



**EXPRESSION OF INTEREST  
FOR  
DEMAND ASSESSMENT OF INDUSTRIAL LAND FOR DEVELOPMENT  
OF FOOTWEAR & ACCESSORIES MANUFACTURING INDUSTRIAL AREA AT  
RAMAIPUR IN KANPUR NAGAR**



**UTTAR PRADESH STATE INDUSTRIAL DEVELOPMENT AUTHORITY  
UPSIDA COMPLEX, A-1/4 LAKHANPUR KANPUR-208024, (U.P.)**

**Website: <https://www.onlineupsida.com/>**

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## **1. About UPSIDA**

Uttar Pradesh State Industrial Development Authority (UPSIDA) is the nodal agency for industrial development in Uttar Pradesh. UPSIDA is actively engaged in developing and maintaining industrial infrastructure including industrial areas, industrial parks, industrial townships and fostering investor-friendly climate within the State. It has been spearheading industrial promotion in the State with development of hi-tech integrated industrial townships and sector specific industrial areas attracting various small, medium, and large industrial units.

UPSIDA has been instrumental in the development of high-tech industrial townships like Trans Ganga and Saraswati hi-tech cities and sector specific industrial areas like Plastic City, Agro Parks, Apparel Parks, perfume park, among others which has attracted various small, medium and large industrial units in these areas.

## **2. Introduction**

The leather and footwear industry in India is a high employment generating sector, contributing significantly to the country's export earnings and economic growth. From the simple padukas worn by priests in the 1st century to exquisite mojharis and juttis patronized by the Rajput and Mughal rulers respectively, to the widely popular Kolhapuri chappals which first became popular in the 18th century, India has had a long and rich history of diverse footwear. Being the 2nd largest producer of footwear, 2nd largest exporter of leather garments and 5th largest exporter of leather goods, the world now looks at India for a large proportion of its footwear and leather requirements. The footwear industry in India contributes about two per cent to India's overall GDP along with employing 2 Mn workers, making the sector one of the top employment generators in the country. Holding an important place in the Prime Minister's drive to Make in India, the footwear segment has been chosen as a Champion Sector. But it is not only leather footwear that is making waves these days. There is also a renewed focus on the non-leather footwear segment around the world. In worldwide consumption terms, 86 per cent of global footwear consumption has become non-leather by volume. Herein, lies a double-digit growth opportunity which India, the second largest producer and consumer of footwear in the world, is ready to tap into.

Already a leader in the traditional leather sector, it is now gaining steady ground in the production of non-leather footwear.

The non-leather footwear industry in India is fragmented and close to 75 per cent production comes from the unorganised sector, which includes micro, small, and medium enterprises (MSMEs). Chennai, Ranipet, Ambur in Tamil Nadu; Mumbai in Maharashtra, Kanpur and Agra in Uttar Pradesh, Jalandhar and Ludhiana in Punjab, Delhi, Karnal, Sonapat, Faridabad, Pune, Kolkata, Calicut and Ernakulam are some of the major non-leather footwear production centres in India. Today, there are several factors driving this market, providing a level playing field for both, major global and domestic brands, to drive innovation in their product lines and capture the expanding market. The footwear sector in India is now de-licensed and de-reserved, paving the way for growth of capacities on modern lines with state-of-the-art machinery. To further assist this process, the government has permitted 100 per cent foreign direct investment (FDI) through the automatic route for the footwear sector.

Diving deeper into the transformative powers of this industry, this report elaborates on the domestic and global overview of the non-leather footwear segment and India's rising potential to tap global market in this segment.

### **3. Global Overview**

The global footwear market size is valued at \$ 365.5 Bn in 2020 and is estimated to reach \$ 530.3 Bn by 2027 with a Compound Annual Growth Rate (CAGR) of 5.5 per cent from 2020 to 2027. The global footwear market is segmented into type, material, end users, distribution channel, and region. By type, the market is categorized into athletic and non-athletic. Depending on material, it is bifurcated into leather and non-leather. On the basis of distribution channel, it is classified into hypermarket/supermarket, specialty stores, brand outlets, online sales channels and others.

#### **4. Objective and Purpose of the Expression of Interest**

UPSIDA possess 130.00 acres of land at village Senpurab Para, Ramaipur, district Kanpur and is planning to develop an Footwear & Accessories Manufacturing Industrial Area as part of its ongoing initiatives. For the same, UPSIDA intends to gauge interest from various industrial players to set up finished leather, Textile and Athletic footwear like (Dress Shoes, Casuals, Moccasins, Sport Shoes, Sandals, Ballerinas, Boots, Sandals and Chappals made of rubber, plastic, P.V.C.) and other accessories based industrial units in the proposed Industrial land. **NOTE- In proposed footwear park leather processing, tanning, wetting, dyeing of leather are not allowed. Only finished leather used for manufacturing of leather based footwear.**

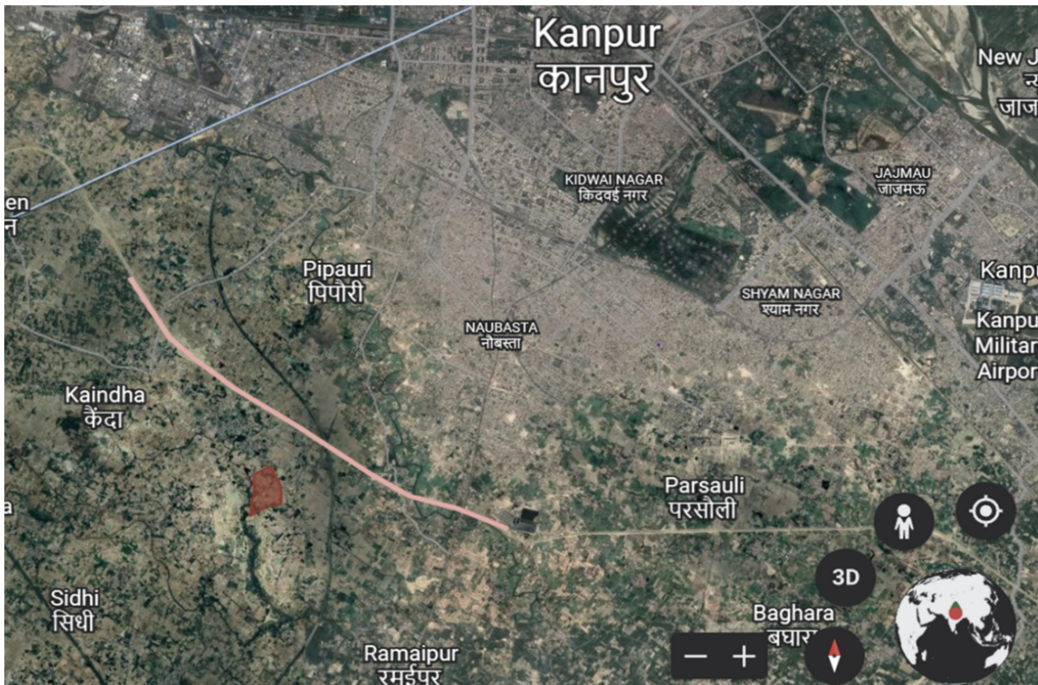
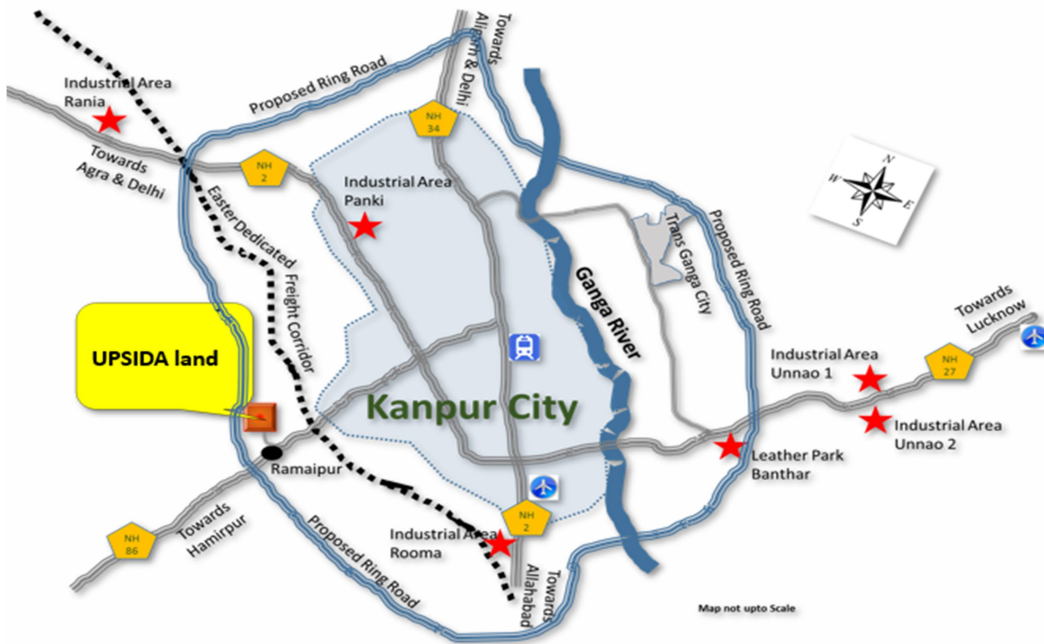
#### **5. Location:**

- a) The Industrial area is proposed to be developed at village Senpurab Para near Ramaipur in district Kanpur, Uttar Pradesh
- b) Senpurab Para is one of the villages in Vidhunu Mandal, Kanpur Nagar District, Uttar Pradesh State. Senpurab Para is located 15 kms distance from its District main City Kanpur. It is located 85 km distance from the capital Lucknow
- c) Senpurab Para village is approx. 4 Kms from Ramaipur which is located on Hamirpur road (NH86)

#### **6. Site Detail:**

##### **a. Infrastructure Availability**

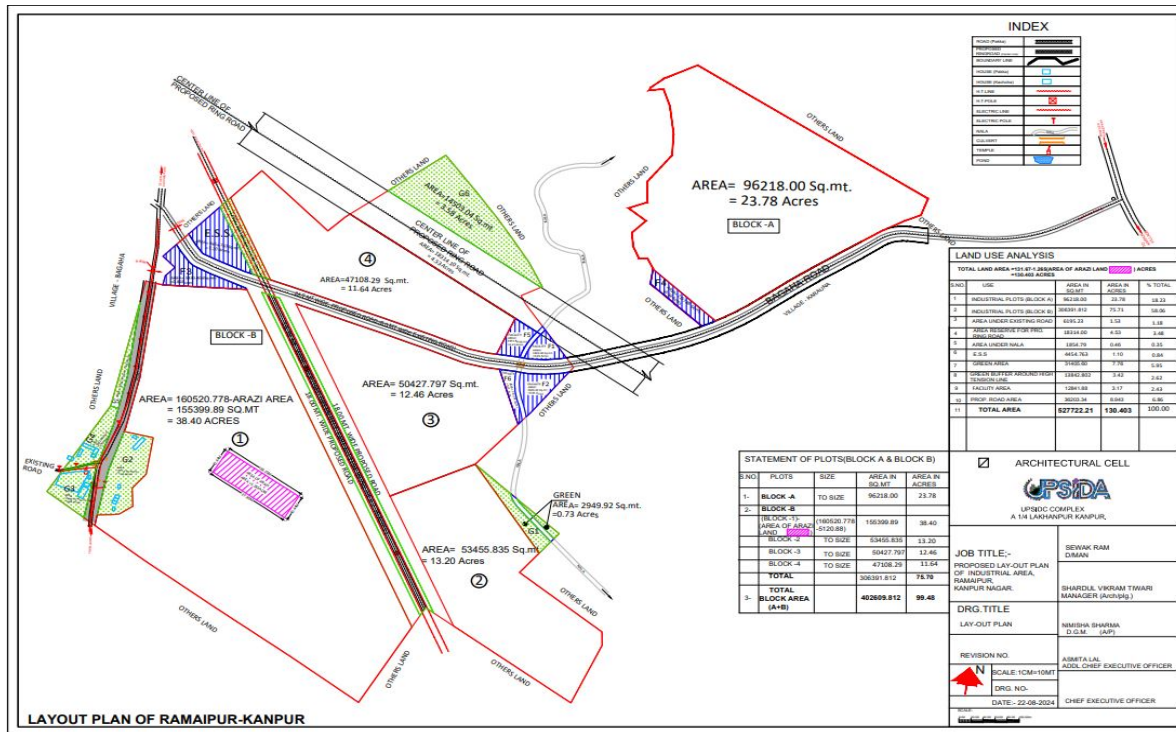
The site has very good connectivity by road, rail and air. It is located very close the National Highway NH86 which connects Kanpur to Hamirpur, Chhatarpur, Bhopal and Indore. The location map of the site for the proposed site is represented in Figure:



The detail of the proposed site is provided in the table below:

1.	Development Type	<ul style="list-style-type: none"> <li>Greenfield</li> </ul>
2.	Location	<ul style="list-style-type: none"> <li>4 kms from NH 86 connecting Kanpur to Hamirpur</li> <li>Approx. 15 km from Kanpur City</li> <li>(~1 km) from proposed Kanpur ring road</li> </ul>
3.	Nearest Railway Station	<ul style="list-style-type: none"> <li>Kanpur Railway Station Junction (~15.5 km)</li> </ul>
4.	Nearest Airport	<ul style="list-style-type: none"> <li>Kanpur Airport (~25.2 km)</li> <li>Lucknow Airport, Uttar Pradesh (~87.1 km)</li> </ul>
5.	Nearest Transport Nagar	<ul style="list-style-type: none"> <li>Cooperganj Kanpur, Uttar Pradesh (~13.9 km)</li> </ul>
6.	Nearest ICD	<ul style="list-style-type: none"> <li>I.C.D. Fazalganj Industrial Estate (~13.1 kms)</li> </ul>
7.	Nearest UPSIDA Industrial Area (IA)	<ul style="list-style-type: none"> <li>Rooma IA, Kanpur Nagar (~24.5 km)</li> <li>Chakeri IA Kanpur Nagar (~21.4 km)</li> </ul>

**b. Layout of Industrial Area**



## 7. Data Sheet

S. No.	Item	Details
1.	Project Name	Demand Assessment of Footwear & Accessories Manufacturing Industrial Area for development of industrial area at Senpurab Para village, Ramaipur, district Kanpur Nagar
2.	Location Coordinate	26.371284, 80.267695
3.	Proposed Location on Google Map	<a href="https://www.google.com/maps/d/u/0/edit?mid=1oxyW80GnZo_Zo7Gw0COcUmS88rEP2F0&amp;usp=sharing">https://www.google.com/maps/d/u/0/edit?mid=1oxyW80GnZo_Zo7Gw0COcUmS88rEP2F0&amp;usp=sharing</a>
4.	Nodal Officer (for any clarification)	Mr. Mansoor katiyar Regional Manager (RM), Kanpur Uttar Pradesh State Industrial Development Authority, (UPSIDA) UPSIDC Complex, A-1/4 Lakhanpur Kanpur-208024 Contact No. 8707503785 E-mail Address: <a href="mailto:rmkanpur@upsida.co.in">rmkanpur@upsida.co.in</a>
5.	Publication of EOI	19/02/2025
6.	Document download (start time)	19/02/2025 11:00 hrs Document can be downloaded from <a href="https://www.onlineupsida.com/">https://www.onlineupsida.com/</a>
7.	Submission On	Soft copy of the Eoi to be submitted to <a href="mailto:rmkanpur@upsida.co.in">rmkanpur@upsida.co.in</a>

## 8. Highlights of UP micro, small & medium enterprises promotion policy 2022

### Capital Subsidy

- Micro, small and medium enterprises in the Bundelkhand and Purvanchal region of the State will be eligible for capital subsidy of 25%, 20% and 15%, respectively.
- Micro, small and medium enterprises in the Madhyanchal and Paschimanchal region of the State will be eligible for capital subsidy of 20%, 15% and 10%, respectively.
- SC/ ST and women entrepreneurs will be eligible for 2% additional, capital subsidy.
- Capital subsidy is capped at Rs 4 Crore/ unit.
- Capital subsidy will be provided in 2 equal installments. First installment is payable once the construction of related buildings is completed. Second installment is payable once at least 50% of commercial production has begun.

### Interest Subsidy

- Only micro units will be eligible for interest subsidy.
- 50% interest subsidy, payable annually for five years, subject to ceiling of Rs 25 Lakh/ unit.
- 60% interest subsidy for SC/ ST and women entrepreneurs, payable annually for five years, subject to ceiling of Rs 25 Lakh/ unit.

### Infrastructure Interest Subsidy

- Approved MSME industrial parks/ estates/ flatted factory complex (minimum area of 4000 square metres for flatted factory complexes) projects with area of 10 acres or more, will be eligible for annual infrastructure interest subsidy of up to 50%, subject to ceiling of Rs 2 Crore, annually.
- Infrastructure interest subsidy will be payable for 7 years

### Stamp Duty Exemption

- MSMEs will be eligible for 100% stamp duty exemption in the Purvanchal and Budelkhand region, and 75% in the Madhyanchal and Paschimanchal region except for Gautam Budh Nagar and Ghaziabad wherein stamp duty exemption will be 50%
- Women entrepreneurs will be eligible for 100% stamp duty exemption in any part of the State
- MSME industrial parks/ estates/ flatted factory complex developers will be provided 100% stamp duty exemption, on purchase of land

## Promoting Quality Improvement among MSMEs

- MSMEs will be encouraged to manufacture high quality products.
- MSMEs will be promoted to attain quality standards like ZED, GMP, Hallmark etc. To this end, fiscal assistance of up to 75% (maximum Rs 5 Lakh) will be provided to MSMEs, as reimbursement.
- Financial assistance of 75% (maximum Rs.10 lakh) will be provided for attaining patents and GI tags.
- Attorney fee of Rs 50,000 and Rs 2,00,000 will be reimbursed for obtaining national and international patents/ GI tag, respectively.
- Financial assistance of 75% for implementing ERP solutions (maximum Rs 1 Lakh) and ICT solutions (maximum Rs 5 Lakh).

## Promoting Environment Improvement Measures among MSMEs

- Fiscal assistance of 50% of the project cost (maximum Rs 10 crore) for establishment of CETPs
- Financial assistance of 50% of the project cost (maximum Rs 75 lakh) for implementing Zero Liquid Discharge facility
- Fiscal assistance of up to 50% of the project cost (maximum Rs 50 Lakh) for establishing boiler facility as common facility (minimum 10 MSMEs will be required to undertake such project)
- Promoting green practice and environmental audits for MSME like energy and water conservation audits – reimbursement of 75% (maximum Rs 50,000) towards audit services fee and 50% (maximum Rs 20 Lakh) towards purchase of auditor recommended equipment/ machinery
- Reimbursement of up to 50% (maximum Rs 2.5 Lakh) of the consultancy charges incurred towards obtaining green rating for industrial buildings
- Reimbursement of up to 50% (maximum Rs 10 Lakh) towards expenses incurred for the establishment of the Environment Management Laboratory/ Environment Management System

## 9. Highlights of UP micro, small & medium enterprises promotion policy 2022

### Incentives to Industrial Units

Categories	Capital Investment
Large	Above ₹50 Cr but below ₹200 Cr
Mega	₹200 Cr or above but below ₹500 Cr
Super Mega	₹500 Cr or above but below ₹3,000 Cr
Ultra-Mega	₹3,000 Cr or above





### Stamp Duty Exemption

- 100% in Bundelkhand & Poorvanchal,
- 75% in Madhyanchal & Paschimanchal (except Gautam Buddh Nagar & Ghaziabad)
- 50% in Gautambuddh Nagar & Ghaziabad districts





### Investment Promotion Subsidy

A one-time choice of choosing one option between three mutually exclusive options during the time of application. One additional chance of changing the Option after the application has been processed by the Evaluation Committee and is pending for the approval of the High-Level Empowered Committee or the Empowered Committee, as the case may be.

## Capital Subsidy with boosters

Option-1	 Large	 Mega	 Super Mega	 Ultra Mega
Capital Subsidy = Base Capital Subsidy X Gross Capacity Utilization Multiple (GCM)				
Gross Capacity Utilization Multiple (GCM) = Minimum of (75%, Pelak Capacity Utilization of the considered year)/75%				
<b>GAUTAM BUDH NAGAR AND GHAZIABAD</b>	10% of ECI over a period of 10 years	18% of ECI over a period of 12 years	20% of ECI over a period of 15 years	22% of ECI over a period of 20 years
<b>MADHYANCHAL AND PASCHIMANCHAL</b>	12% of ECI over a period of 10 years	20% of ECI over a period of 12 years	22% of ECI over a period of 15 years	25% of ECI over a period of 20 years
<b>BUNDELKHAND AND POORVANCHAL</b>	15% of ECI over a period of 10 years	22% of ECI over a period of 12 years	25% of ECI over a period of 15 years	30% of ECI over a period of 20 years
<b>INCENTIVE DISBURSAL DURATION</b>	Over 10 years in 10 annual instalments	Over 12 years in 12 annual instalments	Over 15 years in 15 annual instalments	Over 20 years in 20 annual instalments
<b>ANNUAL CELING</b>	INR 5 crores	INR 10 crores	INR 50 crores	INR 150 crores
<b>ANNUAL CELING WITH BOOSTERS</b>	Not applicable	INR 15 crores	INR 75 crores	INR 210 crores

## Net SGST Reimbursement

Option-2	 Large	 Mega	 Super Mega	 Ultra Mega
Net SGST Reimbursement: Reimbursement of 100% of the net SGST amount deposited in State's account X				
<b>Annual % of net SGST reimbursement</b>	100%	100%	100%	1000%
<b>Period of reimbursement (in years)</b>	6	12	14	16
<b>GAUTAM BUDH NAGAR AND GHAZIABAD</b>	Annual ceiling as % of ECI	16%	7%	5%
	Overall ceiling as % of ECI	80%	80%	80%
<b>MADHYANCHAL AND PASCHIMANCHAL</b>	Annual ceiling as % of ECI	18%	17%	13%
	Overall ceiling as % of ECI	90%	200%	200%
<b>BUNDELKHAND AND POORVANCHAL</b>	Annual ceiling as % of ECI	20%	25%	19%
	Overall ceiling as % of ECI	100%	300%	300%

## Fast track Land Allotment

- Preferential land allotment on fast-track basis for following category of investors –
- Super Mega and above category as per DPR
- Mega projects meeting the following conditions:
- Projects with 100% Foreign Direct Investment
- Companies featuring in Fortune Global-500 in last 3 consecutive years
- Companies featuring in Economic Times-200 in last 3 consecutive years
- Companies featuring in Forbes Global-2000/ Asia best – 200 companies in last 3 consecutive years
- Large+ category projects which are industrial PSUs of any State/Central Govt with majority Govt holding
- In industrial areas where direct land allotment is allowed, the concerned IDA will directly allot the plot in favour of investor. In case of multiple application, highest investor will be allotted through Nivesh Mitra Portal.
- In areas outside any IDA/ DA or Urban Local body, State to acquire land 1.25 times of that required by eligible unit so that a minimum of 4 more industrial units can be set up in the additional land so acquired and an industrial area can be developed

## Case-to-case incentives

- a) Government may consider providing customized package of incentives on case-to-case basis as deemed necessary for projects of special importance.
- b) Kind of such projects eligible for case-to-case basis incentives shall be approved by the Cabinet

For detailed Policy Please visit given link.

<https://invest.up.gov.in/uttar-pradesh-industrial-investment-employment-promotion-policy-2022/>

## A. Incentives from UPSIDA:

In addition to incentive highlighted in the policy, UPSIDA also provides for Investment specific installments/incentives as follows:

- a. 10% while applying from Nivesh Mitra portal.
- b. 40% at the time of issue of allotment letter.
- c. Remaining 50% will be divided into 12 half yearly instalments for 3 years with applicable rate of interest.
- d. Total cost of land paid after allotment letter date to 60 days . Land rebate of 2% available on total cost.

### Annexure A

Interested investors are requested to provide relevant details as highlighted in the table below:

**Demand Assessment Form for Senpurab Para, Ramaipur Industrial Area, Kanpur Nagar.**

Sl. No.	Description	Investor Details
1.	Name of Applicant	
2.	Company Name	
3.	Designation	
4.	Mobile No.	
5.	E-Mail	
6.	Website Address	
7.	Proposed Project Name	
8.	Products to be manufactured	
9.	Proposed Investment (In Crores)	
10.	Proposed Employment Generation	
11.	Type of Units	<input type="checkbox"/> Ancillary Unit <input type="checkbox"/> Raw Material Manufacturing <input type="checkbox"/> Final Product <input type="checkbox"/> Any Other please specify .....
12.	Major Raw Material with sourcing place	
13.	Pollution Category (Select One)	<input type="checkbox"/> Red Category <input type="checkbox"/> Orange Category <input type="checkbox"/> Green Category <input type="checkbox"/> White Category
14.	Plot Size/ Area required (in Square Meter)	
15.	Floor Area Ratio (FAR) required	
16.	Expected Rate of Plot (In square meter)	
17.	Support from Authority (UPSIDA) solicited	