

## **Two-week orientation programme begins for Udyami Mitras**

- ***Advisor to Hon'ble Chief Minister, Mr Arvind Kumar along with CEO, Invest UP, Mr Abhishek Prakash inaugurate the basic orientation programme for candidates selected under Mukhyamantri Udyami Mitra Yojana***
- ***26 training sessions will be conducted, including introduction to various investment-oriented policies, rules, ease of doing business and different portals as well as visit to industrial areas***

**Lucknow, May 29, 2023:**

In another significant step towards facilitation of investment projects in Uttar Pradesh, the State government began the basic orientation programme for the candidates selected under **Mukhyamantri Udyami Mitra Yojana** at Panchayati Raj Training Institute here today.

The **Advisor to Hon'ble Chief Minister, Mr Arvind Kumar along with CEO, Invest UP, Mr Abhishek Prakash** inaugurated the training programme by lighting the ceremonial lamp.



Starting today, the duration of this orientation programme is 14 days. During this period in all 26 training sessions will be conducted, including introduction to various investment-oriented policies, rules, ease of doing business and different portals as well as visit to industrial areas. Department-wise sessions have been scheduled, including flagship projects of the State government, such as trillion-dollar economy, defence industrial corridor along with sessions on revenue code, land bank and rates, allotment procedures, clearances, etc.

In the introductory session – ‘Destination Uttar Pradesh’, **Mr Arvind Kumar** apprised the newly selected Udyami Mitras with comprehensive industrial ecosystem being developed by the State government as well as various reforms and policies announced to attract and facilitate investment in Uttar Pradesh. **He also explained** in detail about the upcoming major infrastructure projects such as multi-modal logistics parks, pharma parks, dedicated freight corridor and six nodes of Defence Corridor.

**Mr Arvind Kumar** also gave an overview of the successful organization of international and domestic roadshows followed by the **UP Global Investors Summit in February 2023** and the dedicated portals, such as- Single Window Nivesh Mitra portal, Investor Relationship Management System – Nivesh Sarathi portal, Online Incentive Management System developed for investor facilitation.

It is noteworthy that **Hon'ble Chief Minister, Shri Yogi Adityanath** issued directions for recruitment of Udyami Mitras to expedite implementation of investment proposals worth around Rs 35 lakh crore received by the state government during the UP Global Investors Summit 2023 and afterwards.

Chief Executive Officer of Invest UP (the investment promotion and facilitation agency of UP government), **Mr Abhishek Prakash** made a detailed presentation on Uttar Pradesh Governance Structure, Constitutional Setup, Legislature, the Secretariat and District & Divisional Administration. He said that the Udyami Mitras would be posted in districts wherein they shall be reporting to Deputy Commissioner – District Industries Promotion and Entrepreneurship Development Centres. He also gave an idea about the hierarchy of officials at the Secretariat, about how the executive is led by the Chief Secretary and supported by Additional Chief Secretaries/ Principal Secretaries heading various Departments.

After the training, Uttar Pradesh government will deploy Udyami Mitras (Friends of Entrepreneurs) in Invest UP office, districts headquarters and industrial authorities to address and resolve issues facing investors at ground level.

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