

State Investment Promotion & Facilitation Agency

## **Uttar Pradesh Government initiates professionalization of 'Invest UP'**

- *State government to engage high-end professionals with ample experience for seamless integration of investment promotion and facilitation streams*
- *A Chief Operating Officer (COO) to be engaged to lead the investment promotion functions of the agency*
- *In the first phase, five well-qualified persons to be recruited*
- *In all 44 professionals to be recruited to enhance the efficiency of services*

**Lucknow | December 04, 2020:**

Subsequent to a series of successful initiatives to attract and materialize investment in Uttar Pradesh, the **State government has initiated the process to professionalize its investment promotion and facilitation agency – 'Invest UP' in right earnest.**

**Additional Chief Secretary, Infrastructure & Industrial Development, Mr. Alok Kumar said** that in a first-of-its-kind initiative, the State government had decided to engage highly qualified professionals from business and management sphere with ample experience for seamless integration of investment promotion and facilitation streams.

**Mr. Alok Kumar, who is also the Member-Secretary of the Governing Board of 'Invest UP', informed,** *"In all 44 professionals are proposed to be recruited to enhance the efficiency of services to investors and industrialists. In the first phase, **five** well-qualified persons will be recruited, including a Chief Operating Officer (COO) to lead the investment promotion functions of the agency under the guidance of the Chief Executive Officer (CEO)."*

**"Appointment as well as removal of the Chief Operating Officer (COO) will be approved by Hon'ble Chief Minister, who is the Chairperson of the Governing Board of the newly established agency", he added.**

Akin to COO, who must be a post graduate management degree holder from a tier-1 Indian or global institute with over 15 years of experience, the preferred selection criteria for other positions of **one Division Head, two Sector Cluster Heads** and a **Manager-NCR** have been specified to hire the best-in-class talent and experience.

With the objective of hiring exceptionally qualified and deserving talent, State government has decided to offer the **market driven remuneration** to the selected candidates.

It may be noted that the U.P. Government has set up a dedicated Investment Promotion and Facilitation Agency - 'Invest UP'. The agency provides support to the investors interested in investing in the State and acts as the interface between the various government departments and the Investors to foster the investor friendly environment in the State. **Unlike similar organisations in the country, which either focus on investment promotion or investment facilitation, Invest UP has been mandated to carry out both the activities to provide complete investment life-cycle support to the investors.**

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