

## **Udyami Mitra Training and Induction Program in Lucknow of the newly appointed Udyami Mitras aimed to give robust training & learning started today at the Panchayati Raj training Institute in Lucknow Uttar Pradesh**

**Lucknow, November 11, 2024** – To enhance Uttar Pradesh’s growth momentum and equip the newly appointed Udyami Mitras with subject knowledge and requisite skill sets, the Government of Uttar Pradesh has started an intensive Udyami Mitra Training & Induction Program at the Panchayati Raj Training Institute in Lucknow. Running from November 11 to November 23, this initiative is a strategic push to foster industrial growth and expand employment avenues for the state's educated youth, positioning Udyami Mitras as catalysts in UP’s economic development. The program began with a lighting-up-the-lamp ceremony conducted by the Chief Secretary of the Uttar Pradesh government, Shri Manoj Kumar Singh.

Addressing the program participants, Shri Manoj Kumar Singh underscored Uttar Pradesh’s vast potential as India’s most populous state, with a 9.2% contribution to the nation’s GDP. Highlighting UP’s agricultural prowess, he noted that the state leads the country in crop production and agri exports, supported by fertile land and well-developed irrigation facilities. “The Honorable Chief Minister Yogi Adityanath is resolute in his vision to propel UP’s economy to a \$1 trillion benchmark,” he stated.

The Chief Secretary encouraged the new Udyami Mitras to prioritize understanding and addressing investor needs, emphasizing that their role will amplify UP’s ongoing efforts to establish itself as a premier global investment destination. He motivated them to put their best efforts in facilitating the investors in the state and act as a strong pillar of communication between the government and the investors.

"Uttar Pradesh offers an ideal blend of resources, a conducive climate, supportive policies, and a streamlined investment policy framework through Invest UP, making it an attractive place for industrial and agro-processing units," Shri Manoj Kumar Singh added.

He also spoke about the state government’s efforts in establishing a manufacturing unit of the world’s largest bakery company, Grupo Bimbo, in Baghpat, Uttar Pradesh. This investment is a clear testament to the confidence that global investors have in Uttar Pradesh's transformed business climate, driven by the improvements in the law and order situation and investor-friendly policies.

He emphasized that this training will be crucial in empowering Udyami Mitras with the proactive skills and knowledge needed to effectively drive investment facilitation and resolve investor grievances. This, in turn, is expected to attract enhanced foreign direct investments (FDIs), accelerating the state's industrial growth and positioning Uttar Pradesh on a new trajectory of economic expansion.

In the visionary address at the Training and Induction Program at Lucknow’s Panchayati Raj Training Institute, Principal Secretary, Industrial Development, Shri Anil Kumar Sagar, unveiled Uttar Pradesh’s bold roadmap to become a global leader in industrial growth.

He said that UP is primarily an agrarian economy and has dominance in rice, wheat, sugarcane, and milk production, Shri Anil Kumar Sagar outlined the state’s strategic steps toward industrial expansion which have their roots in the Make in India initiative and the PLI Schemes that are driving the manufacturing sector to newer heights.

He touched upon the current global trend of protectionist measures and reforms in WTO structures, emphasizing the importance of Free Trade Agreements in facilitating cross-border trade. Citing the "Make in India" initiative; Shri Anil Kumar Sagar described how UP has embraced Production-Linked Incentive (PLI) schemes to bolster domestic manufacturing.

In a detailed presentation, Shri Anil Kumar Sagar outlined the history of the establishment of industrial development authorities, including NOIDA, Greater NOIDA, YEIDA, etc. and their contribution to UP's transformation. Notably, Greater NOIDA has emerged as a leading IT & ITeS hub, while YEIDA fosters industrial expansion along the Agra-Delhi expressway. He explained how the upcoming Ganga Expressway project, a flagship Public-Private Partnership will strengthen UP's connectivity and facilitate balanced development across the state.

CEO of Invest UP and Secretary, Industrial Development, Shri Abhishek Prakash, welcomed the new Udyami Mitras into Invest UP team and gave an enlightening address. He remarked how the onboarding of new Udyami Mitras marks a significant step forward in fostering the ongoing strategic efforts by the UP government and Invest UP to give handheld support to the investors and transform the state into a global investment magnet. Emphasising that Invest UP stands firm on principles of integrity and transparency, he stated that Udyami Mitras will need to operate as a cohesive, resilient team to achieve the \$1 trillion economic target for UP. He outlined the broad responsibilities, expectations and duties that the newly appointed Udyami Mitras will have to fulfill while at the same time maintaining the highest standards of integrity.

Shri Abhishek Prakash clarified how the Udyami Mitra initiative assigns representatives, or "Entrepreneur Friends," to district-level offices under Industrial Development Authorities and the Invest UP headquarters, where they will be instrumental in facilitating investment projects and act as a key pillar of intercommunication between the investors and the state government. This program aligns with the government's goal of fostering a favourable business environment that accommodates both domestic and international investors, with Udyami Mitras serving as the backbone of this support network.

With the Udyami Mitra Training Program now in motion, the Government of Uttar Pradesh reaffirms its commitment to transforming the state into a premier global investment destination, fostering economic empowerment, and achieving the vision of a \$1 trillion economy.

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