

Leaders, policymakers, and experts to converge at day long summit to define Eastern UP's growth agenda, taking it from margins to mainstream

Purvanchal's ascent to get a policy push

VIRENDRA SINGH RAWAT
& SANJEEB MUKHERJEE

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Uttar Pradesh's (UP's) ambition of becoming a \$1 trillion economy by 2030 will come under focus today at a mega conclave in Varanasi, where top policymakers, bankers, industrialists, and economic experts will discuss Purvanchal's (Eastern UP's) role in achieving the goal.

Led by Nitin Agrawal, Minister of State (Independent Charge) for Excise and Prohibition, the conclave will bring together key stakeholders to deliberate on strategies for accelerating growth in the region. Agrawal will be joined by other senior ministers of the Yogi Adityanath government: Daya Shankar Singh, Minister of Transport (Independent Charge); Ravindra Jaiswal, Minister of State (Independent Charge) for Stamp and Registration; Daya Shankar Mishra, Minister of State (Independent Charge) for Ayush, Food Security and Drug Administration; and Hansraj Vishwakarma, Minister of State for Micro, Small and Medium Enterprises, at *Business Standard's Ubharta (Rising) Purvanchal* event, in collaboration with Invest UP.

The ministers, experts, and industry players will deliberate on issues related to economic development, trade, business, investment, employment, infrastructure, and other aspects of the Purvanchal region. Varanasi, the parliamentary constituency of Prime Minister Narendra Modi, has in recent years transformed from an ancient town into a blend of tradition and modernity in urban development.

The inaugural session, followed by panel discussions at *Ubharta Purvanchal*, will provide insights into the state government's road map for Eastern UP and allow investors to share their views on the region's growth potential.

Purvanchal is among India's most populous regions, with a distinct cultural, linguistic, and economic identity.

The region — once dismissed as economically laggard and associated with the migration of youth in search of jobs — today boasts three international airports at Varanasi, Ayodhya,

and Kushinagar.

While Gorakhpur is a major commercial and transportation hub, other major towns such as Varanasi, Bhadohi, and Mirzapur are world-famous for textiles and carpets.

Each Purvanchal district is a hub of indigenous industries under the flagship One District One Product scheme.

Three expressways — Ganga, Purvanchal, and Bundelkhand — crisscross Eastern UP districts, linking them with other regions and enabling seamless passenger and cargo movement.

Recognising its growth potential, a range of projects such as Pharma Park, Toy Park, textile hubs, and defence manufacturing clusters are on the anvil in Purvanchal.

The boom in religious, heritage, and spiritual tourism in UP has given a further push to the socioeconomic landscape of Purvanchal.

As envisioned by Chief Minister Yogi Adityanath, Purvanchal is well positioned to play the role of a catalyst in

making UP the country's top state economy. Stepping up efforts, the Yogi government has created a policy framework to attract big-ticket investments in Eastern UP.

In February 2023, UP received more than 19,000 investment proposals totalling almost ₹40 trillion at the UP Global Investors Summit.

Now, the state plans to host a mega Ground-Breaking Ceremony (GBC) 5.0 to launch projects worth more than ₹5 trillion. In the earlier four GBCs organised by the Yogi government after coming to power in March 2017, projects worth ₹15 trillion have already been launched.

The ease-of-doing-business ecosystem is yielding results, lifting UP's gross state domestic product and creating employment opportunities. The state government is harnessing UP's natural wealth, agricultural base, and skilled human resources for economic development.

The growing network of expressways, national and international airports, logistics and export hubs, industrial corridors, and tourism corridors continues to push UP higher on the investment ladder.

Against this backdrop, *Ubharta Purvanchal* will serve as a 360-degree platform to discuss the holistic development agenda of the vibrant region.

बिजनेस स्टैंडर्ड
उभरता
पूर्वांचल