

In an exclusive conversation with BW Businessworld's **Ruhail Amin**, Uttar Pradesh State Industrial Development Authority (UPSIDA) CEO **MAYUR MAHESHWARI**

discusses the strategic development of Integrated Manufacturing Clusters in Agra and Prayagraj, the state's vision to become a leader in industrial growth

## “Agra and Prayagraj IMCs Will Position Uttar Pradesh as India’s Premier Manufacturing and Logistics Hub”

**The Amritsar-Kolkata Industrial Corridor (AKIC) is poised to be a game-changer for Uttar Pradesh. How does UPSIDA envision leveraging this initiative to transform the industrial landscape?**

The AKIC spans Punjab, Uttarakhand, Haryana, Uttar Pradesh, Bihar, Jharkhand, and West Bengal, leveraging the Eastern Dedicated Freight Corridor (EDFC) as its backbone. In Uttar Pradesh, UPSIDA is developing Integrated Manufacturing Clusters (IMCs) in Agra (1,059 acres) and Prayagraj (352 acres). These clusters aim to transform the state into a premier manufacturing and logistics hub by enhancing multi-modal connectivity and attracting global and domestic investments.

Key priorities include workforce skill development, MSME support, and robust infrastructure to bridge urban-rural divides and promote regional equity. Aligned with initiatives like Make in India and PM Gati Shakti, AKIC focuses on boosting exports, creating jobs, and fostering sustainability to strengthen Uttar Pradesh's global industrial competitiveness.

**With IMC Agra and IMC Prayagraj as flagship projects under AKIC, what specific strategies are being employed to ensure these clusters attract investors?**

UPSIDA's IMCs in Agra and Prayagraj under the AKIC aim to attract domestic and international investors through world-class infrastructure, multi-modal connectivity, tax incentives, and streamlined clearances. Key facilities such as Effluent Treatment Plants, Water Treatment Plants, Solid Waste Management, roads, drainage systems, and commercial spaces are planned. The land is under UPSIDA's possession, with environmental clearance obtained and master plans

complete. Targeting high-potential sectors like electronics, textiles, and food processing, the clusters also emphasise eco-friendly industries and sustainable practices. Specialised skill enhancement facilities ensure a trained workforce, while MSME zones support technology access and funding. Global visibility is enhanced through roadshows and collaborations, positioning these IMCs as leading industrial hubs in Uttar Pradesh.

**Prayagraj IMC is focusing on sectors like e-mobility, food processing, and leather. What factors influenced the selection of these sectors?**

The selection of e-mobility, food pro-

cessing, and leather for IMC Prayagraj is driven by Hon'ble CM's vision of making the state a \$1 Trillion economy. E-mobility aligns with India's push for sustainable transportation and Uttar Pradesh's rising demand for EV manufacturing. Food processing leverages the state's agricultural abundance, promoting value addition and rural development. The leather industry builds on Uttar Pradesh's presence in global markets, particularly Kanpur. These sectors align with the state's focus on job creation, exports, and green growth, boosting Uttar Pradesh's position in supply chains.

**The plan to expand Uttar Pradesh's**

**land bank to 150,000 acres by 2027 is ambitious. What are the primary challenges in achieving this target?**

Expanding the land bank of Uttar Pradesh to 150,000 acres by 2027 aligns with the state's industrial and infrastructural requirements. The endeavour faces various obstacles such as limited land availability, resistance to acquisition, regulatory bottlenecks, gaps in infrastructure, and environmental considerations. UPSIDA's strategy entails proactive identification of land parcels, offering transparent compensation, expediting approvals, implementing Public-Private Partnership (PPP) models, and integrating sustainability practices to



**“Expanding the land bank of Uttar Pradesh to 150,000 acres by 2027 aligns with the state’s industrial and infrastructural requirements”**

foster investor trust.

**What measures are being taken to create a conducive business environment?**

UPSIDA is focused on creating a conducive business environment to attract long-term investments through several key measures. These include streamlining processes with Nivesh Mitra, a single-window system for approvals and clearances, ensuring transparency and efficiency. UPSIDA is developing world-class infrastructure, strictly in policy transparency in process including integrated industrial clusters, ready-to-use plots, plug n play feature and multi-modal connectivity to improve logistics.

The authority also emphasises offering competitive incentives like tax benefits, land subsidies, and dedicated zones for different industries. Additionally, UPSIDA promotes a skill-ready workforce through training programmes and ensures environmental sustainability in industrial development, fostering confidence among investors for long-term growth.

**How do you see Uttar Pradesh positioning itself on the global manufacturing map?**

Under the Make in India initiative, Uttar Pradesh is positioning itself as a major player in global manufacturing by focusing on infrastructure development, industrial clusters, and policy reforms. The state is improving connectivity with better transport networks, including highways and freight corridors, making it an attractive destination for investors. By offering sector-specific incentives, faster approvals through Nivesh Mitra, and a skilled workforce, Uttar Pradesh is set to draw investments from major economies. Key sectors like electronics, automotive, and textiles will boost exports, creating a competitive manufacturing hub with global appeal. **BW**

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