

{ **NEW DRAFT POLICY IN PREPS** } 4 INDUSTRIALISTS TO JOIN GOVERNING BOARD

Invest UP set for reboot, with speed and greater transparency

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LUCKNOW : The Uttar Pradesh government is preparing a new draft policy to restructure Invest UP, the state's key investment promotion agency, in the wake of corruption allegations against its former CEO. The proposed policy aims to streamline approvals, increase transparency, and include greater participation from industry leaders.

Officials drafting the policy have recommended faster clearances, direct industry representation in decision-making, and national-level outreach through new offices.

"The new draft policy for Invest UP is being framed. It will be more investor friendly," said Nand Gopal Gupta 'Nandi', cabinet minister for industrial

THE DETAILS

- Provisional approvals within 15 days, with a grievance system to track delays.
- A GIS-based digital land bank to show investors dispute-free land.
- Four industrialists from different regions to join Invest UP's Governing Board.
- New offices planned in Delhi, Mumbai, Bengaluru, and four U.P. cities.
- A new system will track delays and address last-minute queries that stall approvals.

development. "There will be time-bound approval of proposals and participation of

industrialists in the Governing Board of Invest UP," he added.

He further informed that national offices are being proposed in New Delhi, Mumbai, and Bengaluru to strengthen investor engagement.

"Provisional approval within 15 days of self-certification is being proposed in the new draft policy," a senior official said. To address delays caused by last-minute queries, a grievance resolution mechanism will also be introduced to track approval timelines.

The proposed system is expected to reduce procedural hurdles that often slow down large-scale investment projects.

In response to allegations that tarnished the image of Invest UP, the agency has initiated steps to improve transparency, particularly in the land

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