

Task force soon to turn Noida into dynamic industrial city

Neha Lalchandani
@timesofindia.com

Lucknow: The state govt is rolling out a plan to develop NOIDA into a “dynamic” city, with a wide range of industries as well as advanced amenities.

The New Okhla Industrial Development Authority has begun the process of selecting a knowledge partner to expedite the formation of a task force which will plan and implement this project. The task force will include officers from the Authority and districts, who will oversee several critical functions.

Explaining how Noida, a key segment of the NCR, is facing certain challenges, a govt spokesperson said that the Yogi Adityanath govt was planning to rebrand the city as a vi-



CM Yogi Adityanath inspects Noida International Airport on Tuesday

brant, self-reliant, and liveable urban community with a strong emphasis on improving the quality of life.

“The idea behind this proposal is to brand Noida not just as an industrial hub, but also as a modern city with cutting-edge urban amenities.

The dedicated task force will also identify and develop vibrant cultural spaces within the city,” said a govt spokesperson.

The work of the task force will include compiling progress reports on ongoing projects, monitoring develop-

ment activities, creating a comprehensive database, identifying investment opportunities, enhancing tourist attractions, and fostering creativity within the area.

As part of the new branding strategy for Noida, the govt will highlight Noida as a dynamic city focused on its young population, with modern civic amenities. The plan includes developing tourist attractions, creating selfie points, and accelerating the necessary development and construction work to enhance the city’s appeal.

The task force will prepare an action plan which will outline steps for identifying and promoting Noida’s unique local character. Work on this is expected to begin in third week of Sept.