

Land, livelihood, AI: How UPSIDA is catalyzing Uttar Pradesh’s industrial surge & \$1 trillion economy vision

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Arpit Gupta · ET Government

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Mayur Maheshwari, CEO of UPSIDA

Under the leadership of Chief Minister Yogi Adityanath, Uttar Pradesh is emerging as one of India’s fastest-growing industrial frontiers. At the heart of this transformation is the Uttar Pradesh State Industrial Development Authority (UPSIDA), which has evolved from a land allotment body into a digital-first, investor-centric growth engine.

With a historic surge in land allocations, exponential infrastructure investments, and ambitious adoption of AI and green technologies, UPSIDA is positioning Uttar Pradesh as a hub for sustainable, inclusive, and technology-driven industrialisation.

In an exclusive interaction with ET Government’s Arpit Gupta, Mayur Maheshwari, CEO of UPSIDA, shares insights on the authority’s rapid transformation and its pivotal role in driving the state towards a \$1 trillion economy.

Edited excerpts:

UPSIDA has seen a significant surge in land allotments over the past few years. What does this growth indicate about Uttar Pradesh’s industrial landscape?

The increase in industrial land allotment—from just 114 acres in FY 2017–18 to 526 acres in FY 2024–25—reflects a structural shift in Uttar Pradesh’s industrial ecosystem. We have already allotted 88 acres this quarter (FY 2025–26), spread across 261 plots in 28 districts spread across the state. This momentum highlights investor confidence, faster project clearances, and our commitment to faster industrial development. We are not just allocating land, we are creating industrial ecosystems with ready infrastructure and streamlined services.

UPSIDA’s digital push through the Nivesh Mitra portal is often cited as a game-changer. What has been its impact on investor experience?

The transformation has been phenomenal. In FY 2025–26 alone, we resolved 3,059 applications digitally with a satisfaction rate of 96.32%. When you compare that to mere 625 applications resolved in FY 2018–19, the jump to over 10,807 in FY 2021–22 and now over 31,000 total online transactions shows how deeply the paperless portal is embedded in our functioning. We currently offer 42 seamless e-services—from land allotment to grievance redressal—under a single window, which has drastically reduced turnaround time and improved transparency.

What investments has UPSIDA made in infrastructure, and how has this evolved over the years?

In 2017–18, UPSIDA undertook development works worth ₹57 crore. That number has grown to ₹551 crore in FY 2024–25—an 867% increase. This fiscal, we’ve already initiated projects worth ₹225 crore. We have shifted from isolated infrastructure improvements to a comprehensive, long-term investment model. Our record ₹6,190 crore budget for FY 2025–26 reflects our ‘infrastructure-first’ approach, focusing on roads, water, power, and smart utility networks.

Financially, how has UPSIDA’s performance supported its broader development objectives?

Our operating revenue has more than doubled—from ₹ 577 crore in FY 2019–20 to ₹ 1,345 crore in FY 2024–25. This growth reflects strong land monetisation, cost optimisation, and increased investor participation. This year, we have already collected ₹358 crore in Q1, indicating another strong financial year. A healthy balance sheet allows us to reinvest in Greenfield projects and large-scale infrastructure upgrades without delay.

Has this industrial push translated into on-ground operational units and employment?

From just 403 operational units in FY 2020–21, we have scaled up to 1,418 in FY 2024–25. This year alone, 666 units became operational in Q1. This fourfold growth means thousands of new jobs, decentralised economic activity, and upliftment of regional industrial clusters. These are not just numbers—they are engines of livelihood and local development.

UPSIDA recently approved large-scale investments in logistics and warehousing. Could you elaborate on this?

Under the Warehousing & Logistics and PIP policies, we have approved 38 projects on 523.86 acres, attracting ₹2,556 crore in proposed investment. These include ₹2,486 crore across 37 projects under the W&L policy and ₹70 crore under the PIP policy. Logistics is a strategic enabler of industrial growth, and we are building state-of-the-art hubs to support just-in-time supply chains.

Can you talk about some of the mega investments UPSIDA has facilitated recently?

Recently we have allotted land to over 10 mega and super mega units, attracting ₹ 2,474 crore in investment. These include marquee names such as Woodpeckers (₹570 crore), Farrukabad IDBV (₹ 457 crore), Farrukhabad SLMG Beverages (₹ 350 crore), Amethi, Bisleri (₹ 270 crore), Prayagraj, BPCL (₹ 283 crore), Kanpur Dehat, M/s Sarathi Enterprises (₹ 164 crore), Ghaziabad, Powered FNB Pvt Ltd (₹ 230 crore), Barabanki and Chemco Plastics (₹150 crore), Prayagraj among others. These investments will catalyse ancillary industries and create thousands of jobs.

UPSIDA is also adopting AI and geospatial technologies. How will this shape the future of industrial governance in the state?

UPSIDA has partnered with IIT Kanpur’s Centre of Excellence in Artificial Intelligence to implement AI solutions across industrial zones in Uttar Pradesh, aiming to enhance security, operational efficiency, and smart infrastructure through real-time data analysis, predictive maintenance, and IoT integration. This initiative will enable proactive threat mitigation, optimize resource utilization, and automate logistics, supply chain, and energy management. Additionally, through the GoUP “AI Pragya” program led by the Centre of E-Governance and supported by tech giants like Microsoft, Wadhvani, Google and IBM, UPSIDA staff will receive free training in AI, machine learning, and cybersecurity, contributing to a digitally skilled workforce and fostering AI-driven startups. Training modules will support key operational areas such as project and workflow management, risk mitigation, town planning, and revenue generation

What other reforms have been implemented to ease doing business in UP?

We have reduced the e-auction allotment timeline from 30 to just 15 days, integrated 42 e-services on Nivesh Mitra, and adopted an MCLR-based interest rate to rationalise interest rates. Additionally, QR code-based grievance systems and a dedicated CRM centre ensure timely investor support. Over 10,000 grievances have been resolved with a 40% reduction in turnaround time and 95% satisfaction rate—underscoring our commitment to responsive governance.

How is UPSIDA addressing women’s safety and empowerment in industrial areas?

UPSIDA has adopted a comprehensive approach towards creating a safe and inclusive ecosystem for women in industrial areas. Initiatives include the construction of Pink Toilets, Pink Dormitories, provision of dedicated pick-and-drop transport services, and establishment of Pink Police Booths at key locations to ensure safety and convenience. The Authority has also introduced the ‘Perna Canteen’ initiative, operated by self-help groups, to provide nutritious and affordable meals to industrial workers while fostering community empowerment. In addition, installation of streetlights in vulnerable dark spots and establishment of creches through CSR interventions further support women by offering a secure, dignified, and enabling work environment.

UPSIDA’s projects like Trans Ganga City and Saraswati Hi-Tech City are gaining attention. What’s the status of these?

Trans Ganga City, Unnao and Saraswati Hi-Tech City, Prayagraj are two of our flagship smart industrial clusters. Trans Ganga is nearing completion with roads, substations, stormwater drains, and over 500 plot allotments already done. Saraswati Hi-Tech City has secured investments over ₹1,052 crore, with BPCL and others coming in. We are also progressing rapidly in Bhara Pachpera-Plitibhit, Barabanki, Hathras, and the 353-acre Pharma Park in Lalitpur—each built on plug-and-play models with future-ready infrastructure.

UPSIDA has emphasised green and sustainable industrial growth. What concrete steps are being taken?

UPSIDA is committed to promoting sustainable industrial development by focusing on net zero discharge, ensuring that industries adopt advanced treatment and recycling systems so that no untreated effluent is released into the environment. Emphasizing the 3R principles—Reduce, Reuse, and Recycle—UPSIDA encourages efficient resource utilization, waste minimization, and circular economy practices within industrial areas. At the same time, it is aligning infrastructure and policy interventions to lower the carbon footprint, promoting renewable energy, green building norms, and eco-friendly logistics. Together, these measures strengthen UPSIDA’s vision of fostering industries that are both economically competitive and environmentally responsible.

Looking ahead, what will be UPSIDA’s key focus areas for the next phase of Uttar Pradesh’s industrial journey?

Our focus is clear: infrastructure, innovation, and inclusivity. We are advancing industrial towns like Sandila, Pilibhit, Sumerpur and Mathura, equipped with modern utilities and strategic logistics. We are scaling up AI, streamlining approvals, and fostering gender-sensitive industrial environments. With these priorities, UPSIDA is poised to be the fulcrum of Uttar Pradesh’s industrial transformation—steering it firmly toward the \$1 trillion economy mark.

As India eyes higher GDP growth, Uttar Pradesh is positioning itself as a model of industrial resurgence. With bold reforms, digital agility, and investor-first strategies, UPSIDA is not merely developing infrastructure—it is laying the foundation for a smarter, greener, and more inclusive economy.