Key initiatives: UPSIDA, Invest UP set to embrace upgrades

To Improve In Ease Of Doing Business

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Representational Picture

UPGRADING SERVICES

Lucknow: To scale up the ease of doing business experience in the state, the Uttar Pradesh govt is set to introduce two key initiatives.

First, a comprehensive framework for investment reforms will be established within the Uttar Pradesh State Industrial Development Authority (UPSIDA).

And secondly, Invest UP will be upgrading the Nivesh Mitra portal. Sharing details on Monday, an official spokesperson said that the reforms at UPSIDA are aimed at simplifying the investment process, streamlining approvals, and extending incentive schemes to investors.

"This will pave the way for investment promotion and facilitation while making the process more investor-friendly," they said.

They also informed that the Business Reform Action Plan (BRAP) will be implemented in UPSIDA to make it more efficient in terms of ease of doing business, ensuring the agency adheres to the standards set by the Department for Promotion of Industry and Internal Trade (DPIIT).

"This will serve as a comprehensive framework to enhance the performance of UPSIDA officials, upgrade online services, and integrate them with the Nivesh Mitra portal," the spokesperson said, adding, "It will also pave the way for the Industrial Park Rating System (IPRS ranking)."

Informing that the initiative will open up new development and investment opportunities across various industrial areas under UPSIDA, and identifying areas for improvement through gap analysis, they said, "It will focus on several key areas such as the development and expansion of investment promotion strategies, business process re-engineering, knowledge creation, database management, business promotion and marketing, and evaluation of the GIS system." To ensure the successful execution of this plan, a consultancy agency will be engaged for three years.

Regarding the Nivesh Mitra portal upgrades, the spokesperson said: The system will undergo upgrades in two phases, incorporating a unified G2B interface, microservice architecture, and an efficient content management system, providing seamless access for business users. In the first phase, the design, development, and implementation will be completed, while the second phase will focus on the operational maintenance of the portal.