

# Nivesh Mitra ends red tape faced by investors

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**Lucknow:** The Nivesh Mitra portal, developed to provide a one-stop solution to investors keen on investing in Uttar Pradesh, has processed over 15.90 lakh applications for No Objection Certificates (NOCs) over the past six years.

“Functioning as a single-window clearance system, the Nivesh Mitra portal has ensured that more than 15.90 lakh investors were able to get necessary clearances without having to run from one department to another, leading to UP’s rise in the ease of doing business system and eliminating the bureaucratic hurdles previously faced by investors and entrepreneurs,” said a govt spokesperson.

He said that under Chief Minister Yogi Adityanath, UP has positioned itself for industrial growth due to its improved law and order, extensive land bank, 96 lakh MSME units and affordable labour as key assets for attracting major investments. The integration of technology under Nivesh Mitra has led to further streamlining of the investment process by reducing the need for multiple departmental approvals and curbing corruption.

**“ Nivesh Mitra portal is dedicated to streamlining processes for entrepreneurs and addressing their issues promptly**

**ABHISHEK PRAKASH**  
Invest UP CEO

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He said that over eight lakh entrepreneurs have provided positive feedback on the Nivesh Mitra portal, which has more than 10 lakh registered users. This single-window system, offering over 491 licence-related services across 42 departments, has processed more than 15.90 lakh applications in the past six years, with 97% of cases handled successfully. The portal, which has significantly simplified MoU monitoring and incentive distribution, has improved UP’s position in ease of doing business in India, from the 16th position in 2016 to the second spot now.

Invest UP CEO Abhishek Prakash said that the Nivesh Mitra portal is dedicated to streamlining processes for entrepreneurs and addressing their issues promptly. The portal ensures timely resolution of queries and provides NOCs efficiently through its integrated single-window system, he said.