

## **Invest UP's Game Changers: The Udyami Mitras Empowering Businesses and Industries**

**Lucknow, March 28, 2025:** Uttar Pradesh is advancing rapidly as a business hub under the visionary leadership of Hon'ble Chief Minister Yogi Adityanath, aiming to transform the state into a \$1 trillion economy. Central to this mission is the Mukhya Mantri Udyami Mitra Scheme, launched in 2023 to bridge the gap between investors and government systems. With 120 qualified Udyami Mitras (UMs) deployed by **Invest UP**, the investment promotion and facilitation agency of Uttar Pradesh, across districts and industrial zones, the scheme ensures seamless policy implementation and rapid resolution of investment-related issues.

### **How Udyami Mitras Are Transforming Uttar Pradesh's Investment Landscape**

The impact of Udyami Mitras is reflected in the successful facilitation of landmark projects. Havells India Ltd. secured a ₹879 crore investment for an R&D center in Noida after Udyami Mitra resolved procedural delays, enabling operations to commence by 2026.

Similarly, Sharda Group's ₹600 crore HEALTH CITY in Agra, encompassing a university and medical facilities, was facilitated through key regulatory approvals by Udyami Mitras.

JK Cements overcame land mutation and road challenges in their ₹400 crore cement plant project in Prayagraj, thanks to proactive interventions by Udyami Mitra.

Indraprastha Gas Limited (IGL) faced delays due to a hazardous 11KV line but, with diligent efforts by Udyami Mitras, resolved the issue and commenced project execution in Fatehpur.

Additionally, Dr. Ramesh Chandra's ₹50 crore Vinmax Agro Industries project in Barabanki and Amul's boarding house project in Varanasi were expedited with the help of Udyami Mitras, ensuring timely clearances and seamless progress.

### **Empowering Udyami Mitras Through Training**

Udyami Mitras receives specialized training covering industry regulations, state policies, and digital platforms like *Nivesh Mitra*, a single-window clearance system, and *OIMS*, which tracks investment projects in real-time. They also gain insights into 29+ investment policies, covering sectors like MSMEs, FDI, and tourism, and are trained on clearance procedures for fire, pollution, power, and more. This initiative by *Invest UP* fosters robust local investor ecosystems while promoting sustainable development.

The Mukhya Mantri Udyami Mitra Scheme is a proof to Uttar Pradesh's commitment to fostering investor confidence and industrial growth. By resolving challenges and driving economic transformation, Udyami Mitras are not only facilitating projects but also reinforcing

Uttar Pradesh's position as a premier investment destination. Through strategic initiatives like this, the state is paving the way for sustainable development, job creation, and a thriving economy.

