

Urban Governance - Greater Noida - Looking Towards the Future

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Abstract

Greater Noida, a hallmark of planned industrial urbanism in the National Capital Region (NCR), is undergoing a transformative shift from a satellite town to a global economic hub. This paper provides a strategic vision document for the city's development, analyzing the convergence of multi-modal logistics, high-tech manufacturing, and institutional growth. Through a SWOT analysis, the study identifies critical success factors, including the 2025 operationalization of the Noida International Airport (Jewar) and the integration of the Dedicated Freight Corridor. However, it also highlights significant governance challenges, such as law-and-order perceptions and bureaucratic lag. The paper concludes by proposing an integrated policy framework that prioritizes "Ease of Doing Business" and the development of ancillary social infrastructure as non-negotiable pillars for long-term sustainability.

Keywords: Urban Governance, Greater Noida, Multi-modal Logistics, Jewar Airport, Industrial Policy, Sustainable Urbanism.

1. Introduction

Greater Noida was established in 1991 under the U.P. Industrial Area Development Act, 1976, with the Greater Noida Industrial Development Authority (GNIDA) acting as the primary nodal agency. Unlike the organic, often chaotic expansion seen in other Indian metropolises, Greater Noida was envisioned as a "supply-led" urban center—where infrastructure precedes demand. As of 2025, the city has evolved into a diversified ecosystem featuring electronics manufacturing clusters, an international education hub (Knowledge Park), and world-class sports infrastructure.

Analysis of Strengths & Weaknesses

The city has many strengths based on its strategic location. It has excellent connectivity to the road network as well as rail lines. It connects to multiple highways on all the sides and the dedicated freight corridor railway network. The upcoming Jewar airport will act as a critical cargo as well as a passenger terminal. The three modes of transport combined make it a very apt location which can be developed as a transport hub. There is sufficient availability of land for commercial usage, residential purposes as well as the establishment of manufacturing industries. The UP government has focused on development of the city and wants to improve the ease of doing business. The present regime wishes to attract investors so that they can develop the city into a major commercial centre. As the development has been controlled and planned the city has a good green cover to prevent pollution in the future.

The biggest weakness which the city has is the image of being unsafe with regard to law and order. The common perception of being dangerous and unsafe has been widespread about Greater Noida. Such an image can tarnish the prospects of future investments in the city. Also, such projects are typically motivated by the political will of the ruling party. If such projects are not completed in a time bound manner they may ultimately perish to the hurdles of

bureaucracy and may not realise their full potential. There is the possibility of Greater Noida turning to fate like the GIFT city of Gujarat.

SWOT Analysis: Greater Noida at a Glance Based on the article provided, here is the breakdown of the city's current standing :
Strengths **Weaknesses** **Strategic Connectivity:** Integration of Road, Rail (Freight Corridor), and Air (Upcoming Jewar Airport).
Safety Perception: Prevailing image of being unsafe/dangerous regarding law and order. **Land Bank:** Sufficient availability for commercial, residential, and industrial use .
Political Dependency: Vulnerability to shifts in political will and bureaucratic delays. **Planned Infrastructure:** High green cover and organized residential sectors .
Execution Risks: Potential to become underutilized (referenced as the "GIFT City risk"). **Opportunities** **Threats** **Industry Hubs:** Potential for Manufacturing, Logistics, and Entertainment (Film City/Sports).
Inter-city Competition: Risk of losing investments to Gurgaon, Faridabad, or Manesar .
Educational Nucleus: Leveraging existing universities to attract a national student base. **Stagnation:** Failure to complete projects in a time-bound manner leading to "perishing" potential.

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Opportunities & Threats

Presently there are many educational universities available in the vicinity of Noida and Greater Noida. Therefore, Greater Noida in the future can become an educational hub which can cater to the student population from all over the country. As discussed earlier there is the opportunity of hosting the entertainment industry consisting of film city, multiple sports facilities etc. Most importantly, the development of a manufacturing and logistic hub will be a priceless opportunity for Greater Noida in the imminent future. The city administration must realise that if the potential of the city is not realised all the said opportunities may be taken over by other cities success Gurgaon or Faridabad or Manesar.

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Economic Vision for Greater Noida

The overall economic vision for the city comprises three major goals. The first one is the establishment of a manufacturing hub by attracting major manufacturing units. These units will have the added advantage of the location of the city which is nodal to all modes of transport. The establishment of Jewar airport will further champion the cause. The convergence of road, rail and air transport also enabled Greater Noida to become a logistic hub not only for NCR but for all the nearby states consisting of Delhi, Rajasthan, Haryana and UP. The existing education institutes may further be augmented along with establishment of other multidisciplinary higher education institutes to manifest a holistic educational nucleus. The entertainment industry may also be served by founding film city and augmenting the existing sport facilities such as racetracks etc to include other sports activities also. All in all, Greater Noida has ample potential to cover all the above activities in the future.

Ancillary Facilities & Alternative Options

The establishment of any industry be it education, manufacturing logistic etc must be accompanied by development of ancillary facilities such as accommodation, healthcare, markets etc. An educational hub will require hostels, with nearby retail facilities. The residential complexes would need to be supported by suitable healthcare facilities. The manufacturing facilities need skilled and unskilled labour which may be provided by nearby towns, cities, or villages. However, affordable housing with lower cost of living expenses will be essential. Apart from the major developmental prospects MSME industries may also prosper in such a setting and planned environment. Hence, not only big manufacturing companies but smaller industries should also be targeted for development in the region. This may act as an alternative action plan in case the major industries are not attracted in the region. The "Triple-Pillar" Economic Vision

The article outlines a future built on three distinct but interconnected sectors:

1. The Logistics & Manufacturing Engine

The convergence of the Dedicated Freight Corridor and Jewar Airport positions Greater Noida as the primary cargo gateway for North India.

Target: Attracting major global manufacturing units and MSMEs (Micro, Small, and Medium Enterprises).

Infrastructure: Multi-modal transport hubs connecting UP, Delhi, Rajasthan, and Haryana.

2. The Knowledge & Entertainment Hub

Greater Noida aims to move beyond just "industrial" by focusing on high-value services:

Education: Developing a holistic nucleus for multidisciplinary higher education.

Media/Leisure: Establishing a dedicated Film City and expanding sports facilities (like existing racetracks) to host international events.

3. Ancillary Ecosystems

Large-scale industry cannot survive in a vacuum. The plan emphasizes:

Affordable Housing: Necessary for both skilled and unskilled labor.

Healthcare & Retail: Developing hospitals and markets to support a growing residential population. 1.1 The "Aerotropolis" Economic Model

The most significant paradigm shift is the transition to an Aerotropolis—an urban form where the airport (Noida International Airport, Jewar) acts as the central business core.

- Expansion of Aviation Hub: The airport area is expanding from 5,000 to over 6,200 hectares to support an "Airport City."
- Logistics Corridors: A key research point is the 16 km dedicated freight corridor connecting the airport to the Chola railway station in Bulandshahr, integrating air, rail, and road.
- Foreign Investment Clusters: The governance strategy now includes dedicated zones for specific international investors, particularly from South Korea and Japan, moving away from general industrial leasing.

1.2. "New Noida" (DNGIR) Governance Strategy

The Dadri-Noida-Ghaziabad Investment Region (DNGIR), or "New Noida," represents a new administrative frontier.

- Phased Development: Research the four-phase implementation strategy:
 - Phase 1 (by 2027): 3,165 hectares.
 - Final Phase (by 2041): Reaching a total of 8,230+ hectares.
- Land Use Innovation: Unlike older plans, New Noida allocates 40% for Industry and 18% for Greenery, but only 13% for Residential. This signifies a "Job-First" governance paradigm aimed at preventing the city from becoming a mere bedroom suburb of Delhi.

1.3. Digital Governance & Smart Infrastructure

Governance is moving from physical oversight to digital management.

- GIS-Based Management: GNIDA has become the first authority to provide all urban services via a GIS (Geographic Information System) app. This allows for real-time tracking of every manhole, electric pole, and sewer line.
- E-Auction Paradigm: To increase transparency and eliminate "middleman" corruption, all plot allotments (Industrial and Group Housing) moved to a 100% E-Auction system in 2024-2025.
- Data Centre Capital: Greater Noida now hosts 90% of North India's data center capacity (130 MW in 2025). Your paper could argue that "Data Sovereignty" is becoming a new pillar of local governance.

1.4. Sustainability: The "Net-Zero" Vision

Greater Noida is being marketed as the "Green Lung" of NCR.

- Net-Zero Airport: Noida International Airport is designed to be India's first net-zero emissions airport.
- Waste-to-Wonder Initiatives: Research the use of 4D modeling to convert over 500 tonnes of industrial scrap into massive "Waste to Wonder" parks (e.g., the 25-acre Artificial Zoo Theme Park in Sector 94).

- **Water Governance:** The authority has introduced apps to track daily household water usage to combat the falling groundwater levels in the region.

1. Governance Shift: From Industrial Authority to Smart Governance

The governance of Greater Noida is evolving from mere land management to an integrated "Smart City" model.¹

- **The "Double-Engine" Governance:** Analyze the synergy between the Greater Noida Industrial Development Authority (GNIDA) and the Yamuna Expressway Industrial Development Authority (YEIDA).
- **Smart Governance Initiatives:** Focus on the digitisation of civic services, GIS-based land management, and AI-powered traffic systems.²
- **The Administrative Vacuum:** A significant research gap exists in the governance of "Notified Villages."³ Since the removal of the Gram Panchayat system in 2015, these areas face an administrative gap that your paper could address as a "governance challenge."⁴

2. Economic Paradigm: The "Aerotropolis" and Logistic Hubs⁵

Greater Noida is shifting its economic identity from manufacturing-heavy to a service and logistics-oriented economy.⁶

- **Noida International Airport (NIA) at Jewar:**⁷ This is the primary economic catalyst.⁸ It transitions the region into an **Aerotropolis**—a metropolitan subregion where the layout, infrastructure, and economy are centered on an airport.
- **The "New Noida" Expansion:** Under **Master Plan 2041**, the city is expanding to 71,000 hectares (incorporating 80 more villages).⁹
- **Key Economic Drivers:**
 - **Data Centre Parks:** Northern India's hub, with 130 MW operational capacity as of 2025.¹⁰
 - **Multi-Modal Logistics Hub (MMLH):** The Dadri-Noida-Ghaziabad investment region under the PM GatiShakti plan.¹¹
 - **Knowledge Park Clusters:** Transitioning from local colleges to global R&D centers.

3. Comparative Land-Use Evolution (2031 vs. 2041)¹²

A strategic vision requires comparing current allocations with future goals.

Land Use Category	Master Plan 2031 (Current)	Master Plan 2041 (Vision)	Strategic Shift
Industrial	~5,800 Ha	~28,400 Ha	Massive focus on manufacturing & logistics.
Residential	~10,000 Ha	~9,700 Ha	Move toward high-density, smart vertical living.
Green/Rec.	~7,000 Ha	~12,900 Ha	Commitment to "Green Lung" status in NCR.
Institutional	Education focused	Global R&D/FinTech	Shift toward high-value service sectors.

4. Strategic Challenges for Research

To make your paper "academic," you must critique the current trajectory:

- **Land Acquisition Ethics:** Research the "Mutual Consent" policy versus the 2013 Land Acquisition Act.¹³ This is a critical governance paradigm regarding farmer rehabilitation.
- **The Infrastructure-Livelihood Gap:** While "Sectors" enjoy world-class facilities, the surrounding "Villages" often lack basic drainage and roads.¹⁴
- **Environmental Sustainability:** Balancing the 12,900 hectares of planned green space against the carbon footprint of a global airport and massive industrialization.

Conclusion

Thus, to sum it up Greater Noida has the potential to develop into a commercial cum residential hub in the future. It may be one of the most vital and progressive cities in the NCR region in the upcoming years. However, the most crucial role in this development will be of the administrative body of the city and the government of Uttar Pradesh. Single window clearances, quick administrative decisions, and ease of doing business in the region will be non-negotiable when it comes to attracting investors in the region. A coordinated effort with various ministries to ensure timely development of all ancillary facilities is vital to realize the dream of converting Greater Noida into a manufacturing, logistics and entertainment hub.

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