



Uttar Pradesh Targets Global Manufacturing Shift

Why in News?

Uttar Pradesh (UP) is intensifying its global outreach to **attract multinational manufacturers**, particularly through the **China+1 strategy**, as part of Chief Minister Yogi Adityanath's vision to transform the state into a **USD 1 trillion economy**.

Key Points

- **About China+1 Strategy:**
 - It refers to the **global trend** where companies diversify their manufacturing and supply chains by establishing operations in countries **other than China**.
 - This approach **aims to mitigate risks associated with over-reliance on a single country**, especially in light of geopolitical tensions and supply chain disruptions.
- **Global Outreach to Attract Investment:**
 - As part of its China+1 strategy, **Invest UP**, the state's nodal investment promotion agency, is leading a global outreach initiative.
 - The campaign includes roadshows and strategic business engagements across the United States, Europe, and the United Kingdom to **attract Fortune 500 companies and global industrial leaders**.
 - The outreach will feature Business-to-Government (B2G) meetings and roundtable discussions in global business hubs such as New York, London, Paris, among others.
 - These events are being organised in collaboration with Indian embassies and leading trade associations like **US-India Business Council (USIBC)**, **Confederation of Indian Industries CII**, and **Federation of Indian Chambers of Commerce & Industry (FICCI)**.
- **Sectoral Growth and Key Investments in UP:**
 - **Electronics:** Rs 3,700 crore HCL-Foxconn OSAT investment marks a milestone in the state's semiconductor ambitions.
 - **Textiles:** UP is strengthening its textile value chain through **PM MITRA Mega Textile Park** and mini parks focused on synthetic, defence, and medical textiles.
 - **Electric Vehicles (EVs):** Under the **EV Policy 2023**, UP targets 36 Gigawatt hours (GWh) battery production capacity by 2028.
 - **Digital Infrastructure:** Noida-Greater Noida is emerging as India's leading data centre hub, with plans to develop an **integrated AI City**.

Invest UP

- **About:**
 - Invest UP, formerly known as **Udyog Bandhu**, is the **investment promotion and facilitation agency** of the **Government of Uttar Pradesh**.
 - It is dedicated to **attracting new investments and resolving issues** faced by existing and upcoming industries in the state.
- **Vision:**
 - Invest UP envisions transforming UP into India's most preferred investment destination.
 - It aims to serve as an **effective driver of investment policies and provide a world-**

class business environment and infrastructure, thereby fostering economic growth and enhancing the quality of life for the people of the state.

▪ **Mission:**

- As **state's Investment Promotion and Facilitation Agency**, Invest UP aims at attracting investment in the state through proactive contribution in policy formulation for rapid development of industries and infrastructure in the State.
- The organization facilitates the resolution of problems of prospective and existing entrepreneurs by **providing them the advisory services**.

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