

'UP's growth story not complete sans Kanpur'

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Stating that UP's growth story was incomplete without Kanpur, **Awanish Awasthi**, advisor to CM Yogi Adityanath, asked entrepreneurs and business leaders from the city to envision a grander future for their hometown.

"It's important to assess where Kanpur stands today and where we want to take it over the next 5-7 years," said Awasthi in his keynote



address at the Kanpur edition of TOI Dialogues on Monday.

Sharing that his love for Kanpur is well known, the former UP IAS officer said: "Compared to its glorious past, its presence appears to be ordinary if seen in terms of numbers. So, envisioning a bright future appears a daunting task, but I would like to keep UP's turnaround as a reference point to draw a plan for Kanpur of the future."

Recalling how after Yogi Adityanath took the responsibility of crafting a progressive identity of

Uttar Pradesh which had become infamous for its crime and politics nexus, Awasthi said: "The goal was clear to the CM. An elaborate strategy was readied and its execution was monitored meticulously. The hard work is now paying dividends in the form of hefty investments in Uttar Pradesh."

He also cited statistics of various central govt programmes to prove the success of govt service delivery on various fronts. "Countries and even superpowers of the world are looking at India. And within India, all eyes are on UP which has left many astounded with its turnaround. However, in UP, the CM's focus is to fuel development in places beyond NCR and therefore eyes are on Kanpur especially for a leap towards the one trillion economy goal," he said, adding that the history of Kanpur's economic supremacy makes it a place of natural potential," said Awasthi.

Awasthi also gave some suggestions to accelerate development of Kanpur. "Tourism is a key area, considering the history of Bithoor and its location along the Ganga. The city must leverage the presence of Indian Institute of Technology-Kanpur which is among guiding universities in India and abroad. Why not have an IT park here to make the most of the digital revolution driving the world," he said, adding that the city's traditional leather and textile industry may be given a fresh shot in the arm while defence manufacturing could further bolster the growth of the city.