

# Govt focus on IDAs to scale up investment

## SETTING DEVPT GOALS

➤ Map & build large, ready-to-move land bank. Pinpoint greenfield land parcels across industrial authorities

➤ Dept has listed **132** investment leads of **₹100 cr** or more and distributed them across IDAs with the expectation to formalise intent into investment

➤ Develop **SOPs** for land identification, facilitation, visit, and allocation with clear timelines

➤ Plug-and-play industrial parks will have pre-built facilities to expedite business operations. This will cut down set-up time & cost for new industries

➤ Introduce self-certification



and third-party audits to **minimise compliance burdens**, streamline operations with extended permits, and raise compliance threshold

➤ **Land Pooling Policy** to align land acquisition cost with market rates to facilitate smoother land transactions

➤ Roll out **data-driven initiatives** for decision-making and policy refinement; conduct surveys of industrial units to develop empirical basis for growth strategies

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**Lucknow:** Eying 100 high value investment leads -- each of which is worth Rs 100 crore or more -- with the intention to accelerate industrial expansion in the state, the UP govt has rolled out a plan to streamline the working of industrial development authorities (IDAs) in the state. Additional chief secretary, industries and infrastructure department, Alok Kumar, convened a coordination meeting of all IDAs in Noida on Friday.

Kumar told TOI that the recent Annual Survey of Industries 2023-24 shows that UP achieved a 25% year-on-year growth compared to the national average of 11%, which demonstrates the momentum that we have been able to achieve in the manufacturing sector.

"The purpose of convening the meeting was to impress upon the key officials of the Industrial Development Authorities to ensure that this growth momentum cannot only be sustained but can be strengthened even more," he said. Adding that the stress was on making the authorities sensitive to the needs of investors, he stated: "the authorities were also apprised

about high value business leads in their domains and asked to pursue them in concerted ways to ensure that UP's momentum swells further." The day also saw focused discussions on fast-tracking industrial land allotment, addressing acquisition challenges, and strengthening investor facilitation. Identifying land-related matters as the main issue, top officials decided to resolve long-pending land-related issues and unlock large-scale industrial investments, with a special emphasis on plug-and-play infrastructure, time-bound plot allotment, and cancellation of non-functional units.

To fast-track the work on the count, it was proposed that the vast land bank, spanning over 25,000 acres, be updated monthly. Discussions also covered standardising regulations across IDAs and introducing Unified Building Bye-Laws to enhance transparency and uniformity.

Presentations from Invest UP and IDAs showed that over 33,000 industrial plots have been surveyed across IDAs, with nearly 25% lying vacant. The workshop stressed the need to swiftly operationalise units in line with the state's Industrial Investment and Employment Promotion Policy.