
Invest UP inks pact with beverage majors for community initiatives

Lucknow: Invest UP has signed a memorandum of understanding (MoU) with Coca-Cola India and SLMG Beverages Private Limited to strengthen community development and environmental sustainability initiatives across the state, an official spokesperson said on Wednesday. Under the pact, Invest UP will facilitate projects focused on water access infrastructure, improved waste collection and recycling systems, and skill development programmes aimed at enhancing local livelihoods. Invest UP CEO Vijay Kiran Anand said such partnerships were key to building scalable, long-term solutions with community impact. TNN