

Experts discuss ways to enhance ease of doing business in U.P.

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LUCKNOW : Ways to foster an investment-friendly environment to enhance ease of doing business in the state, strategies to reduce compliance burdens and identifying regulatory challenges were discussed by experts on Monday.

Invest U.P., an Uttar Pradesh investment promotion and facilitation agency, brought together leading industry bodies from the state and a Task Force constituted by the cabinet secretariat, Government of India, to discuss these issues.

Meeta Rajivlochan, secretary (youth affairs), union government, presided over the event.

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The Task Force delegation engaged with representatives from prominent trade organizations, including FICCI, CII, PHD Chamber of Commerce and Industry, and the IIA.

Industry stakeholders shared valuable insights on challenges faced by businesses and offered constructive suggestions to

improve processes and policies. Rajivlochan applauded the Nivesh Mitra portal for its significant contribution to facilitating ease of doing business (EODB) in the state.

Abhishek Prakash, secretary, infrastructure and industrial development department, and CEO of Invest UP, said: "Uttar Pradesh has emerged as a leading state in ease of doing business. Online platforms such as Nivesh Mitra and Nivesh Sarathi have significantly promoted the EODB."

"For the third consecutive year, UP has been recognized as an 'Achiever State' in the logistics Ease Across Different States (LEADS) ranking," Abhishek Prakash added.