

**No. O-15012/14/2021-Research
Government of India
NITI Aayog
(Governance & Research Vertical)**

Sansad Marg, New Delhi-110001

Dated the 23rd September, 2021

PUBLIC NOTICE

Sub: Eol on Research Study on Study on “Preparation of Vision, Implementation Strategy and Integrated Industrial Infrastructure Plan for Kanpur Region” -reg.

NITI Aayog invites expressions of Interest (Eol) for conducting research/study on the topic as mentioned in Annexure-I from institutions/organisations of repute (including university/deemed university). A brief scope/ToR of the study proposed is also enclosed at Annexure-I. The detailed Research Scheme of NITI Aayog, 2021 (RSNA-2021) guidelines may be seen in the NITI Aayog website at <http://www.niti.gov.in/guidelines>.

2. Here, the aim is to arrive at the policy prescriptions on the issue and to have more focused feedback for future policy-making. The Research/Study Proposals for which Eol is being invited, will be funded under the Research Scheme of NITI Aayog 2021 (RSNA-2021) and its amendments, if any. All the institutions/organisations are requested to go through the Guidelines of the Research Scheme of NITI Aayog 2021 (RSNA-2021) before responding to this public notice, especially to satisfy themselves that they fulfill all the eligibility criteria for availing of grant under the said scheme and also that they can conduct the research study project as per the guidelines.

3. The copy of Eol as per Annexure-II must be submitted by hand or by Registered post or E mail to Deputy Secretary (Governance & Research), Room # 401, NITI Aayog, Sansad Marg, New Delhi-110001. The EoI must be sent in envelopes superscribed with the words “Eol on (name of the topic as mentioned in Annexure- I)” and the same must reach the NITI Aayog by 25.10.2021. EoI through E mail may be sent at address rana.kulwant@nic.in. For any query in this regard, the Deputy Secretary(Research) may please be contacted over telephone - 011-23096749/mail – rana.kulwant@nic.in.

(Kulwant Rana)
Deputy Secretary(Research)

Copy to : Adviser(Industry I) for information please.

Topic : Research Study on Study on “Preparation of Vision, Implementation Strategy and Integrated Industrial Infrastructure Plan for Kanpur Region”

1. Terms of Reference (ToR): The ToR shall include

The scope of services envisaged for the preparation of report is as follows:

- Assessment of Kanpur Region
- Market Study / Demand Assessment for Industrial sector
- Identification of Focus Sectors/Sectors of Strength for the Kanpur region
- Identifying the Development Needs of the industrial sector in the region and suggesting enablers/projects
- Infrastructure Demand
- Suggested Implementation plan/interventions & Cost Estimates
- Any other activities required for the completion of Study

Detailed Scope of Work

• **Analysis of Industrial Drivers**

The consultant shall carry out an analysis of the Kanpur region on the following broad terms:

- a. Definition of area under consideration as Kanpur Region (Kanpur Nagar, Kanpur Dehaat and relevant peripheries)
- b. Identification and Mapping of Industrial Parks, Clusters, Economic Zones Connectivity (Road, Rail, Metro and Airport)
- c. Condition of existing roads and traffic pattern for identified zones
- d. Socio-economic profile
- e. Available social infrastructure
- f. Proposed development plans
- g. Land use pattern
- h. Qualitative assessment of Utilities (Water ,Power, communication etc relevant for Industrial growth)
- i. Identification of environmentally/ecologically sensitive areas

▪ **Market Study / Demand Assessment for Industrial sector**

The Consultant shall review the existing industrial ecosystem and collect information related to their economic activity to identify infrastructure and other needs specific to the Kanpur region for the next 30 years.

The tasks expected to be carried out as part of the study include:

- a. A macroeconomic review of the region to assess regional and locational strengths and constraints; analysing the investment climate and identifying potential sectors that would influence the successful development of the region;
 - b. Comparative analysis of the region with other industrial regions of the nation
 - c. Based on an analysis of the region's development prospects, identify target sectors / markets based on the competitive and comparative advantage of the region. This detailed overview includes information regarding existing clusters, classification of existing industries based on capital intensity, backward linkages for raw material and technology, forward linkages (markets and marketing channels), share in national production / exports, segment wise number of units, turnover, exports, employment, etc.
 - d. Special infrastructure requirements to market the region to targeted companies for investment.
 - e. An analysis of the regulatory and policy scenario and institutional mechanism along with the incentives offered by the Central/State Government. In addition the consultant will identify policy incentives available as per Central and State Government policies for applicable industries to promote industrialization (sector specific policies / support programmes, support under a policy for MSMEs, etc.)
 - f. Study of Economic and Investments climate in Uttar Pradesh including the trends in economy, investment attractiveness, comparison with other states and regions, leading destinations of investments, attractiveness of region from the view of foreign investor etc.
 - g. Study the upcoming and proposed major infrastructure developments in the hinterland.
 - h. An analysis of the Labour Market of the region needs to be undertaken. This shall include the enumeration of various labour laws and regulations applicable in the region. Further, information regarding the availability of skilled and unskilled labour and the market wages needs to be ascertained from both the Government of UP and the industries themselves. Further information is also need on the mechanisms in place, both governmental and private, to impart skills to workers
 - i. Carry out SWOT analysis of the region from the perspective on a investor
 - j. Carry out one to one interactions/ stakeholder consultation with segment wise key players in the area and elicit their expansion plans and their requirements.
 - k. Organize stakeholder consultations and extract the view of the prospective investors into region.
- **Identifying the Development needs of existing industrial sectors and suggesting enablers/projects**

The Demand for the proposed industrial region shall be assessed taking account the trends in industrial growth, macro-economic and demographic indicators and the location's potential to attract end users. The assessment shall include demand projections for each of the development components over the project period. This shall include:

- a. Target investors' Perceptions of the region as well as the requirements of manufacturing sector
- b. Perception about the Kanpur region as a suitability for identified industrial sectors

- c. Relocation / Expansion / plans of the Industrial parks and Zones
- d. Value chain assessment of top 10 identified focus/potential sector
- e. Regulatory framework and Government support requirement related inputs.
- f. List of major products that may possibly be focussed for investment and Industrial Parks
- g. Determine the products/sectors where the proposed location / region exhibit competitive strengths- skilled manpower, resource base, cost advantage and large domestic markets.
- h. Understand global trends in various sectors especially - outsourcing and contract manufacturing.
- i. Determine the broad domestic and international market potential of the selected sectors
- j. Identify constraints in entering select sectors based on investor perception / attitudes; infrastructure and government policies in place.
- k. The consultant shall prepare an industrial development strategy
- l. Based on the consultations with industries in the region and prospective investors issues regarding social infrastructure needs of the region needs to be identified. This includes aspects like public health, education facilities, crime rates, pollution levels, etc. This shall include construction of indicators on the lines of ease of living and municipal performance index developed by the Ministry of housing and Urban Affairs.

- **Infrastructure Demand**

Based on the focus sectors and the industrial / social facilities defined in the demand assessment, the consultant shall quantify the following infrastructure requirements for proposed industrial region. Road network along with capacity by assessing the traffic expected from the proposed facilities.

- a. Qualitative assessment of adequacy of water supply for industrial needs in the region
- b. Qualitative assessment of power supply, power demand , reliabiliuty and cost. Comparison with other similarly industrialized regions like Tamil Nadu, Gujarat, etc.
- c. Road and Rail connectivity and its shortcomings if any.
- d. Analysing the Logistics profile including the developing of an index highlighting logistics performance, akin to Logistic Performance Index of World Bank

- **Suggested Implementation plan/interventions & Cost Estimates**

- a. The appointed consultant shall estimate the broad cost estimate and capex plan to implement the initiatives/action plans suggested
- b. Infrastructure phasing plan
- c. Each identified projects/enablers should be supplemented with need assessment, conceptual preliminary plan, broad techno economic feasibility and viable project structure options that can be used for implementation.

- **Any other activities required for the completion of Study**

2. Background and Objectives of the study:

The modern prosperity has primarily been through increased economic activity based in urban centers. As shifts in production structure fuelled the growth of industrial cities; economic activity has since been synonymous with urbanization and city clusters. Most notably, cities account for more than 80% of global GDP.

Urban centres attract workers with a wide range of talent and skill. As a result, the inflow of working population into cities is inextricably related to a region's economic development and vice versa. While the rise of new economic cities such as Shanghai, Shenzhen, and others has helped to alleviate poverty and has contributed positively to China's economic growth, the decline of cities such as Glasgow, Detroit, and others has not only resulted in the economic ruin of their residents but has also caused social unrest and long-term negative consequences for their respective countries. Looking at the rise and decline of cities across the country over the last seventy years, a skewed economic pattern can be seen.

Taking population as a measure of economic activity, it is observed that economic activity has shifted from the north to the rest of the country after independence. In 1951, the country's Northern region had six large industrial cities among the top 15 cities. However, in 2011, this number reduced to four (i.e. Delhi, Ghaziabad, Lucknow and Kanpur). However, even from Kanpur and Lucknow, economic activity is moving southward.

Such a skewed economic growth pattern is not only bad for the region in particular but also for the nation as a whole. De-industrialization pushes capital and labour towards the already congested metropolitan cities like Delhi, Mumbai, Bengaluru, etc. Such over-crowding reduces the productivity of these cities due to shortage of housing, infrastructure, education, etc. Thus, re-industrialization of these areas is critical for the country's equitable growth.

Relevance of Kanpur:

Kanpur has been a large industrialized centre in Northern India since before Independence. At one point, it was the second most industrialized center in British India, second only to Calcutta. It was a large centre for the textile and leather sector.

Even after independence, Kanpur continued remained important industrial city with public sector companies such as British India Corporation, National Textile Corporation, Ordnance factories, etc. Private sector also set up large units. These are due to the locational advantages offered by Kanpur:

- a. It lies between the metropolitan cities of Delhi and Kolkata. As a result it is well connected by road (NH-19, NH-27 and NH-34) and rail (Easter DFC passes through it and Kanpur Central is 3rd busiest station). Further, the geography allow for the development of new age transport like High Speed Rail.
- b. It lies on the banks of River Ganga, thus allowing perennial supply of water along with inland water connectivity.
- c. It lies at the heart of Northern plains, thus allowing access to nearby agriculture lands for raw materials.
- d. It has access to a large pool of labour, both from the city and the region nearby.
- e. The availability of reputed institutions like IIT Kanpur, Chandra Shekhar Azad Agricultural University, Central Pulse Research Institute, etc. provides easy access to skilled labour.

Kanpur is a large centre for the leather industry; however the last decade has seen a decline. Other industries include manufacture silk, woollen and jute textiles, food products, fire-bricks, fertilizers, railway wagons, textile machinery, television sets, metal ware, soap, tents, durries, fountain pens, hosiery, cutlery, etc.

Despite these apparent advantages provided by Kanpur, the city has been experiencing steady de-industrialization in the last few decades, with many old companies either closing down or shifting production to other regions.

The city has dropped from 8th place in 1951 to 11th place in 2011 in terms of its population. Between 1991 and 2011, the city's population grew by 20%, while similar cities (like Surat, Pune, etc) doubled in population. As labour tends to migrate towards regions of greater economic opportunities, this indicates a declining importance of the region's industries. Even when compared to industries with the state of Uttar Pradesh, it can be seen that Kanpur has grown at a much lower rate than other centres like Agra, Lucknow, etc. even in the 2010s. While Kanpur grew by about 50% in the last decade, Agra grew by more than 100%.

There are similar instances of de-industrialization seen over the world. These are especially prevalent when a region is primarily dominated by one or two large industries. For example, Detroit in USA was the hub for US Automotive sector. It had huge network effect (like seen in California for Tech) with abundance of skilled workers, engineers, etc. In 1960s, it was one of the richest cities in the USA, but over the years as the automobile factories shut down, the network gains of Detroit also began to wane away. Today, the city is a mere shadow of its former self.

In order to prevent a similar fate for our cities, it is important to identify the issues causing this de-industrialization. Kanpur in this regard is a good starting point as despite the abundance of the basic resources needed for industries, it is not performing that well. Thus, it becomes pertinent to identify the factors which are hindering the city from realizing its true potential.

Further, identifying and addressing such causes of de-industrialization would not only improve the prosperity of the region but also create poles which can reduce the concentration of economic activity in few metropolitan areas. In this regard, development of Kanpur also takes priority in easing the congestion in Delhi and to an extent even in Kolkata.

Given this background, NITI Aayog proposes to undertake a study to analyze different parameters pertinent to present industrial scenario and undertake a suitable action plan for the Re-industrialization of the Kanpur region. Thereby, developing a template which can be implemented at pan-India level to cope-up with de-industrialization

- 2.2 Outline of the tasks to be carried out:** Selection of a consultant for conducting a study to identify a roadmap for Re-industrialization of Kanpur region as per the above ToR.
- 2.3 Study Area:** Preparation of Vision, Implementation Strategy and Integrated Industrial Infrastructure Plan for re-industrialization of Kanpur Region.
- 2.4 Target groups:** Industrialists, industrial clusters/corridors, Corporates, Government bodies among others. Sample Size: NA
- 2.5 Duration of the Study:** 6 (Six) months from the Effective Date, unless extended by mutual consent of the Authority and the Consultant.
- 2.6 Methods of review and Schedule of Research Study:**
 - i. Starting date of Study: Actual release of 1st instalment by RTGS/ECS/NEFT

- ii. Closing date of Study: After 24 weeks from the effective date
 - iii. Submission of inception report within 2 weeks from the effective date
 - iv. Submission of Industrial demand & Infrastructural assessment report within 18 weeks from the effective date
 - v. Submission of 1st draft report within 22 weeks from the effective date
 - vi. Submission of the final Draft Report: Last day of completion of 24 weeks period or earlier
 - vii. Power Point presentation to share findings and recommendations of the draft reports (if any): should be provided
 - viii. Submission of Final Project completion report: within 2 months after the closing date of study.
 - ix. Any other: If required, a stakeholder consultation may be conducted in NITI Aayog
- 2.7** Any support or inputs to be provided to the consultant to facilitate this consultancy.
- 2.8** The final outputs expected from the consultant.

Format of Expression of Interest (EoI)

1. Scope of work and organisation

- (i) The broad scope of work or service (briefly in about 100 words)
- (ii) Type of Inputs to be provided by NITI Aayog on the subject
- (iii) Eligibility of the consultant(s) for the study

Type of organisation	Address of Organisation	Registration no. as per NGO portal of NITI Aayog	Samavesh Partner/Chair professor unit/ other	Single or Joint or collaboration (Name of all organisations)	Whether blacklisted by Govt of India/ State Govt/any Other department*
*If so, details thereof					

2. Required Documents:

- (i) Copy of Registration Certificate of the Institution/Organisation **OR** Articles of Association {Copy of the Constitution/MOA (Memorandum of Association) of the Institute/ Any letter issued by UGC if University }
- (ii) Registration number (Copy) in NGO-Portal “Darpan” of NITI Aayog, if applicable.
- (iii) Photo copy of PAN card of the organisation.

3. **Undertaking:** "The [Institute/ Organisation/University (name only)] has not obtained or applied for assistance for the same purpose/activity for[Name of study] from any Ministry/Department of Central Government / State Governments. It is solely depending on the assistance of NITI Aayog". [To be given separately on A4 size paper]

4. Information of PI and Organisation

Details of Bidder		
1	Name of the Principal Investigator (PI)	
2	Address of PI	
3	Status of the Organisation (Public Ltd./ Pvt. Ltd./ NGO/ Society/ Trust/ University/ Autonomous Body/ Deemed University)	
4	Status as per Registration certificate/ Act	
5	Name and Designation of the contact person/ PI and Co-PI to whom all communication shall be made	
	Telephone No. (with STD code)	
	Mobile Number	
	Email of the Contact/ key person	
	Fax No. (with STD code)	
	Website:	

Name and Signature of the Principal Investigator (PI)

Name and Signature of the Head of the Institution
/ Registrar (if university) /Principal (if college)

Date:

Official Seal

Place: