

# Biz tale in spotlight at UP Diwas event

TIMES NEWS NETWORK

**Lucknow:** Invest UP set up a stall at the UP Diwas celebrations at Rashtra Prerna Sthal on Friday, showcasing the state's rise as one of India's most attractive investment destinations.

The stall highlighted UP's growing investment momentum in line with chief minister Yogi Adityanath's development vision.

Union home and cooperation minister Amit Shah inaugurated the UP Diwas programme and launched key initiatives, including the One District One Cuisine (ODOC) scheme and the Sardar Vallabhbhai Patel employment and industrial zone.

Addressing the gathering, Shah said that alongside the goal of a 'Viksit Bharat', efforts are underway to build a 'Viksit Uttar Pradesh', which would emerge as a fully developed pillar of India's progress by 2047. Describing UP as the heartbeat of the nation, he said Rashtriya Prerna Sthal symbolises inspiration and transformation.

Reflecting this vision, the Invest UP stall showcased sector-wise investment opportu-



Invest UP stall at Rashtra Prerna Sthal on Saturday

nities across manufacturing, IT and ITeS, MSMEs, logistics, energy, food processing and emerging industries. Details of state policies, incentives and facilitation mechanisms were also presented to prospective investors.

Officials highlighted reforms in ease of doing business, digital single-window systems, time-bound clearances and fast-track facilitation that helped build investor confidence. In his address, Shah said UP received investment proposals worth over Rs45 lakh crore, with projects worth nearly Rs15 lakh crore already grounded. He added that the state's IT exports crossed Rs82,000 crore, positioning UP as an emerging hub for data centres, semiconductor manufacturing and electronics production.