

# Kanpur to get Footwear Park: UPSIDA

**EXPRESS NEWS SERVICE**

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THE UTTAR Pradesh State Industrial Development Authority (UPSIDA) is developing the state's "first dedicated Footwear Park" on 131.69 acres in Kanpur, officials said in a statement on Wednesday.

The project aims at providing opportunities for micro, small and medium enterprises (MSMEs). The park is envisioned as a hub for manufacturing a wide range of products, including uniform, sports, casual, moc-casins, ballerinas, sandals, PVC footwear and finished leather goods, the statement said.

UPSIDA is promoting the 'plug-and-play' industrial model at the park, ensuring that essential infrastructure such as electricity, water, sewerage and ready-to-use factory sheds are in place. This model allows entrepreneurs to begin operations with minimal cost and reduced setup time, it said.

The park will also feature a Common Facility Centre, offering shared amenities such as laboratories, design studios, packaging units, and training centres. These facilities are expected to enhance production efficiency, improve product quality and boost the global competitiveness of local industries, said the statement.

The entire application process has been entirely digital through the Nivesh Mitra Portal, ensuring greater transparency and ease for investors.

UPSIDA Chief Executive Officer Mayur Maheshwari stated, "The proposed Footwear Park in Kanpur will strengthen local industries and create employment opportunities for thousands of youth.

Under the MSME Policy 2022, incentives will empower entrepreneurs to become self-reliant and play a vital role in advancing Uttar Pradesh towards its goal of becoming a \$1-trillion economy."



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