



INVEST UP

Newsletter [December 2024]

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



INDIA'S NEW EDUCATION HUB



With new policies and an expanding university network, UP is rapidly emerging as a hub for higher education. The State Government has issued **UP Higher Education Incentive Policy 2024**, which in tandem with Uttar Pradesh Private Universities Act 2019 is driving access, innovation & global collaboration in higher education



India's higher education system is one of the largest in the world, encompassing a vast network of universities and colleges. This sector plays a pivotal role in shaping the nation's intellectual capital and driving socio-economic progress. To ensure uniformity and maintain a robust education system, the central government introduced the National Education Policy (NEP) in 2020.

The NEP 2020 serves as a comprehensive framework to transform India's education system. It emphasizes holistic, flexible learning that fosters critical thinking and creativity. One of the most significant aspects of the NEP 2020 is the introduction of the Multiple Entry and Exit System (MEES), which seeks to create a more inclusive, student-centered higher education model. MEES addresses issues such as rigid academic structures, high dropout rates, and the lack of interdisciplinary learning opportunities.

Uttar Pradesh, one of the India's key educational hubs, has a population of around 25 crores, out of which almost 54% is youth. Given its vast demographic potential, the state is on the cusp of a significant transformation, especially in light of the fact that the government has set itself an ambitious target of becoming a \$1-Trillion economy by 2027-28.

In order to become a major driver of the nation's growth, the state government has decided to reap the potential of this demographic dividend by empowering the youth with better education facilities and skill-sets that can set them up for future challenges. In doing so, the government decided to bridge the demand-supply gap in higher education by introducing the Uttar Pradesh Private Universities Act in 2019. This Act encourages the establishment of new private universities, regulates existing institutions, and ensures high educational standards. Responding positively to this Act, 47 private universities have set up campuses in the state so far.

To further improve access to higher education in the hinterlands, the Uttar Pradesh government now intends to establish a university or multilingual institution in every district of the state, along with at least one college with the help of UP Private Universities Act in alignment with NEP 2020. To accelerate this vision, the state has launched the Uttar

Pradesh Higher Education Incentive Policy 2024, which will attract top-tier educational institutions to the state, foster academic excellence and create jobs.

This policy offers financial incentives to attract both domestic and international institutions, further expanding the state's higher education framework. It is a strategic move towards building an inclusive, flexible, and robust system that unlocks the potential of Uttar Pradesh's youthful population and fuels long-term economic growth.

UP is already home to prestigious institutions like the Banaras Hindu University (BHU), University of Prayagraj, Lucknow University, IIM Lucknow, AKTU, IIT-Lucknow and IIT Kanpur. By inviting prestigious universities and higher education institutes to set up campuses in the state, Uttar Pradesh aims to become a leading hub for higher education. Through these initiatives, Uttar Pradesh aspires to produce well-rounded youth, equipped to positively impact society, further strengthening its position as a leader in higher education.

Invest UP is proactively assisting investors with land acquisition requirements through district authorities and Industrial Development Authorities. Additionally, it facilitates for obtaining Letters of Intent and Letters of Comfort for setting up educational institutions, ensuring a seamless and efficient process to promote growth in the education sector.

Key Goals of UP Higher Education Incentive Policy 2024

- **Encouraging Private Universities:** The policy incentivizes private universities to open campuses in underserved areas, making quality higher education accessible to all.
- **Attracting Foreign Universities:** To make Uttar Pradesh a global education hub, the government is offering special incentives to foreign universities to set up campuses in the state. This would allow students to access world-class education without leaving the country.
- **Inviting Top Indian Universities:** The policy targets universities ranked in the top 50 of the National Institutional Ranking Framework (NIRF), encouraging them to open campuses in Uttar Pradesh.
- **Multidisciplinary Education and Research Universities (MERU):** The state promotes universities offering diverse courses to equip students with skills for the fast-changing job market.

Financial assistance under UP Higher Education Incentive Policy 2024

- **Stamp Duty Exemption** for establishing MERUs in a district hitherto not covered by one. The exemption varies from 20% to 50% based on the land cost, encouraging investment in these regions.
- **Capital Subsidy** of up to 17% to eligible higher education infrastructure investments, with a focus on underserved districts. The subsidy, varying by investment scale, will be disbursed over five years.
- **Special Incentive for First 5 Foreign universities setting up campuses in Uttar Pradesh :** 100% stamp duty exemption may be provided to them irrespective of the category and range of investment in land plus 20% Capital Subsidy may be provided to them irrespective of the category and of investment, total ceiling of INR 100 Cr.
- **Special Incentive for NIRF Top Ranked Indian Universities:** Top 50 NIRF-ranked institutions in UP can avail additional financial benefits to elevate the state's higher education standards. 100% stamp duty exemption may be provided to them irrespective of the category and range of investment in land, 20% Capital Subsidy may be provided to them irrespective of the category and of investment, total ceiling of INR 100 Cr.





INVEST UP

Newsletter [December 2024]

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

Udyami Mitras : Catalysts of Uttar Pradesh's Economic Growth

In its mission to create a business-friendly environment under the leadership of Hon'ble Chief Minister Shri Yogi Adityanath Ji, the Government of Uttar Pradesh launched the Mukhya Mantri Udyami Mitra Scheme in 2023. The flagship initiative aims to facilitate investment and employment generation, thereby contributing to the state's vision of becoming a \$1 trillion economy.

As part of this initiative, 105 Udyami Mitras were appointed in May 2023 and another fresh batch of 33 Udyami Mitras were inducted in November 2024. These professionals, who act as critical bridges between investors and the state government, ensure smooth facilitation at the ground level.

An intensive two-week training programme for the Udyami Mitras was held at the Panchayati Raj Institute, Lucknow from November 11-23, which was attended by all Udyami Mitras posted across all the districts, industrial development authorities and Invest UP Headquarters.

The programme gave a detailed understanding of the 27+ investor-centric policies of the state government along with the financial incentives, grants, and exemptions offered in them. The attendees were also briefed about the clearances at the district level - Fire,



Pollution, Power, Electrical Safety, Stamp, State Tax, Labour Dept., FSDA, and Excise. Additionally, sector-specific training was provided on various policies of the state government, including those related to FDI, electric vehicle (EV) manufacturing, MSMEs and tourism.

The training sessions provided insights into the infrastructure and industrial development landscape in Uttar Pradesh, along with the state's ease of doing business initiatives such as Nivesh Sarathi, Nivesh Mitra, Online Investment Monitoring System (OIMS) for real-time project tracking of investment projects, monitoring timelines, milestones, and potential delays.

The training was inaugurated by the Chief Secretary, Shri Manoj Kumar Singh, and the sessions were addressed by noted government functionaries, including Advisor to the Hon'ble Chief Minister, Dr K.V. Raju, Principal Secretary Infrastructure and Industrial Development Department, Shri Anil Kumar Sagar, CEO Invest UP, Shri Abhishek Prakash, District Magistrate Lucknow, Shri Surya Pal Gangwar. Nodal officers



from various departments also contributed with a comprehensive discussion on UP's economy.

The training also included industrial visits to facilities like Berger Paints and Varun Beverages in the Sandila Industrial Area, which gave the participating Udyami Mitras practical exposure.





INVEST UP

Newsletter [December 2024]

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

UP becomes new hotspot for Hinduja Group

Q. What factors, according to you, make Uttar Pradesh an attractive destination for investors today?

A. Uttar Pradesh (UP) has emerged as a hotspot for investment in India due to a combination of factors. Firstly, and most importantly, with a population of over 25 crore and growing urbanization, UP boasts of having the largest consumer base in the country, thus creating more demand for goods and services in both urban and rural areas. Added to that is the fact that the UP Government has come up with 27+ investor friendly policies with single-window clearance systems and lucrative incentives in all key sectors. The state's strategic location and the development of infrastructure along industrial corridors, SEZs, and upgraded connectivity via expressways and airports is also a key driver in attracting investors. With an abundance of skilled labour force and an improved business climate, UP has now become the most sought-after destination for investors.

Q. What are the future investment plans of Hinduja group for Uttar Pradesh?

A. The Hinduja Group has a strong interest in expanding its footprint in Uttar Pradesh, aligning with the state's growth potential. We have committed to investing in sectors such as automobiles, and energy. The group, through its flagship company Ashok Leyland, plans to expand its presence in UP by establishing a greenfield EV plant with an investment of ₹186 crore at Lucknow. We are also looking to invest in clean and renewable energy projects, particularly in solar power, which aligns with Uttar Pradesh's focus on green energy and sustainability. The group has launched the 'Road to School' program in UP, aimed at supporting the holistic development of children. Currently it covers 78 schools benefitting 14,186 students.

Q. What are the major factors investors deliberate on while considering an investment destination and how is UP performing on those indicators?

A. When considering an investment destination, investors typically assess a variety of factors to determine the potential risks and rewards associated with their investments. These factors help them gauge the overall business climate, infrastructure, and long-term growth prospects of a region. In case of Uttar Pradesh, some of the major



Mr Sunil Kumar Chadha – Advisor Hinduja Group with Mr Abhishek Prakash - CEO, Invest UP

factors that entice investors are its market size and demand potential. The state's improved ranking in ease of doing business and fiscal incentives are also a big draw for industries. The state government is investing heavily in upgrading its infrastructure, including expressways, smart city projects, and airports, which is a huge factor for any state while soliciting investments. The state's large labour pool is also an added factor that attracts investors. Compared to more developed states like Maharashtra or Gujarat, the cost of land and labor in Uttar Pradesh is relatively lower, making it an attractive option for industries seeking cost-effective manufacturing or service hubs.

The present government has provided substantial political stability and created a business-friendly environment, which is an important factor when choosing an investment destination.

Q. The Hinduja Group operates in almost all states in India and many other countries. Do you think Uttar Pradesh has provided a competitive edge among them, given its policy-driven governance?

A. Uttar Pradesh's policy driven governance has gone a long way in creating a favourable business environment, making it an attractive destination for

investments. The state's proactive policies which offer attractive incentives like tax exemptions, subsidies, and simplified regulatory processes gives it a lead among competitors. The state has now been placed 2nd on the EoDB rankings under the Business Reforms Action Plan of the Department for Promotion of Industry and Internal Trade, Ministry of Commerce & Industry, Government of India. This improvement in ranking has been achieved by streamlining procedures and offering single-window clearances for various approvals, which reduces bureaucratic hurdles and accelerates project implementation. To top it all, UP's central location in India provides easy access to major markets and raw material sources, making it an attractive hub for manufacturing and distribution. All these provide a significant competitive edge, making it an ideal business destination.

Q. How is UP placed to make progress in the automobile & EV sector in the near future?

A. UP is all set to capitalize on the growth of the automobile and electric vehicle industries with the support of UP Government's EV Policy which is replete with incentives for manufacturing and adoption. The state's large market potential, expanding infrastructure and government support are key factors that position UP as an attractive destination for investment in these sectors. With the presence of major automobile players in the state, there exists an established ecosystem for EV in UP. Together with that, there is a fast-growing demand in the state. Growing urbanization is driving EV adoption and sustainable mobility initiatives like electric buses. To top it all, with a strong support for innovation through incentives and collaboration with institutions like IIT Kanpur, there is a strong R&D potential in the state.

Q. What has been the experience of the Hinduja group from the EODB perspective in the state?

A. The Hinduja group commends UP government's proactive support under the FDI policy. There was seamless coordination by the state machinery, efficient communication, and smooth facilitation of key events like the Bhoomi Pooja ceremony. The Invest UP team has helped the group in quickly formulating our DPR and the state Govt. not only supported us from its own state machinery, but also liaised with the central agencies such as NHA1 & DGCA to get our requirements through.



INVEST UP

Newsletter [December 2024]

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

Gorakhpur Trade Show Unlocking Investment Potential

The Global Trade Show 2024, held on November 30th and December 1st to mark the 35th anniversary of the Gorakhpur Industrial Development Authority (GIDA), celebrated the region's industrial progress. Inaugurated by Hon'ble Chief Minister Shri Yogi Adityanath Ji, the event brought together 150+ exhibitors from sectors like MSMEs, Exports, ODOP, startups, and skill development. The two-day event featured exhibition highlighting regional growth opportunities across industries, knowledge sessions such as Cyber Fraud Awareness programme organised by ICICI Bank, a workshop on business growth titled 'Unlocking Opportunities' hosted by Walmart Vriddhi, a session on 'Business Finance Simplified' and a Buyer-Seller Meet spearheaded by the MSME and Export Promotion Department of the State Government.



The Show emphasized on industrial development, collaboration, and sustainable growth, positioning Gorakhpur as a vital hub in Uttar Pradesh's economic transformation.

NORWAY, INVESTUP SIGN PACT Decks cleared for Norwegian investment

In a historic move to deepen India-Norway trade ties, Invest UP signed an MoU with the Norway-India Chamber of Commerce & Industry (NICCI) at Lok Bhawan, Lucknow. The MoU was inked by Shri Abhishek Prakash, CEO of Invest UP, and Mr. Helge Tryti, Chairman of NICCI, Norway. This partnership aims to facilitate Norwegian investments in Uttar Pradesh by providing tailored support and incentives. Highlights include collaborative efforts to attract various Norwegian industries aligned with UP's vision to emerge as a global investment hub. The agreement promises seamless business matchmaking & facilitation for Norwegian companies and regular coordination, paving the way for robust economic collaboration.



GREEN BHARAT SUMMIT A Milestone for Sustainable Growth

The Green Bharat Summit 2024, showcased Uttar Pradesh's leadership in green and sustainable development. Organized at Hotel Hyatt Regency, Lucknow, the event emphasized innovations in renewable energy, electric mobility, and sustainable development. Key Industry leaders, policymakers, and sustainability experts participated in panel discussions highlighting green investment opportunities in the state. Key initiatives included Uttar Pradesh's incentives for renewable energy projects, showcasing the state's commitment to achieving its green goals.



Uttar Pradesh shines at IESS-XII, Chennai

Uttar Pradesh's participation as the Focus State at the International Engineering Sourcing Show (IESS-XII) in Chennai underscored its reputation as a thriving investment hub. The state's pavilion drew immense attention by showcasing its investor-friendly policies, world-class infrastructure and robust industrial infrastructure. The event saw presentations by top Invest UP officials on flagship schemes like ODOP and Electric Vehicle Manufacturing Policy. With over 300 Indian exhibitors, 300 foreign delegates and 10,000 visitors flocking the IESS spectacle, InvestUP highlighted UP's leadership in sustainable engineering, services sector and manufacturing, further reinforcing its appeal as a top investment destination.



Krishi BHARAT



कृषिभारत Harvesting Innovation for Sustainable Agriculture 15 – 18 November 2024 Lucknow, Uttar Pradesh

Pratap Shahi, the 4-day event united agricultural stakeholders to promote innovation, collaboration, and sustainability in the agri-economy. The event covered topics such as sustainable agriculture, agri-tech advancements, cold chain logistics, animal agriculture, and market expansion and showcased innovations such as cutting-edge farm and dairy equipment, technologies, and services empowering modern farmers. Focused Discussions centred around water and irrigation practices, climate change mitigation, and strategies for leveraging local resources in global markets. The event underscored Uttar Pradesh's pivotal role in boosting India's agri-economy and establishing the state as a global manufacturing hub.

The Government of Uttar Pradesh, in collaboration with the Confederation of Indian Industry (CII), hosted the **Agrotech - Krishi Bharat 2024** from November 15-18, 2024. Inaugurated by Hon'ble Chief Minister Yogi Adityanath Ji and Agriculture Minister Shri Surya

