

# Atal mission: ₹43cr AMCs for 34 UP ind areas

TIMES NEWS NETWORK

**Lucknow:** To enhance upkeep and infrastructure management of its industrial zones, the Uttar Pradesh State Industrial Development Authority (UPSIDA) has introduced a new initiative under the 'Atal Industrial Infrastructure Mission' and proposed annual maintenance contracts (AMCs) for over 34 industrial areas across the state, with a projected annual expenditure of Rs 43 crore for 2024-2025.

Under Chief Minister Yogi Adityanath, UPSIDA is managing and overseeing more than 156 industrial areas across 55 districts in the state. In recent years, responsibility for 34 industrial areas was transferred to urban local bodies. Due to limited resources, however, these areas could not be maintained adequately. This proactive step by UPSIDA aims to address the issue and ensure better management.

UPSIDA CEO Mayur Maheshwari said, "The authority has finalised 43 contracts for civil work to ensure round-the-clock infrastructure maintenance by UPSIDA. The scope of these maintenance activities includes installation of advanced signage, road improvements, addition of benches, pollution monitoring systems, public address systems, traffic

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lights, greenery upkeep, and waste management. The maintenance of 31,753 streetlights and 565 high masts will also be undertaken."

UPSIDA has developed a GIS-based online monitoring and billing system. This system, integrated with the UPSIDA One Map portal, allows for real-time tracking of maintenance work, ensuring transparency and accountability. To further enhance service delivery, UPSIDA has established a Citizen Facilitation Centre at its Kanpur headquarters to address allottees' complaints promptly.

Leveraging innovative technology, UPSIDA has installed QR codes across industrial areas, allowing allottees to easily report complaints and provide feedback on civil and electrical maintenance contracts. The QR codes enable direct access to the complaint system, ensuring quick resolution and improved satisfaction. Complaints lodged through QR codes are tracked at headquarters, enabling efficient management and proactive resolution.

In FY 2024-25, UPSIDA is executing 45 comprehensive annual maintenance contracts valued at Rs 39.94 crore across 58 industrial areas. These contracts prioritise essential work like drain cleaning, given the critical need for such services. Collectively, these industrial areas cover approximately 920 km of drainage networks and 450km of roads.