

UPSIDA leading development of Bhara-Pachpera industrial area

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Under the visionary leadership of Uttar Pradesh Chief Minister Yogi Adityanath, Uttar Pradesh State Industrial Development Authority (UPSIDA) is leading the development of the Bhara-Pachpera industrial area, a 951.79 - acre project located in Bhara-Pachpera village, Pilibhit. The site is strategically located approximately 36 km from Pilibhit town, 100 km from Bareilly and 300 km from both Lucknow and Delhi. The project is part of UPSIDA's significant strides in enhancing the state's industrial infrastructure, a crucial component of Uttar Pradesh's goal to achieve a \$1 trillion economy.

The key features of the project include:-

Large industrial plots: Offering large industrial plots up to 130 acres, providing ample space for diverse range of industries.

State-of-the-art infrastructure: Featuring 'plug & play'

facilities for underground utilities, integrated solid waste management and optical fibre connectivity.

Sustainability focus: Incorporation sustainable practices such as zero discharge, rainwater harvesting, solar panels on all buildings.

Smart monitoring: Utilising robust Command and Control Centre with SCADA systems to ensure 24/7 surveillance and smart utility management for water, sewerage and power.

Web-based integration: Providing real-time information to industrialists and visitors through mobile applications, enhancing operational efficiency.

Eco-friendly environment: Creating a tranquil setting with a 37 acres eco park and green buffers zones to support biodiversity and reduce the carbon footprint.

Sustainable water management: Implementing rainwater harvesting and zero-liquid discharge through central effluent treatment plant (CETP).

The UPSIDA is focusing on developing bordering districts there-by promoting regional balance development. The local in situ employment generation will help in reduction in migration. The works amounting to ₹239.72 crore will be executed on industries related to agro food processing, manufacturing of coir items, ayurvedic and homeopathic medicines, wooden products, packaging materials, scientific instruments manufacturing etc. The ground work will commence soon.

Chief Executive Officer (CEO), UPSIDA, Mayur Maheshwari, emphasised that this project exemplifies the authority's commitment to developing state-of-the-art industrial infrastructure, generating employment opportunities, and driving regional economic growth. Upon completion, Bhara-Pachpera is poised to become a key industrial hub, attracting substantial investment and significant contributing to the state's economic vision.