



INVEST UP

Newsletter [November 2024]

Aligned with **\$1 trillion** economy goal of Uttar Pradesh Government



Uttar Pradesh: Building the Future Metropolis

Uttar Pradesh, India's most populous state, is on a transformative path towards industrialization and urbanization. With a strong commitment to becoming the country's most investor-friendly state, the government has pioneered major initiatives to foster urban growth and investment through the creation of a new Bundelkhand Industrial Development Authority (BIDA) and development of New Noida City.

In an ambitious move, the government has earmarked over 35,000 acres in Bundelkhand region and 20,000 acres in Dadri, Noida and Ghaziabad Investment Region (DNGIR) for these projects, aiming to revolutionize its industrial and urban landscape. These strategic initiatives will create a seamless network of modern urban centers that attract significant public and private investments—paralleling the success of Noida and Greater Noida. This urban expansion aligns with Hon'ble Chief Minister, Yogi Adityanath's vision to make Uttar Pradesh a \$1-trillion economy by 2027-28.

The Bundelkhand region, known for its rich heritage, has long faced development and employment challenges. Now, with the establishment of BIDA across 33 villages, with its epicentre in Jhansi, this area is set to become a thriving industrial hub. The Government has appointed Singapore-based consultancy company Surbana Jurong to design the master plan, which envisions a three-phased development, with 35% of the land designated for industries, 17.5% for mixed used, 15% for residential projects, 15% for green and recreational spaces, and the remainder for various other purposes. The region's natural resources, combined with new infrastructure, make Bundelkhand ideal for attracting sectors like defence manufacturing, renewable energy, agro-processing, and textiles.

Similarly, New Noida City is envisioned as a next-generation metropolis near the National Capital Region (NCR), designed to support high-tech industries, commercial enterprises, and a vibrant urban lifestyle. As Noida reaches saturation, New Noida will help Uttar Pradesh attract a greater share of the investments flowing into NCR, further boosted by the upcoming Noida International Airport in Jewar, which will position the state as a key logistics hub with direct access to domestic and international markets.

Together, Bundelkhand and New Noida embody Uttar Pradesh's ambition to redefine its economic landscape. By fostering unprecedented urbanization and industrialization, the state is not only creating a new identity as a center of opportunity and innovation but also making a significant contribution to India's economic growth.

New Noida will be developed in four phases, with 40% of the land allocated to industries, 13% to residential projects, 18% to green and recreational areas, and the rest for other uses. Envisioned as a hub for information technology, electronics manufacturing, and advanced industries, New Noida's proximity to NCR is expected to draw multinational corporations and IT giants, creating a skilled workforce and establishing Uttar Pradesh as a leader in the digital economy.





Krishi BHARAT



कृषिभारत

Harvesting Innovation
for Sustainable Agriculture

15 – 18 November 2024
Lucknow, Uttar Pradesh

Lucknow to host largest-ever agri-tech trade fair

Agriculture is the cornerstone of Uttar Pradesh's economy, supporting nearly two-thirds of the state's population. As the largest producer of food grains and sugarcane in India, Uttar Pradesh contributes significantly to the country's food security. The state's diverse agro-climatic zones support a wide variety of crops, including wheat, rice, pulses, oilseeds, and fruits, creating a broad base for agricultural productivity and self-reliance. Furthermore, the agriculture sector in Uttar Pradesh has immense potential for growth in agribusiness, food processing, and exports, thus playing a crucial role in rural development, job creation, and poverty alleviation.

Recognizing the immense potential of the sector, the Uttar Pradesh government has decided to partner with the Confederation of Indian Industries (CII) to host the 16th edition of CII Agro Tech India in Lucknow. The four-day event from November 15-18 has been rechristened as Krishi Bharat, Uttar Pradesh and Invest UP has been designated as the nodal agency for overseeing UP's participation in the event. The Government of Netherland is the partner country of the event.

The event will focus on sustainable practices and modernization and provide a valuable opportunity

to discuss and explore the latest developments in Indian agriculture while playing a crucial role in driving the growth and progress of the agricultural industry in India. It will also bring together policymakers, industry leaders, farmers, and agri-tech innovators to exchange ideas, share best practices, and explore partnerships. Through panel discussions, exhibitions, and workshops, CII Krishi Bharat aims to enhance the adoption of modern farming technologies and improve productivity, crop resilience, and market access for farmers.



Semicon India 2024

Shaping the Future of semiconductor innovation



SEMICON India 2024 was hosted by the Uttar Pradesh government from September 11-13, 2024, at IEML in Greater Noida.

The event was inaugurated by Shri Narendra Modi, Hon'ble Prime Minister of India and brought together global industry leaders, policymakers, researchers, and stakeholders. More than 2,000 select industry executives and government representatives attended the inauguration ceremony. Exhibitors showcased cutting-edge semiconductor advancements, driving optimism for India's technological future. The event attracted global attention highlighting India's growing strength in semiconductor sector.



UPITS

The Path to SUCCESS

[25-29 September 2024]

Date : 25th - 29th September, 2024
Venue : India Expo Centre & Mart, Greater Noida

The Government of Uttar Pradesh organised the second edition of Uttar Pradesh International Trade Show was held at India Expo Mart Ltd. Greater Noida from September 25-29. This 5-day event, inaugurated by the Vice President of India, Shri Jagdeep Dhankhar, aimed to showcase the investment opportunities and potential across various sectors in Uttar Pradesh. The Trade Show garnered widespread global attention, with attendance exceeding 50,000 business delegates, industry leaders, policymakers, and other relevant stakeholders. Invest UP participated in UPITS-2024, establishing two Invest UP Pavilions to highlight investment opportunities in Uttar Pradesh. Invest UP also provided space to 16 prominent companies of the State, such as Reliance, TATA, Adani, HCL, Greenko, Torrent, PTC Industries, and others to showcase their products and technology in Invest UP Pavilion. The Invest UP stall recorded a footfall of over 1,000 visitors. Notably, Invest UP was awarded Best Display Stand in Hall 01 at the Uttar Pradesh International Trade Show.



'TOP ACHIEVER' AWARD

in implementation of

Business Reforms Action Plan - 2022

Uttar Pradesh grabbed the 'Top Achiever' title in the Business Reforms Action Plan-2022 ranking for implementing 100% reforms in 352 reform areas. Shri Piyush Goyal, Hon'ble Union Minister, Commerce & Industry, felicitated the state with this prestigious award during 'Udyog Samagam' held in New Delhi on 5 September 2024.



Disbursement of

INCENTIVES & Distribution of

LETTERS OF COMFORT



In a ground-breaking event held at Lok Bhawan Auditorium, Lucknow, Hon'ble Chief Minister Yogi Adityanath presided over the disbursement of incentives under various industrial policies. On this occasion, 28 entrepreneurs received Letters of Comfort (LOCs) worth 10,715 Crores, including major players like Samsung Electronics, JK Cement, CP Milk, Varun Beverages Ltd. etc. Furthermore, 32 industrial units received incentives worth 1,333.05 Crore under the Uttar Pradesh Industrial Investment & Employment Promotion Policy 2022, the UP Industrial Investment Promotion Scheme 2012, and the UP Industrial Investment Promotion Scheme 2003. This event was a testimony to how the state is fulfilling its commitments for the entrepreneurs and business community.