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# Experts discuss strengthening state's industrial ecosystem

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**LUCKNOW:** Multiple memorandums of understanding were signed between the state government and industry partners at the Manufacturing as a Service (MaaS) roundtable conference organised by Invest UP here on Friday.

With commitments of around Rs 3,030 crore, these partnerships are expected to generate employment for nearly 2.3 lakh people, providing a significant boost to the state's industrial growth, according to an official statement. Senior government officials, industry leaders, and technology partners deliberated on scalable, cost-efficient manufacturing models aimed

at strengthening the state's industrial ecosystem at the event held at a city hotel.

Chaired by K.V. Raju, economic advisor to the chief minister, the session highlighted the state's expanding global investment role and ambitious economic trajectory.

He noted that the state's GDP has tripled since 2017 and reaffirmed its commitment to becoming a \$1 trillion economy.

Discussions emphasised reducing costs, enhancing competitiveness, and boosting productivity through service-led manufacturing, while reinforcing Invest UP's role in driving industrial growth under the vision "UP Means Business", alongside plans for skill-focused zones and innovation clusters.

A session chaired by Awanish Kumar Awasthi, advisor to CM, underscored that skill, security, and connectivity are crucial to setting the state's sustained growth trajectory. He noted that the state's vast consumer base makes it a major market for any company.

G.N. Singh, advisor to the CM, highlighted the state's emergence as a healthcare and pharma hub, urging greater industry collaboration to build integrated supply chains. Welcoming the dignitaries, Invest UP CEO Vijay Kiran Anand presented insights on the state's robust land bank, investor incentives, and progressive policy framework driving industrial investments. Industry partners shared their views during the roundtable.