, **Invest UP** helped us to achieve our goals faster through improved communication and faster decision making.*

Digitalisation, the focus of PMO, has been pragmatically implemented by Invest UP, especially evident from Nivesh Mitra - a Platform to communicate faster with UPSIDA & other Government Departments, for quick resolution of queries and hurdles faced during the investment cycle. Transparency was one of the key factors which motivated multinationals to invest in UP.

The respect which we enjoyed for establishing the Manufacturing unit in Kosi and the invitation to Ground-Breaking Ceremony is praiseworthy. It was professionally organised with clear goals and agenda to support all the investors for UP.

“Mapei India is thankful to Hon'ble CM Shri Yogi Adityanath ji and Invest UP team for their constant support which helped us achieve our investment goals well in time.

We wish them all the best for future endeavours and look forward to lucrative growth in business from our manufacturing Plant in Kosi. “



Sanjay Bhalla,
CEO, Mapei India

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