

## **Invest UP: Upgraded Nivesh Mitra 3.0 to Be Launched Soon to Expedite Ease of Doing Business in Uttar Pradesh**

**Lucknow March 29, 2025:** Uttar Pradesh is set to usher in a new era of investment facilitation and ease of doing business (EoDB) with the upcoming launch of the upgraded Nivesh Mitra 3.0 online portal. This revolutionary enhancement of the state's single-window clearance system is poised to redefine investor interactions and streamline business operations like never before.

Nivesh Mitra 3.0 represents a significant stride towards aligning with the National Single Window Portal, promising a seamless and integrated platform for investors. This next-generation system is designed to address prevalent challenges in connectivity between departments, enhance automation processes, and provide investors with a more efficient and user-friendly experience.

Key Features and Enhancements in the Portal:

- 1. Integrated Digital Ecosystem:** Enhanced interoperability with central and state portals ensures a synchronized investor journey in the state.
- 2. Revamped Common Application Form (CAF):** A dynamic form available in vernacular languages, tailored to user profiles based on Know Your Approvals (KYA) will help investors to know their status.
- 3. GIS-enabled Land Bank:** Centralized land data with GIS technology enables real-time collaboration with nodal agencies, minimizing physical interference and actual status of land availability.
- 4. Dashboard-Driven Decision Making:** Smart dashboards for KPI-based district rankings, industrial park ratings, and real-time analytics.
- 5. AI-powered Chatbots & Grievance Redressal:** Multilingual AI bots for instant support, grievance resolution, and guidance to resolve investors grievances.

The objective of Nivesh Mitra is to streamline regulatory processes and enhance transparency. Its primary aim is to facilitate ease of doing business by integrating an electronic-based transparent system for online applications related to licenses, approvals, and permits. Additionally, the Nivesh Mitra Portal provides a single-window solution to minimize time and effort for entrepreneurs in their regulatory interactions. Currently, Nivesh Mitra assists in obtaining clearances for more than 500 services across 40+ departments.

Uttar Pradesh's Nivesh Mitra 3.0 aims to set a new standard in Ease of Doing Business by fostering transparency, efficiency, and an investor-friendly environment. This initiative underscores the state's commitment to nurturing a conducive ecosystem for businesses to flourish and drive economic growth.

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