

Yogi govt all set to pitch 'Brand UP' globally now

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TALKING BIZ

global investment hub

The UP government will participate in trade fairs and conferences and also host such events, which will be an ideal platform for B-to-G dialogue and for showcasing the favourable policy framework of UP. With the aim of establishing UP as a global investment hub, the Global Investor Summit will be organised in February 2023.

New sectors will be now encouraged in state

According to the policy, the State Level Investment Promotion Board will be strengthened and the incentive framework streamlined. A customer relationship management portal will be developed by Invest UP for investment management and investor interaction. It will also be linked to the single window portal, Nivesh Mitra to provide a one stop solution to investors. Online incentive management system will be developed for acceptan-

ce of incentives for all policies, also linked to Nivesh Mitra. To ensure Ease of Doing Business, the UP government has put in place self-certification for 5 Low Risk Approvals. For simplification of procedures to start a business, there is a system of auto-renewal in more than 17 services. Also, the requirement of renewal of more than 7 licences has been done away with.

97% of 18 L applications have been disposed of

The government is providing more than 353 services through Nivesh Mitra. Till September 2022, more than 18 lakh applications have been received through the portal, out of which about 97% have been disposed of. New services required by the state government to establish and operate business in the state will be identified and integrated with Nivesh Mitra.

UP will give fear-free industrial environment

To provide a safe and fear-free industrial environment, industrial clusters and police stations will be set up in areas like Noida, Kanpur, Gorakhpur and Purvanchal. Integrated police and fire stations will also be set up in major industrial clusters and areas. The government has also notified the establishment of 17 commercial courts for disposal of cases under contract enforcement.

Lucknow: The UP government led by chief minister Yogi Adityanath has prepared an action plan to promote 'Brand UP' within the country and abroad to achieve the larger goal of making the state a \$1 trillion economy, a press release issued by the UP government said. The action plan is part of the government's 'Industrial Investment and Employment Policy' and seeks to project the developments in UP in the last five and a half years. UP has jumped to the second position in the country in 'Ease of Doing Business' and has been honoured with the achiever award by the Union government for its 'Business Reform Action Plan'.

Plan to make UP the most preferred investment destination in country

The UP government believes that a comprehensive framework for promoting investment and realizing its true potential are a must to establish the state as the most preferred investment destination globally, Yogi said, adding, "The help of specialized professionals of the field will be taken in adopting a targeted approach to reach out to the investors and create investment opportunities in the state through various channels."

UP to be developed into