



From left: Rajat Verma, CEO of Loham Cleantech; Mohit Tulsi Singh Rajput, CEO of Avalanche Refineries; Mukesh Meshram, principal secretary of animal husbandry, dairy and fisheries department; Sudhir Kumar Gupta, chief general manager (CGM) of Indian Bank, and Pankaj Kumar, CGM of Nabard UP

‘Infrastructure being set up for various sectors’

Consistent policy reforms are helping industries, say experts

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Nearly nine years of government initiatives have transformed Uttar Pradesh's industrial landscape, delivering visible high growth and a consistently stable investment climate, experts said in Lucknow.

Participating in a panel discussion on "Possibilities for New Industrial Zones and MSME Sector" in Uttar Pradesh at the Business Standard Samriddhi event in Lucknow, Mukesh Meshram, Chief Secretary of the state's animal husbandry, dairy and fisheries department, said the state has developed 2,000 new tourist spots.

Meshram, an officer from the 1995 batch of the Indian Administrative Service (IAS) who previously held the role of principal secretary for the state's Tourism and Culture Department, noted that while Varanasi, Prayagraj and Ayodhya are renowned as major religious destinations, other sites like Naimisharanya possess a deep historical significance that is often less recognised. "We have estab-

lished essential infrastructure at these spiritual locations, which includes installing proper sanitation facilities and enhancing the road networks leading to them," he explained.

Discussing the initiatives within the animal husbandry sector, Meshram stated that Uttar Pradesh remains the leading state in the nation for milk production, yielding 38.78 million tonnes with a marketable surplus of 19.35 million tonnes. Nevertheless, at this time, the state only processes approximately 17 to 19 per cent of its total milk output. "We have introduced a formal policy and are actively taking measures to incentivise the establishment of processing plants, while also facilitating the creation of a 'milk producing committee' in every village," Meshram said, noting that another priority is ensuring the most effective use of various dairy industry by-products. Consequently, the state government is currently setting up new milk processing and chilling facilities across rural regions to increase this processing proportion to as much as 50 per cent over the coming years.

Meshram noted that work is underway to preserve indigenous breeds of cows and other milch animals to ensure that milk production continues to increase. Regarding the poultry sector, he explained that while Uttar Pradesh consumes approximately 35 million eggs annually, only about 20 million of these are produced within the state, with the remainder being sourced from elsewhere in India. "Our objective is to decrease this reliance on other states for our egg supply." In the fisheries sector, Uttar Pradesh now ranks as the third-largest producer in the country, following Andhra Pradesh and West Bengal. This industry is experiencing an annual growth rate of roughly 23 to 24 per cent, which is among the fastest in the nation. The UP government is implementing measures to encourage aquaculture. "The time is approaching when Uttar Pradesh will not only be self-reliant in fisheries but will also begin exporting its surplus," he added.

Pankaj Kumar, chief general manager of the National Bank for Agriculture and Rural Development

(Nabard), observed that credit growth within the state has experienced an extraordinary increase over the past few years. He explained that Nabard is concentrating its efforts on supporting the construction of rural road networks in partnership with the state government. Within the MSME sector, the organisation is prioritising the development of industrial clusters while also fostering the creation of Farmer Producer Organisations and Off-Farm Producer Organisations to provide support to micro-enterprises.

Mohit Tulsi Singh Rajput, chief executive officer (CEO) of Avalanche Refineries, observed that Varanasi has emerged as a significant hub for the creation of new industrial zones, witnessing extensive growth recently. He remarked that, as an investor based outside of Uttar Pradesh, he is impressed by the scale of transformation the state has undergone over the past eight years or more. "I visit the state regularly for my professional commitments, and the level of expansion currently taking place within the hospitality sector in and around Varanasi is quite remarkable," Rajput said.

Rajat Verma, founder and CEO of Loham Cleantech, a pioneer in sustainable critical minerals and one of the largest manufacturers of materials for the green energy transition in India, remarked that regarding the supply of essential minerals, the time is fast approaching when UP will emerge as a dominant producer.