

## **Uttar Pradesh Accelerates Toward \$1 Trillion Economy with Ease of Doing Business Initiatives**

- *Nivesh Mitra Portal Sets New Benchmark with 500+ Services and 97% Satisfaction: Shri Abhishek Prakash*
- *UP Paves the Way for Entrepreneurs with Decriminalization of Outdated Regulations, Driving Ease of Doing Business: Shri Abhishek Prakash*

**Lucknow, 19 Dec 2024:** In commemoration of the birth centenary year of Bharat Ratna and former Prime Minister Shri Atal Bihari Vajpayee, a special discussion and presentation were held today in Tilak Hall, Vidhan Sabha Secretariat, under the 'Good Governance Week' from December 19-24. The program focused on the Ease of Doing Business (EODB) and Uttar Pradesh's ambitious target of becoming a \$1 trillion economy.

The event featured insightful discussions on facilitating Ease of Doing Business and achieving the \$1 trillion economy target, alongside the good governance initiatives of the Central and State Governments. Notable dignitaries included Shri Asim Arun, Minister of State (Independent Charge), Social Welfare, Scheduled Caste & Tribal Welfare, Uttar Pradesh; Shri Abhishek Prakash, CEO, Invest UP & Secretary, Infrastructure and Industrial Development; Shri Alok Kumar, Principal Secretary, Planning & Programme Implementation; and Shri K. Ravindra Nayak, Principal Secretary, Secretariat Administration Department, among others.

A comprehensive presentation by Invest UP highlighted the milestones achieved in the state's Ease of Doing Business initiatives. Nivesh Mitra, one of India's largest single-window portals, is ensuring seamless delivery of over 500 online services across 42 departments, playing a crucial role in enhancing the business environment in Uttar Pradesh. Key reforms under the Business Reform Action Plan (BRAP) were also discussed.

Shri Abhishek Prakash, Chief Executive Officer of Invest UP, shared his vision for Uttar Pradesh's transformation in terms of Ease of Doing Business. He emphasized the state's proactive efforts to decriminalize outdated regulations and streamline policies to empower domestic and global investors and citizens.

He further highlighted Nivesh Mitra's exceptional achievement of a 97% user satisfaction rate in a third-party audit, alongside its three-level query management system, which ensures swift and transparent issue resolution.

The session featured insightful presentations by Shri Alok Kumar, Principal Secretary of Planning, Programme Implementation, who outlined Uttar Pradesh's roadmap toward becoming a \$1 trillion economy.

Shri Asim Arun, Hon'ble Minister of State (Independent Charge), Social Welfare, Scheduled Caste & Tribal Welfare, emphasized that to achieve this goal, stakeholders must be well-versed in the "tools of the trade." He called for continuous value addition in knowledge and skill development among government staff and stakeholders. He remarked, "We have laid the highway through our hard work; now it's time to accelerate our efforts to reach our goal."