

# UP exhorts IFS officers to promote state abroad for biz

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**Lucknow:** In an interaction with officers from Indian Foreign Service and members of Associated Chambers of Commerce & Industry of UP, Invest UP CEO Abhishek Prakash urged them to promote UP as an attractive investment destination abroad and highlight the improved business environment in the state.

Organised by Assocham to communicate the expectations of the business community and current industrial environment in the state to the government, the session saw passport officer, RPO Delhi, Surendra K Adhana, deputy secretary in the ministry of external affairs Peeyush Verma, deputy secretary (north)



Invest UP CEO Abhishek Prakash with IFS officers and Assocham members

Manoj Kumar and deputy secretary (GEM) Naresh Kumar.

Prakash assured the delegates that the government would provide full support to the industry in investment facilitation and grievance redressal. He also asked officials to collaborate with the government in branding UP as an attractive investment destination by “lining up high-

network individuals and exporters of UP on embassy websites”.

Tariq Hasan Naqvi, senior vice president of Assocham UP, highlighted the various initiatives taken by the state government in improving infrastructure and to achieve its target of making UP a \$1 trillion economy in the next five years.