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NASHIK METRO

NASHIK | The Land of
Opportunities

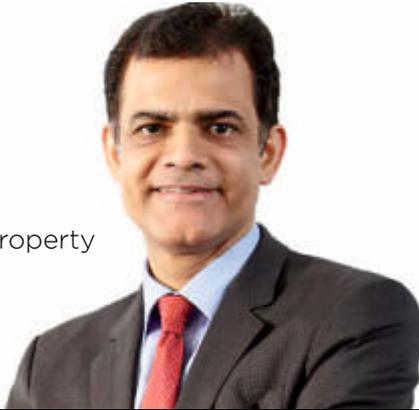
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Foreword

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Nestled at the foothills of the Western Ghats in the northwestern region of Maharashtra, Nashik is one of the state's fastest-growing tier II cities. The city is also known as Maharashtra's 'Spiritual capital' due to the presence of many pilgrimage destinations, and is also 'The Wine Capital of India' due to its rich vineyards and wineries. In addition, it holds tremendous potential for engineering, automobile and manufacturing businesses. Large-scale industrialization and the presence of agro-based industries have transformed Nashik from a traditional pilgrimage destination to a modern, vibrant city in the past two decades.

Nashik's proximity to Mumbai and Pune, the fact that it is an important vertex of the Mumbai-Nashik-Pune 'Golden Triangle', and the Government's Smart Cities programme have boosted real estate development in the city. It holds massive growth potential for various industries, including education, IT-ITeS, tourism, automobile and manufacturing. Today, Nashik's rapid development and rising urbanisation are reshaping the fabric of the city.

The whitepaper 'Nashik: The Land of Opportunities' by ANAROCK Property Consultants examines the city's evolving landscape, and assesses the existing and future business potential for various sectors in the light of policies and initiatives by the Government of Maharashtra which make it an attractive investment destination.

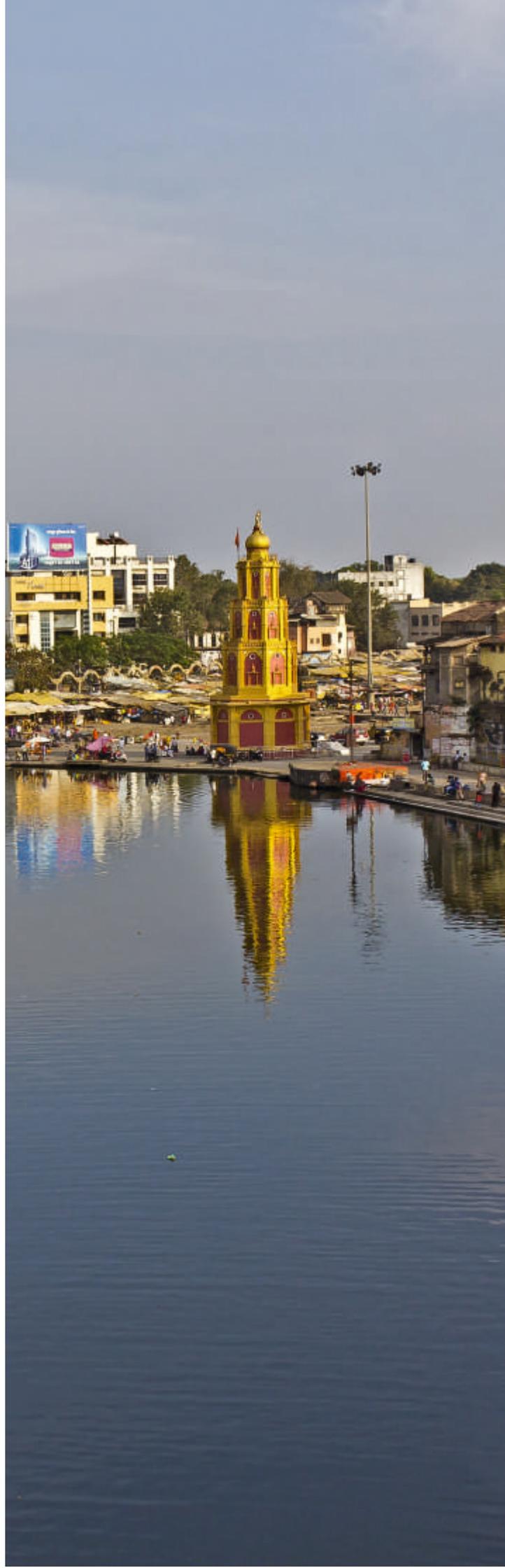


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Magnetic Maharashtra

Maharashtra is not India's largest economy but also one of the most industrialized states in India. On an average, Maharashtra contributes ~15% of India's GDP¹. The Government of Maharashtra has attracted investments worth more than ₹5,100 Crore into Information Technology and ₹829 Crore into Information Technology-enabled Services (ITeS) since 2015². FDI inflows to Maharashtra from April 2000 to September 2017 stood at ₹6.11 Crore, which is 31% of total FDI inflow in India³.

The statistics below reflect the state's economic vibrancy, causing it to attract large investments from global companies.

- Ranked 2nd in Public Affairs Index 2018 under the Economic Freedom theme (which focusses on a number of industrial entrepreneurs' memorandum filed, values of MSMEs (Micro, Small and Medium Enterprises), assets (% of GSDP) and implementation of the business reform action plan)⁴.

Rank	State	Public Affairs Index 2018: Economic Freedom Theme
1	Gujarat	0.752
2	Maharashtra	0.638
3	Telangana	0.587

- Second-largest exporter of software with annual exports of ₹18,000 Crore and accounts for more than 30% of the country's software exports, with over ₹1,200 software units based in Maharashtra.
- With 22.3% share of total international exports, Maharashtra tops the export of goods and services⁵.
- The state with 3rd-highest number (28) of operational SEZs in India after Tamil Nadu (33) and Telangana (30)⁶.

Industrial investments to Maharashtra from August 1991 to December 2017

19,826 No. of approved Industrial Investments **17.9 %** Share of India

11,89,815 Proposed Investment (In ₹ Cr.) **10.1%** Share of India

1 MIDC Magnetic Maharashtra
 2 cmo.maharashtra.gov.in. (2018). Maharashtra Ahead. [online] Available at: https://cmo.maharashtra.gov.in/sites/default/files/publication_gallery/MaharashtraAhead_Feb2018.pdf.
 3 Department of Industrial Policy & Promotion (DIPP), GoI
 4 Pai.pacindia.org. (2018). Public Affairs Index. [online] Available at: <http://pai.pacindia.org/#/2018>.
 5 Economic Survey 2018
 6 Sezindia.nic.in. (2018). List of Operational SEZ of India. [online] Available at: <http://sezindia.nic.in/upload/uploadfiles/files/Operational-SEZs-list.pdf>.
 7 Economic Survey of Maharashtra 2017-18

Nashik: The booming city

From a pilgrimage city and semi hill-station to wine capital of the country and an industrial, educational and medical hub, Nashik is rapidly moving towards becoming a Metropolitan Smart City

Nashik's rapid urbanisation in recent years can be credited to its flourishing skill-based manufacturing industries (such as automotive, consumer and capital goods, engineering and textile), pharmaceutical sectors like biotechnology, and IT-ITeS sector.



1.48 M Population

4th-largest city in Maharashtra⁸



259 km² Area

(Nashik Municipal Corporation)



3.90%

Average Annual Population Growth Rate



5,735

Persons per km² Population Density



₹92,545 Cr⁹

Gross District Value Added of Nashik district for 2017-18



₹1,42,081¹⁰

Per Capita Gross District Value of Nashik (2017-18)



3rd

Largest urban area of Maharashtra

(preceding the Mumbai Metropolitan Region and the Pune Urban Metropolitan Region)



Awarded

'India's Most Promising City'

by the First Smart Cities Council in 2015¹¹ (based on parameters such as solid waste management, medical waste management and infrastructure)



India's 4th fastest growing city

16th fastest growing city globally

among the world's 300 fastest growing urban centres from 2006 to 2020, according to a survey conducted by the City Mayors Foundation¹²



14th Competitive Indian city

(Score: 40.345) in City Competitiveness Report 2017 amongst the 50 Indian cities. The ranking is based on the Michael Porter's Diamond Model framework¹³



0.746 (HDI)

Possesses very high human development index as of 2012 (HDI of Maharashtra is 0.752)¹⁴



Ranks 5th in Maharashtra 21st in India

In 'Ease of Living Index 2018'

8 Census 2011

9 Gross District Value Added at Current Prices: Directorate of Economics and Statistics, GoM

10 Per Capita Gross District Value Added at Current Prices: Directorate of Economics and Statistics, GoM

11 Nashik is country's most promising city - Times of India. [online] The Times of India. Available at: <https://timesofindia.indiatimes.com/city/nashik/Nashik-is-countrys-most-promising-city/articleshow/46293245.cms>.

12 Citymayors.com. City Mayors: World's fastest growing urban areas (1). [online] Available at: http://www.citymayors.com/statistics/urban_growth1.html.

13 Institute for Competitiveness. (2017). City Competitiveness Report 2017 - Institute for Competitiveness. [online] Available at: <https://competitiveness.in/city-competitiveness-report-2017/>.

14 Maharashtra Human Development Report 2012

Key growth drivers



Excellent Connectivity

Located 200 km from Mumbai and Pune, Nashik is connected through national highways - NH160 from Mumbai and NH60 from Pune.

Nashik is a part of 'Golden Triangle'- one of the fastest-growing industrial corridor of India which includes Pune, Mumbai and Nashik. The city is served by Nashik railway station and Ozar airport.



Exceptional Liveability Quotient

Nestled amidst the Sahyadri range of mountains and benefiting from salubrious year-round climate, Nashik is well-served by very good social infrastructural facilities. The city is becoming the epicentre of world-class education (150+ schools, 45+ colleges and 2 state-run universities), the cynosure of high-grade healthcare facilities (20+ hospitals), and is a booming Smart City.



Massive Tourism Potential

Religious Tourism and Pilgrimage Destination: Nashik is renowned for the Maha Kumbh Mela hosted every 12 years. Considered one of the world's largest religious gatherings, this event generates a revenue of around ₹10,000 Crore for the state of Maharashtra.

Wine Tourism: As 'The Wine Capital of India', Nashik is popular for experiential tours of the wineries and the wine festivals. The presence of 37 vineyards in the region accounts for 80 per cent of India's wine production and also generates massive revenue through exports to Malaysia, UAE, Bhutan, Germany, UK, Sri Lanka, Maldives and New Zealand¹⁵.

Weekend Getaway and Adventure Tourism: Apart from being a weekend getaway place for Maharashtrians, Nashik is also a destination for all adventure sports - motor racing, trekking, aero sports, water sports and mountain sports.



Industrial Hub

Nashik is a major destination for textile, auto, electric, engineering, food processing and biotechnology industries. Ambad, Satpur, Gonde, Igatpuri and Sinnar are the five existing industrial zones developed by Maharashtra Industrial Development Corporation (MIDC). Nashik hosts units of prominent companies such as Mahindra & Mahindra, Hindustan Aeronautics Ltd., GlaxoSmithKline and many more.



Horticulture Production

Also termed the vegetable basket of the country, Nashik is a major producer of grapes, pomegranates and onions in India.¹⁶

¹⁵ Cmo.maharashtra.gov.in. (2018). Maharashtra Ahead. [online] Available at: https://cmo.maharashtra.gov.in/sites/default/files/publication_gallery/MaharashtraAhead_Feb2018.pdf.
¹⁶ Krishithon.com. (2018). Krishithon | Host City Nashik. [online] Available at: <http://krishithon.com/host-city-nashik>.

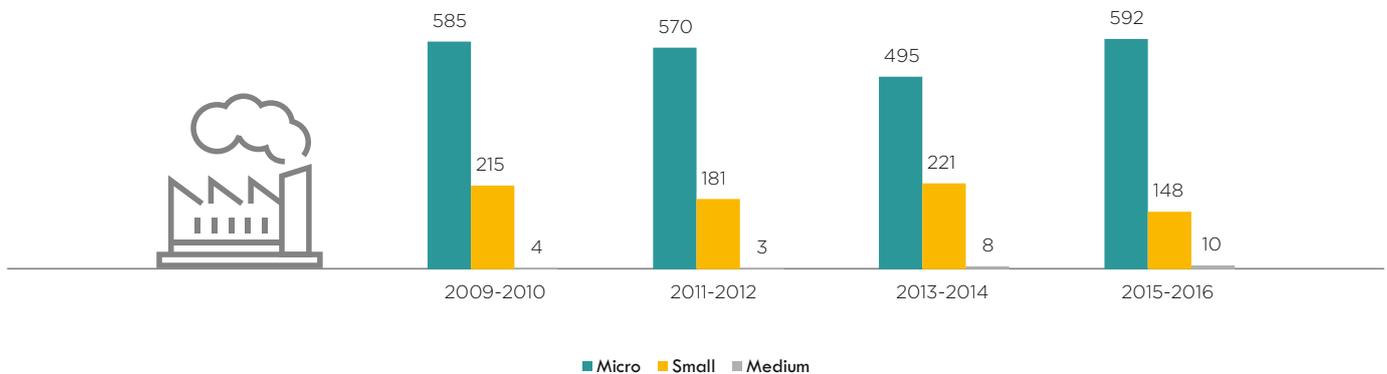
Thriving industrial sector

Make in Maharashtra and Make in Nashik initiatives coupled with large expat workforce in the skilled and unskilled sectors to boost the industrial growth of Nashik

Nashik is a well-known industrial district which hosts various auto, engineering and electrical industries. The city's economy is driven primarily by the engineering and manufacturing industry (which has been flourishing since the 70s) as well as agriculture within and in the surrounding areas of the city.

More than 10,000 industries operating on a large, medium and small scale exist across the five major industrial zones - Ambad, Satpur, Gonde, Igatpuri and Sinnar - developed by the Maharashtra Industrial Development Corporation (MIDC).

Nashik is also home to large companies such as Crompton Greaves, Bosch India, Atlas Copco, Mahindra & Mahindra, IBP, GlaxoSmithKline, CEAT, ThyssenKrupp, Epcos, Schneider Electric, ABB, L&T, Jindal Steel, Lear Corporation, Siemens, Kirloskar, Coca-Cola, Shalimar Paints and Cipla. A Hindustan Aeronautics Limited (HAL) aircraft manufacturing plant is also located around 25 km from Nashik. Two thermal power plants - Indiabulls Power Ltd. Sinnar and the Nashik Thermal Power Station - and one wind power generator by Suzlon Energy are also present in the Region.



No. of Enterprises in Nashik District

Source: Ministry of Micro, Small & Medium Enterprises

In addition to the flourishing automobile and manufacturing industry, Nashik is witnessing steady warehousing demand primarily driven by the industrial growth in and around the district. Export-import (EXIM) businesses, agricultural products, textile and auto are the key sectors which have contributed to the rise in demand for logistics and warehousing space in this district.

With increasing demand and growing enterprises along with the technological advancements, Nashik is emerging as a key logistics & warehousing hub of India.

The Maharashtra government is likely to attract investments worth ₹12 lakh Crore with investments being made in aerospace, defence, infrastructure and gems & jewellery sectors. A centre of excellence is also being set up in the State to provide training to workers of the aerospace and defence sector. Defence companies are likely to set up their facilities in Nagpur, Ahmednagar, Pune, Nashik and Aurangabad.

With a new industrial estate coming in at Talegaon-Akrale and multi-production Special Economic Zone (SEZ) at Sinnar MIDC, and Indiabulls and existing units expanding big-time, tremendous employment opportunities are being created and Nashik has become a major magnet for working professionals from across the country.

Extensive horticulture producer

In addition to the industrial sector, agriculture and allied activities generate significant business opportunities in Nashik

Nashik is among the most prolific horticulture producers of Maharashtra due to the presence of vast cultivable lands. Nashik district accounts for 18% of the total area under horticultural crops, and around 17% of the state production¹⁷. The district has forest lands to the tune of 3.4 Lakh hectares which account for 21.75% of the total geographical area of the district. Nashik is well-known for horticulture crops such as grape, sugarcane, pomegranate, guava, mango, tomato and cashew. Other crops like tur, paddy, cotton and groundnut are also cultivated. Large-scale sugarcane cultivation takes place in the Niphad, Sinnar, Yeola and Baglan talukas.

There are 21 rice mills, 18 dal mills, 45 oil mills, 8 tomato processing units, 3 mango and other fruits processing units, and 2 onion processing units in the region to support the agricultural activities. Nashik is also a leading tier II city for milk production. The region is well-known for its allied activities like dairy, poultry, sheep and goat rearing, and thus holds huge potential for the dairy companies.

¹⁷ Nabard.org. NABARD - National Bank for Agriculture and Rural Development. [online] Available at: <https://www.nabard.org/>.



Preferred tourism destination

A cultural and pilgrimage centre now making itself conspicuous on the global map for wine tourism

The quaint city of Nashik is known for its picturesque surroundings and pleasant climate. The city's cultural and religious importance is vouchsafed by the spectacular 'Kumbh Mela', which attracts more than 10 million people every 12 years. Surrounded by many temples and pilgrimage sites, the city attracts more than 50,000 devotees on a daily basis.

Nicknamed as 'Napa Valley' and the 'Wine Capital' of India, Nashik is now emerging on the global tourism map for wine. Wine production in Nashik accounts for 80% of the wine production in the country and is attracting tourists from all over the globe.

From Sula and Grover to the recently-launched champagne makers Chandon, every major wine company has wineries in and around Nashik city. Notably, the city witnessed more than 3.5 lakh tourists in its vineyards in 2016 - a 20% rise in wine tourists as compared to 2015. Avenues are now being explored to develop wine tourism trails to increase the tourist inflow. Apart from vineyards and pilgrimage tourism, Nashik is also well-known for the agro-tourism and adventure tourism.



An established education hub

With the presence of 2 state-run universities, 45+ engineering colleges and many other educational institutions accommodating 100,000+ students every year, Nashik holds huge potential for 'student housing'

Nashik is recognized as the go-to educational hub of North Maharashtra. The city houses a good number of private and government educational institutions. Management, engineering and technology, medicine, media, architecture and pharmacy courses, among others, are offered by institutions in Nashik. Educational giants with world-class infrastructure and facilities like Mumbai Educational Trust's (MET) Bhujbal Knowledge City, Sapkal Knowledge Hub and Sandip Foundation have their presence in Nashik.

As an important hub of education in a state renowned for it, Nashik is a huge market for the education sector with a large number of students enrolled in the state's institution. With the increasing magnitude of student influx, these educational institutions are facing challenges in providing sufficient accommodation. Thus, the student housing market emerges as an attractive development avenue, not just for the real estate players but also for Nashik's existing property owners.



Emerging IT-ITeS sector

Nashik has a huge potential to become an IT-ITeS destination by virtue of its strategic location and growing economic activity

Despite being one of the major industrial hubs in the country, Nashik's IT-ITeS sector has been lagging behind in the past decade. The first tech park, established by the Maharashtra Industrial Development Corporation (MIDC) in Nashik in 2002, kick-started growth in its IT sector. In the later years, renowned IT-ITeS establishments such as Accenture and Tata Consultancy Services (TCS) along with other companies like Garyhat Vision Technologies Pvt Ltd., WNS Global Services, SG STUDIO 4 Technologies Pvt. Ltd, Datamatics, Winjit Technologies, Tecsys Solutions Pvt. Ltd, etc. have set up operations in Nashik. Many other establishments are likely to come up across the city and in the Adgaon-Ozar region, which has been earmarked for development by MIDC.

Nashik has now established itself as a business process outsourcing (BPO/IT) destination and is currently on the chart of the emerging Tier II cities for BPO/IT companies. In addition, Nashik is also emerging as the latest hub for tech start-ups, as evidenced by the arrival of ESDS Software Solutions, Winjit Technologies and the Digital Impact Square (DISQ) innovation hub. With the pace Nashik is setting itself, the city will undoubtedly develop into the next IT-ITeS destination of Maharashtra.



Rising housing demand

Increasing housing demand in Nashik due to abundant availability of properties at competitive prices catering to various buyer types – end-user first-time home buyers, senior citizens and second/weekend home seekers, as well as investors

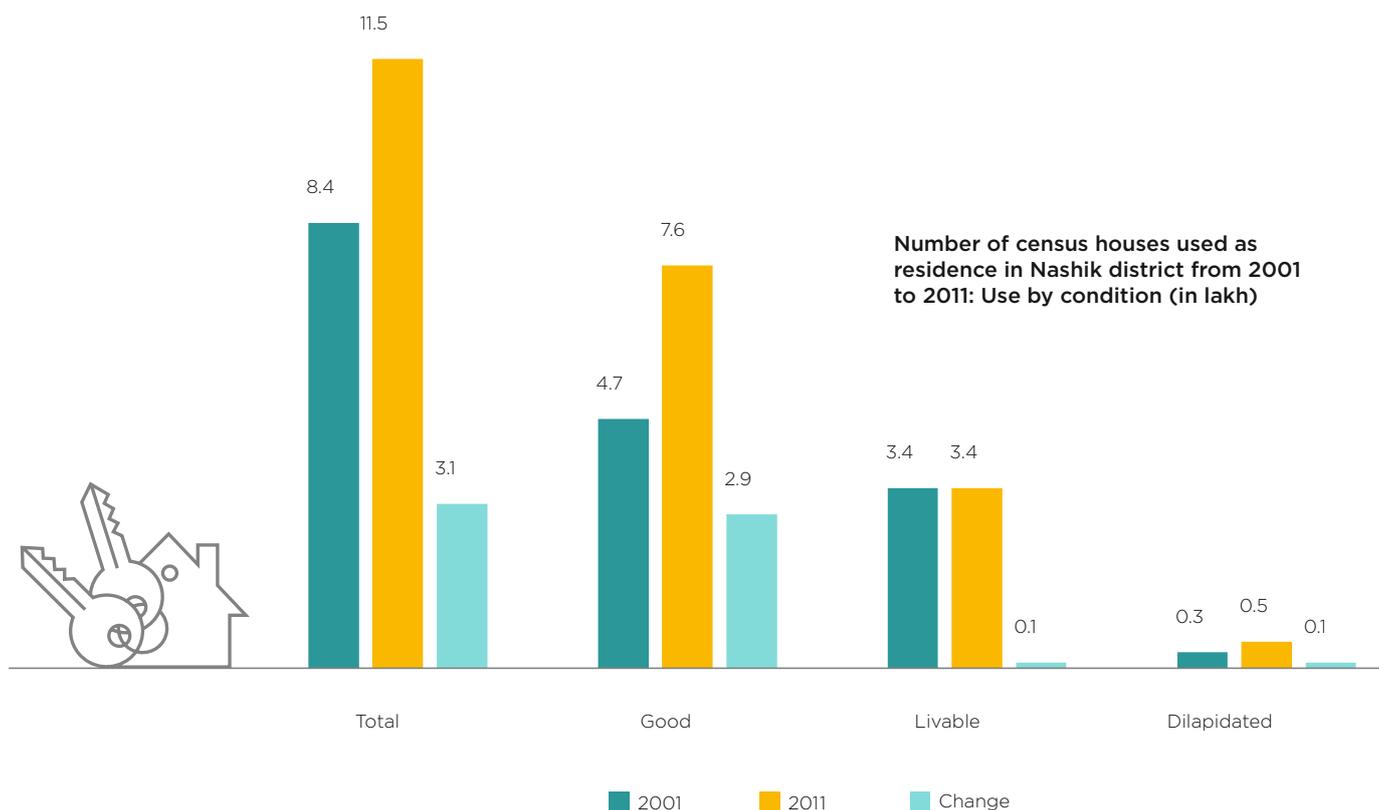
Due to Nashik’s proximity to Mumbai and Pune and availability of properties at reasonable prices, its residential real estate market is driven by high demand. The city is attracting a huge number of homebuyers owing to the growth of its physical and social infrastructure.

Nashik’s residential landscape is shifting to the concept of townships from stand-alone houses/buildings. The city’s skyline is evolving from villas and row houses to apartment complexes and high-rises equipped with state-of-the-art amenities. Also, with Nashik Metropolitan Region Development Authority (NMRDA) being operational and looking at an all-round development of the city, many new areas are likely to open up for newer developments in the future periods.

Micro markets close to the old city, such as College Road and Gangapur Road, are considered to be front-runners in terms of real estate development due to the presence of well-established social infrastructure in terms of educational institutions, healthcare facilities, and shopping and recreational centres.

In recent years, locations along the Mumbai-Agra National Highway and Nashik-Pune National Highway have witnessed significant housing demand. Other residential investment hotspots in Nashik include Pathardi, Anandwalli, Deolali Camp, Adgaon and Nashik Road.

Between Q4 2016 to Q4 2017, residential property prices in Nashik grew by ~13%. While premium micro markets such as College Road and Gangapur Road command high prices (₹6,500-₹7,500 per sft.), the residential rates in the rest of the city range between ~₹3,000-₹6,000 per sft.



Source: Census India

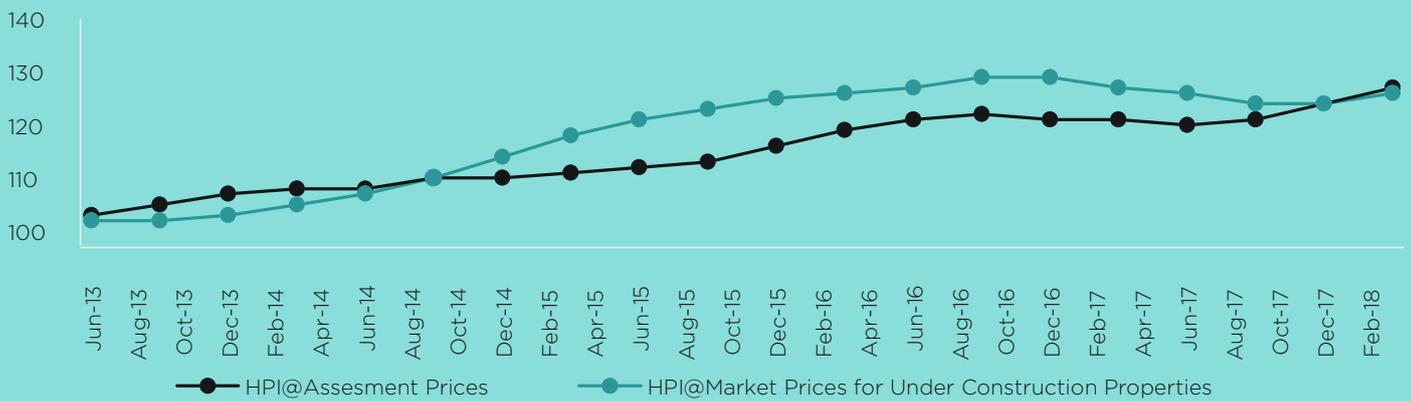
Housing Price Index

The NHB RESIDEX by the National Housing Bank (NHB) depicts a 23% rise in the composite HPI@Assessment prices (data sourced from banks and housing finance companies) and a 24% increase in the HPI@Market prices for under construction properties (data sourced from brokers and developers through market surveys) of Nashik since June 2013. The housing price index (assessment prices) for the first quarter of March was 127¹⁸.

Fully Operational MahaRERA

As many as 904 new and ongoing projects in the Nashik region (comprising of Ahmednagar, Dhule, Nashik, Jalgaon and Nandurbar districts) including 726 projects in Nashik city have been registered with Maharashtra Real Estate Regulatory Authority (MahaRERA). With a fully-operational regulatory authority in Nashik, the city is being rapidly transformed and will see systematic residential development going forward.

Housing Price Index-Nashik



Note: Values are four quarter moving average, Base Year 2012-13=100
 Source: National Housing Bank Residex

¹⁸ Residex.nhbonline.org.in. National Housing Bank Residex. [online] Available at: <https://residex.nhbonline.org.in/>.

Taking Nashik to the next level

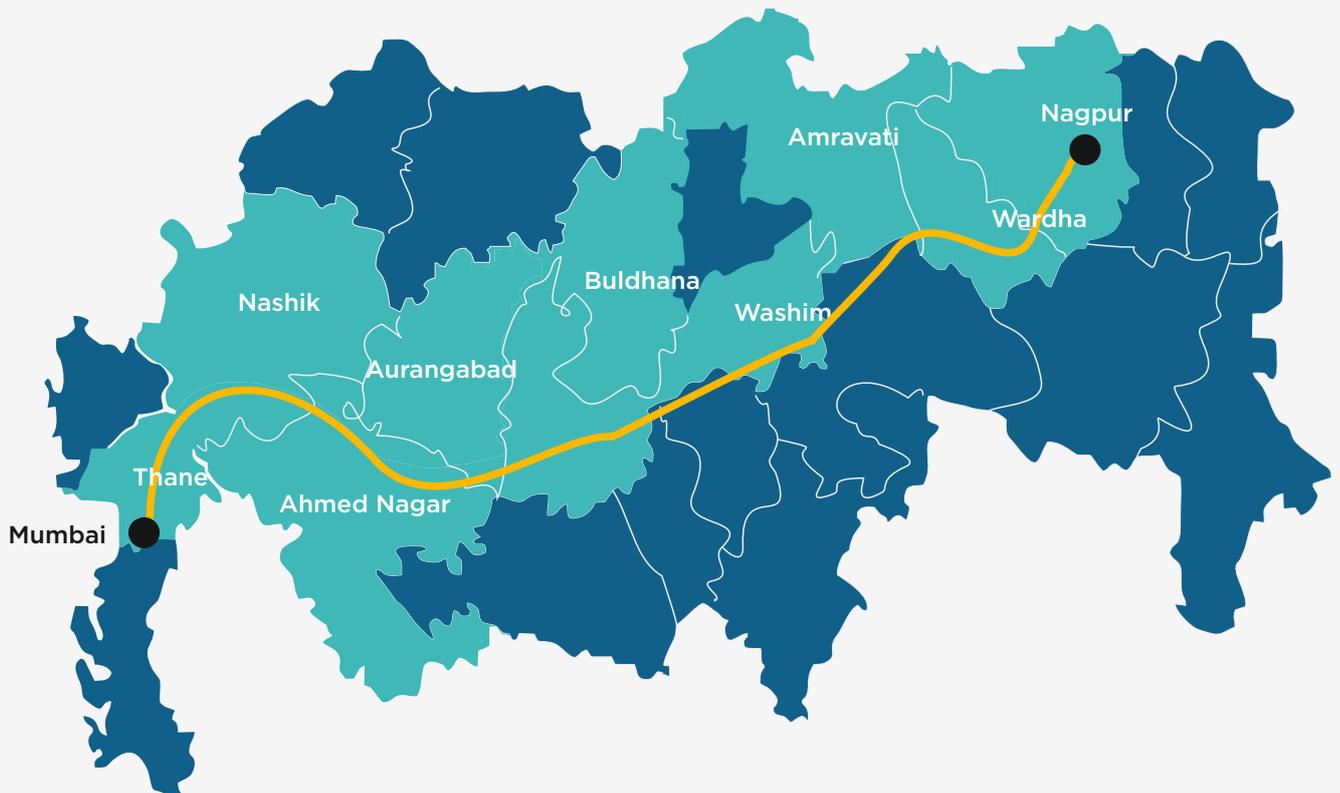
Maharashtra Samruddhi Mahamarg

Maharashtra Samruddhi Mahamarg is an ongoing 700 km Nagpur-Mumbai Super Communication Expressway connecting Jawaharlal Nehru Port (JNPT) in Mumbai and Multi-modal International Hub Airport (MIHAN) in Nagpur. This Mahamarg aims to provide impetus to the overall development of rural areas by attracting large domestic and foreign investments.

The greenfield project will connect many industrial areas such as the Delhi - Mumbai Industrial Mahamarg (DMIC), the Western Dedicated Freight Mahamarg (WDFC), the dry ports of Wardha and Jalna, and Mumbai's JNPT. The expressway will pass through 10 districts (Nagpur, Wardha, Amravati, Washim, Buldhana, Aurangabad, Jalna, Ahmednagar, Nashik and Thane), 26 talukas and around 392 villages.

In addition, 20+ new towns (Krushi Samruddhi Kendra) proposed to be developed across these 10 districts will be equipped with modern amenities, agro-based industries and a commercial hub, thus offering self-employment and wage-based opportunities. The expressway is expected to cost around ₹46,000 Crore and is likely to be completed by October 2019¹⁹.

The state has set a target to complete 85% of land acquisition by mid-2018 and seems to be on track for the same. Around 727 land purchases were made in Ahmednagar and Nashik districts under the land pooling and direct purchase schemes, and immediate remuneration have been made to 4,849 beneficiaries in the two districts.





Greater Nashik Metro

Greater Nashik Metro is a proposed rapid transit system to provide direct connectivity from Nashik to neighbouring regions and also to reduce traffic congestion. To be implemented by Maharashtra Metro Rail Corporation Limited (MAHA-METRO), the metro rail network will connect suburbs such as Deolali, Nashik Road, Upnagar, Nashik Airport, Sinnar, Igatpuri and Gangapur road. This project will be implemented and operated by Maharashtra Metro Rail Corporation Limited (MAHA-METRO).



Nashik-Pune Rail Route

Nashik and Pune are soon likely to have an excellent rail connectivity. This project, worth ₹2,425 crore, will be ably supported by the state government. The demand for this rail route has been long pending and in absence of rail connectivity, commuters were highly dependent on roads which are now becoming congested due to heavy traffic. Excellent rail connectivity will ease commute between the two cities and attract talent as well as new business opportunities from Pune which is one of the booming IT-ITeS and manufacturing destination of Maharashtra.



Indore-Manmad Rail Line

The ₹8,000 crore Indore-Manmad rail line is likely to boost business opportunities in Nashik as well. JNPT will pick up 70% stake in this project which is aimed at reducing the container traffic passing through Mumbai and its suburbs. The proposed rail line will connect the industrial hub of Indore to Manmad, which will be subsequently connected to the main Delhi-Bengaluru and Delhi-Chennai lines. The ministry is developing four dry ports in Maharashtra to de-clog JNPT. These facilities will come up at Wardha on the central eastern region, Jalna in the central region, Vadhavan port on the east coast north of Mumbai and Nashik in north of the financial capital. The Nashik facility can be used for EXIM trade in fruits, particularly grapes and vegetables such as onions, apart from automobile exports from manufacturing facilities in the city.



Food Processing Park

Around 15 food processing units are being set up at the Food Processing Park at Vinchur, 60 km from Nashik, at a cost of ₹950 Crore. Around 5,400 jobs will be generated from the food processing units. The units, expected to be operational by 2020, will certainly benefit local farmers, especially those cultivating fruits. Apart from the large units, small-scale food processing units are also being set up in the park with an investment requirement between ₹2 - 5 Crore²⁰.

20 Pawar, T. (2018). Nashik's food processing park attracts Rs 950 cr investment - Times of India. [online] The Times of India. Available at: <https://timesofindia.indiatimes.com/city/nashik/nashiks-food-processing-park-attracts-rs-950-cr-investment/articleshow/62989076.cms>.



Agricultural Terminal Market

The Maharashtra State Agriculture Marketing Board (MSAMB) will establish an Agriculture Terminal Market on a 54-acre land at Sayyad Pimpri. The project will be set up in public private partnership (PPP) mode with an estimated cost of ₹60 Crore, and can accommodate around 1,000 metric tonnes of agricultural commodities, fruits and vegetables per day.²¹

The terminal will provide state-of-the-art infrastructure to electronically auction, grade, wash, package, process and export perishable and non-perishable products. It will initiate the system of using modern technologies in the marketing system and establish a cold chain with the help of private players, further connecting farmers with the international and domestic markets. This will provide more alternatives to sell farm produce and reduce the number of intermediaries.

The main objective of opening up the Agricultural Terminal Market is to increase the productivity, profitability and market access for the farming community in Nashik and nearby districts by providing them with market intelligence, technical know-how and a market network to support diversification and intensification of agriculture production. This will open up the market potential of agriculture processing industries in and around Nashik tremendously.



Rise of Start-ups

The Indian metropolitan cities which dictated the ambitious start-up narrative have slowed down as the tier II cities such as Nashik, Nagpur, Jaipur, Indore and Coimbatore, among others, take the lead due to the availability of talent, initiatives from state and central government (viz. Make in India/Maharashtra/Nashik), local investor confidence and infrastructure support. AngelList, the international start-ups portal, lists more than 25+ start-ups and 6,000 angel investors interested in Nashik.

The city, churning out engineers and IT professionals from its educational institutions, is witnessing a growth in the innovative tech start-ups. To further boost this emerging ecosystem, various platforms- boot camps, technology business incubators, accelerators, pitch sessions, etc. are being organised. Tata Consultancy Services (TCS) is also operating an innovation centre in Nashik to create a platform for innovators, start-ups and students. The focus of this innovation centre is on enhancing lives of the people with cutting-edge inventions in the field of health, education and a few other areas. With the increasing inflow of funds from prospective investors, start-ups in Nashik hold great investment potential and growth prospects.

²¹ Pawar, T. (2018). Agriculture terminal market to come up in Nashik soon - Times of India. [online] The Times of India. Available at: <https://timesofindia.indiatimes.com/city/nashik/agri-terminal-market-to-come-up-in-nashik-soon/articleshow/64310522.cms>.



Medical Tourism

Nashik is an established destination with presence of major hospitals operating healthcare facilities in the city. With excellent climate and availability of renowned hospital chains such as Apollo Hospitals, Wockhardt Hospitals, Manavata Cancer Care Centre and many other majors looking to set up healthcare facilities in the city, there exists a massive potential for medical tourism development in Nashik. With presence of renowned educational institutes offering various courses in the field of medicine, there exists a good local talent which can easily support the growth of medical tourism in the city.



Spearheading Policies and Initiatives

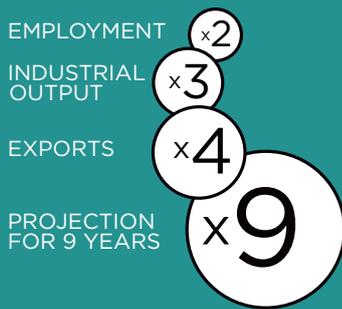
Delhi Mumbai Industrial Corridor (DMIC)

DMIC is one of India's 5 industrial corridors planned between the country's capital Delhi and its financial hub Mumbai. This ambitious infrastructure programme aims to develop new industrial cities as 'Smart Cities'.

In Maharashtra, DMIC includes eight districts - Aurangabad, **Nashik**, Ahmednagar, Dhule, Pune, Raigad, Thane and Nandurbar. Impacting 29% of the total area and 26% of the total population of Maharashtra²², DMIC is estimated to generate an industrial output up to ₹20 lakh Crore and employment for up to 40 lakh people.

DMIC

ESTIMATED INVESTMENT
USD \$90 Billion



- INTERNATIONAL AVIATION HUB
- RAILWAY STATION
- MULTI-MODAL LOGISTICS HUB
- WASTE WATER RECYCLING
- GREEN FIELD TOWNSHIP
- GAS BASED POWER PLANT
- ROAD LINK BETWEEN NEEMRANA-BHIWADI
- KNOWLEDGE CITY
- ECONOMIC CORRIDOR
- EXHIBITION CUM CONVENTION CENTER
- WATER SUPPLY
- SOLAR POWER PROJECTS

22 The Indian Express. Magnetic Maharashtra: Delhi-Mumbai industrial corridor to be showcased. [online] Available at: <https://indianexpress.com/article/cities/mumbai/magnetic-maharashtra-delhi-mumbai-industrial-corridor-to-be-showcased-5058042/>.

Igatpuri-Nashik-Sinnar Investment Region, part of DMIC, will include the following components²³.



Export-oriented Industrial Units/ SEZ



Augmentation of existing industrial estates - Nashik and Sinnar



Integrated agro/food processing zone with horticulture market



Knowledge hub/skill development centre



Integrated logistics hub with multi-modal logistics infrastructure



Integrated township with residential, institutional, commercial and leisure/recreation infrastructure



Development/upgradation of Nashik Airport



Development/augmentation of feeder road and rail linkages

²³ DMIC-Maharashtra. [online] Available at: <http://delhimumbaiindustrialcorridor.com/dmic-maharashtra.html>²³.

Smart Cities Mission

Nashik has been selected by the Ministry of Urban Development as one of the 100 cities under the Smart Cities Mission. The city is among 10 cities selected from Maharashtra. As part of the mission, an estimated cost of ₹2,200 Crore²⁴ will be disbursed on-



Project Goda

Riverfront development project

Project Puratan

Heritage conservation

Project Sanskriti

Cultural development

Project Rachna

Streetscaping in Old Nashik

Infrastructure improvement

Swachh Nashik, Surakshit Nashik and Digital Nashik

Project Parivahan

Smart traffic and parking management system

Project Nivaas

Housing for All (Rehabilitation)

Nashik Bhaskar

Energy sustainability

Nashik Jeevan

Smart Nashik water utility

Project Atithi

Market home-stays scheme

Project Kushal Nashik

Skill development

Maharashtra Aerospace and Defence Sector Manufacturing Policy 2018



With an aim to lower the defence imports from the current 70% to 30%, five defence hubs are being set up in **Nashik**, Pune, Nagpur, Ahmednagar and Aurangabad as per the Aerospace and Defence Sector Manufacture Policy 2018. Around \$200 Crore investments are expected in the next five years, and the defence hubs are likely to provide employment to 1 lakh people during the same period. A corpus of approximately ₹1000 Crore will be maintained by the Maharashtra Industrial Development Corporation (MIDC) to provide working capital for the micro, small and medium enterprises in the sector²⁵

²⁴ Smartcities.gov.in. Smart City Proposal. [online] Available at: http://smartcities.gov.in/upload/uploadfiles/files/Nashik_SCP.pdf.

²⁵ Cmo.maharashtra.gov.in. (2018). Maharashtra Ahead. [online] Available at: https://cmo.maharashtra.gov.in/sites/default/files/publication_gallery/MaharashtraAhead_Feb2018.pdf.

Maharashtra Logistics Park Policy 2018



In accordance with the central government's allocation of infrastructure status for the Indian logistics sector, the Maharashtra Logistics Park Policy 2018 has been put in place to position the state among the leading logistic hubs across the country. To this end, 25 integrated logistics parks and over 100 logistics parks are being developed, with **Nashik**, Bhiwandi, Panvel, Taloja, Aurangabad, Talegaon and Nagpur being designated as 'Logistics Zones'.

Maharashtra Electric Vehicle Policy 2018



Maharashtra, a leading player in India's auto manufacturing market, has implemented the Electric Vehicle Policy 2018 to reduce the state's carbon footprint. With an investment of ₹25,000 Crore, around five lakh battery-powered vehicles will be manufactured in five years and one lakh employment opportunities are likely to be created.

The first phase of implementation will include 6 cities - first phase six cities: Mumbai, Thane, Pune, **Nashik**, Aurangabad, and Nagpur. Incentives (such as 50-100% reimbursement of stamp duties on land and loan agreements to makers of electric vehicles) and tax exemptions (on road tax and registration fees) are provided to develop a sustainable transportation system²⁶.

Sagarmala Programme



Under the ambitious 'Sagarmala' programme, 85 projects have been planned in Maharashtra with an investment of about ₹3 lakh Crore. A perspective plan has also been finalized for a Coastal Economic Zone (CEZ) which includes Nashik, Thane, Mumbai, Pune and Raigad along with Ratnagiri, Sindhudurg, North Goa and South Goa.

Bharatmala Pariyojana



Nashik is set to see a major infrastructure push from the proposed ₹5.35 lakh Crore Bharatmala Project. The 34,800 km project is the second largest highways construction project in the country since 50,000 km National Highway Development Project (NHDP). The project is likely to enhance connectivity on economic corridors, border areas and far flung areas with an aim of quicker movement of cargo and boosting exports. Nashik comes under the two out of twelve corridors (Mumbai – Agra & Mumbai – Kolkata) that will pass through the state account for 8,501-km-long stretches of highways. Additionally, the city will also benefit from Nashik – Pune lane expansion and the 3 ring roads planned in Pune, Dhule and Nagpur, of the 28 ring roads planned across the country²⁷.

26 Cmo.maharashtra.gov.in. (2018). Maharashtra Ahead. [online] Available at: https://cmo.maharashtra.gov.in/sites/default/files/publication_gallery/MaharashtraAhead_Feb2018.pdf.

27 Nagpurtoday.in. Nagpur set to see major infrastructure push in Bharatmala Project. [online] Available at: <https://www.nagpurtoday.in/nagpur-set-to-see-major-infrastructure-push-in-bharatmala-project/10261652>.

Strengths

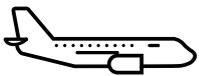


- Well-planned city with good infrastructure development
- Renowned industrial district with presence of auto, engineering and electrical industries, aerospace and defence artillery centres
- Presence of cosmopolitan culture with good quality of life
- Vertex of the Golden Triangle of Maharashtra
- Excellent climate and abundance of land, water and power
- Important business and tourism destination
- Excellent connectivity with other major cities such as Mumbai and Pune
- Presence of a world-class boat club with seaplane connectivity to Pune and Mumbai
- Famous for its cultural heritage, as a pilgrim centre and for its historical importance
- Regarded as the Wine Capital of India, also has a strong agricultural base; is an important national centre for agro-based trading
- Large manufacturing industry base with the presence of leading Indian and multi-national companies; produces 6.7% of the industrial output of Maharashtra
- As per Census 2011, Nashik was ranked 24th-most literate city in India and 7th among cities with the million-plus population as per Census 2011

Produces 6.7% of the industrial output of Maharashtra

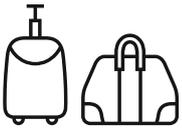
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Weaknesses



*Need better **air connectivity** with more flights connecting it to major cities of India*

- Highway connectivity with Mumbai and Pune needs further upgradation
- Despite having huge potential, IT-ITeS and biotechnology sectors are not developed
- Albeit the city now possesses air connectivity to major cities via stop over flights, it requires better direct connectivity with more flights on a daily basis.



Opportunity to triple Footfalls from wine tourism to 1.5 million in 5-7 years

- Make in India initiative provides Nashik with an excellent opportunity to capitalise, given its high productivity of labour, strong industrial base and high-quality infrastructure
- Nashik has the opportunity to triple its footfalls from wine tourism to 1.5 million in 5-7 years
- Nashik's rich cultural heritage and beautiful waterfront along the Godavari river can help the city emerge as an even more attractive cultural tourism destination
- Nashik can emerge as next IT-ITeS destination due to saturation and crippling infrastructure in cities such as Bengaluru, Mumbai and Pune
- With its significant manufacturing base and agricultural base, it has a potential to house support services industries
- Improved connectivity will provide impetus to tourism and economic activities
- The city has tremendous potential for development of student housing, senior citizen living, medical tourism, start-up incubation centres, etc

OT
lysis

Threats



Population, Employment and economic compare to other cities is challenging

- Growing population coupled with increasing vehicular density and haphazard development are posing challenges to the environment
- Nashik is facing competition from developed cities such as Pune and emerging cities such as Nagpur and Aurangabad in terms of employment and economic activities

Comparative scorecard: Nashik vs other cities

A total of 17 cities, including Nashik, have been analysed with mixed representation across population groups for comparative benchmarking and assessment. The 'Ease of Living Index 2018', which is framed on the basis of the Sustainable Development Goals (SDGs) and various urban policies and schemes by the Government of India, has been adopted for this assessment.

The index by the Ministry of Housing and Urban Affairs cover 78 indicators classified across 15 categories organised under 4 pillars- Institutional, Social, Economic and Physical.

Even though Nashik' s Ease of Living ranking was 21st across 111 cities in India, the city outshined many prominent tier II cities such as Nagpur, Kochi and Jaipur among others and metropolitan cities such as Ahmedabad and Hyderabad. On the institutional (governance) indicator, Nashik performed better than bigger cities such as Greater Mumbai and Thane. The city also beats Hyderabad, Ahmedabad and Nagpur in economic prospects of businesses and employment indicators.

Overall Rank	City	Population (Census 2011)	Institutional	Social	Economic	Physical
1	Pune	3,124,458				
2	Navi Mumbai	1,120,547				
3	Greater Mumbai	12,442,373				
5	Chandigarh	970,602				
6	Thane	1,841,488				
8	Indore	1,994,397				
18	Bhubaneshwar	885,363				
19	Surat	4,501,610				
21	Nashik	1,486,053				
23	Ahmedabad	5,633,927				
25	Coimbatore	1,050,721				
27	Hyderabad	6,993,262				
30	Jaipur	3,046,163				
31	Nagpur	2,405,665				
36	Vadodara	1,752,371				
45	Kochi	633,553				
109	Patna	1,684,297				

Grade Scale: High



Low

Nashik outshined many prominent tier II cities such as Nagpur, Kochi and Jaipur among others and metropolitan cities such as Ahmedabad and Hyderabad

Deep-diving into the social pillar reveals an emphasis on availability and accessibility of education and healthcare facilities for its citizens. Thanks to its huge tourism potential, Nashik holds higher values of identity and culture when compared to cities such as Hyderabad, Nagpur, Patna and Kochi. The city also has better enrolment into educational institutions than Greater Mumbai, Hyderabad, Ahmedabad, Jaipur and Surat, and more enhanced safety/security than cities such as Jaipur, Nagpur, Coimbatore, Thane and Kochi.

Nashik holds higher values of identity and culture when compared to cities such as Hyderabad, Nagpur, Patna and Kochi.

City	Social Pillar		
	Identity and Culture	Education	Safety and Security
Pune	High	Low	High
Navi Mumbai	High	Low	High
Greater Mumbai	Low	High	High
Chandigarh	Low	High	Low
Thane	High	High	Low
Indore	High	High	Low
Bhubaneswar	High	Low	Low
Surat	High	Low	Low
Nashik	Low	High	High
Ahmedabad	Low	Low	High
Coimbatore	High	High	High
Hyderabad	Low	High	Low
Jaipur	High	Low	High
Nagpur	Low	Low	High
Vadodara	Low	Low	Low
Kochi	Low	Low	Low
Patna	Low	Low	Low



The fourth and the final pillar – Physical - looks at the stress on the city infrastructure and urban service delivery. Nashik surpassed other cities such as Ahmedabad, Bhubaneshwar, Coimbatore, Hyderabad, Nagpur, Thane and Navi Mumbai in mixed land-use, compactness and waste water management. Nashik has lower pollution in comparison with Ahmedabad, Bhubaneshwar, Coimbatore, Greater Mumbai, Hyderabad and Navi Mumbai. In terms of inclusive development, the city has significant access to affordable housing when compared to cities like Coimbatore, Nagpur and Kochi.

Nashik surpassed Ahmedabad, Bhubaneshwar, Coimbatore, Hyderabad, Nagpur, Thane and Navi Mumbai in mixed land-use, compactness and waste water management.

City	Physical Pillar						
	Housing and Inclusiveness	Public Open Spaces	Mixed Land Use and Compactness	Assured Water Supply	Waste Water Management	Solid Waste Management	Reduced Pollution
Pune	Yellow	Red	Light Green	Red	Red	Red	Red
Navi Mumbai	Yellow	Orange	Yellow	Red	Red	Orange	Yellow
Greater Mumbai	Red	Red	Red	Red	Red	Orange	Yellow
Chandigarh	Orange	Red	Yellow	Light Green	Red	Light Green	Orange
Thane	Red	Light Green	Yellow	Red	Red	Orange	Yellow
Indore	Light Green	Yellow	Light Green	Orange	Yellow	Red	Orange
Bhubaneshwar	Light Green	Red	Light Green	Yellow	Light Green	Yellow	Yellow
Surat	Red	Yellow	Red	Yellow	Yellow	Orange	Orange
Nashik	Yellow	Yellow	Red	Yellow	Red	Light Green	Yellow
Ahmedabad	Orange	Light Green	Red	Yellow	Yellow	Yellow	Yellow
Coimbatore	Yellow	Yellow	Yellow	Orange	Orange	Orange	Yellow
Hyderabad	Yellow	Orange	Orange	Light Green	Yellow	Light Green	Light Green
Jaipur	Red	Yellow	Light Green	Orange	Yellow	Yellow	Orange
Nagpur	Light Green	Red	Yellow	Orange	Orange	Yellow	Red
Vadodara	Orange	Orange	Red	Light Green	Light Green	Light Green	Light Green
Kochi	Light Green	Light Green	Yellow	Light Green	Light Green	Light Green	Red
Patna	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green	Light Green



Why Nashik?

Growing annually at a rate of 3.90%, Nashik's population is projected to reach 3.4 million, and with the growing population comes the dire requirement for efficient urban planning. To achieve this, Nashik Master Plan 2036 focuses on planned, comprehensive, participative, stakeholder-friendly, rational, sustainable and growth-driven development of the city. This is to be achieved by proper utilisation of land, redevelopment of slums, making the traffic-transportation network efficient, and promotion of solar energy usage, among many others.

With supportive government policies, Nashik has been attracting huge investments from foreign players. Being a throbbing industrial centre and close to both Mumbai and Pune, the city will soon host one of the largest industrial clusters in Maharashtra.

Spreading across 2,000 acres in Nashik, the proposed China Industrial Park will constitute around 20 - 30 non-polluting, high-end manufacturing and IT companies which are expected to generate direct employment to 3,000 people. In addition, 'Make in Nashik' event in 2017 received an immense response from Indian investors, with memoranda of understanding for projects worth ₹2,260 Crore worth signed by investors.

Nashik's comparative scorecard showcases this city's advantages in terms of institutional, social, economic and physical aspects when compared to other prominent Indian cities. Nashik is assuredly shaping up significantly, possesses tremendous potential for future developments and can be termed as 'The Land of Opportunities' for various domestic and global businesses to flourish.

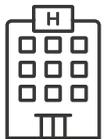
Attracting huge investments from foreign players



Supportive government policies facilitating sustainable and growth-driven development



Proposed High-end manufacturing and IT companies at China Industrial Park to generate direct employment to 3,000 people



Projects worth ₹2,260 Crore worth signed by investors at 'Make in Nashik' event



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