

UP inks ₹3k cr MoUs at MaaS meet, to generate 2.3L jobs

‘Gross Domestic Product Tripled Since 2017’

TIMES NEWS NETWORK

Lucknow: The UP govt on Friday signed multiple memoranda of understanding with industry partners at a Manufacturing as a Service (MaaS) Roundtable held in Lucknow, committing proposed investments of around Rs3,030 crore and generating employment opportunities for nearly 2.3 lakh people.

The proposed investments span a wide range of sectors. Tons Consulting Group and MCA Consulting announced plans in apparel manufacturing, while Advait Learning Private Limited, in collaboration with upGrad, outlined



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initiatives focused on upskilling in commerce and space education. Avigna Pvt Ltd proposed projects in industrial warehousing and semiconductor-linked infrastructure, while SN Dhawan and Company LLP committed to investments in defence and electronics manufacturing. Additional proposals from Sakshi Steel Processing and Trading, Technical Consulting for MaaS, and Neo San Pvt Ltd in device manufacturing further highlighted the growing convergence of industry, techno-

logy and skill development.

Chairing the session, CM's economic adviser, KV Raju said UP's gross domestic product tripled since 2017, reflecting sustained growth driven by policy reforms and investor-friendly governance. Reiterating the govt's ambition of transforming the state into a \$1 trillion economy, he said the MaaS framework can significantly reduce manufacturing costs by enabling shared infrastructure, lowering capital expenditure and improving productivity, particularly for micro, small and medium enterprises.

A session chaired by CM's adviser, Awanish Kumar Awasthi emphasised that skill development, security and connectivity are critical to placing UP on a sustained growth trajectory. He added that the state's large consumer base makes it a natural

market for companies looking to scale up operations.

In another session, CM's adviser, GN Singh highlighted UP's emergence as a healthcare and pharmaceutical hub, calling for stronger collaboration between industry players to build integrated and resilient supply chains.

Welcoming the participants, Invest UP chief executive officer Vijay Kiran Anand presented insights on Destination UP, highlighting the state's robust land bank, investor incentives and progressive policy framework that continue to attract domestic and global investments. He also underscored Invest UP's role in facilitating ease of doing business under the 'UP Means Business' vision. Industry representatives described MaaS as a transformative model aligned with the Viksit Bharat 2047 vision.