

How industrial boom in Sandila is bringing more women to work

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Lucknow: A quiet social change is unfolding alongside an industrial one in the factories of Sandila. As investments pour into the Hardoi manufacturing hub, more women are joining assembly lines, quality control units and automated production facilities.

For many families, it marks the first generation of women entering formal factory employment, signalling a gradual shift in household economics and gender roles.

The numbers point to the change. Around 5,000 people are employed across Sandila's industrial area, of whom nearly 1,000 are women, according to Sandila Industry Association.



Women workers at the Berger Paints Factory in Sandila, Hardoi

At the Rs 1,000-crore automated plant of Berger Paints, entire colourant and stainer sections are operated by all-women teams, while

companies such as Varun Beverages, Haldiram, TTC, Balaji Wafers

and Hindustan Foods have expanded employment opportunities in the industrial belt.

These first-generation women workers will eventually set a precedent that will benefit the community at large, say officials.

Take the example of Goldie, who works at Paras Dairy. The factory job has brought financial independence as well as responsibility. The sole breadwinner for her family, she said: "The future of my children will not be left to chance."

Anchal Gupta, who works at Berger factory, is another example. With a BSc degree in hand, she once wanted to take up a job in Delhi but her hesitant parents didn't allow. "The job next door has given me a chance to achieve financial independence," she said.

Likewise, for Prerna Shukla, employment came with a more immediate need. She joined the paint unit after losing her father five years ago and now contributes to her family's finances, ensuring that her younger brother continues his education.

"These women have beaten all the apprehensions by their resolve and grit," said Mukhtar Naqi, chief manager, Berger Paints, adding that their appointment was shrouded with doubts in the beginning. He said that the unit began commercial production in 2023 and employs around 200 women.

Likewise, more than 50% of workers at Paras Dairy are women who lead various sections and verticals.

CEO Invest UP, Vijay Kiran

Anand, who went to these factories as part of his inspection of the industrial area recently, said: "This is just the beginning. Greater skill development and industry participation are helping create an ecosystem for women's economic participation."

Data from Invest UP shows that Sandila has recorded investment proposals worth over Rs 6,000 crore.

With major manufacturers, Hardoi has become an emerging manufacturing hub.

Noting that women are at the heart of Uttar Pradesh's growth story, Anand said: "UP is creating an enabling ecosystem where every woman can contribute meaningfully to the state's economic transformation and inclusive growth."