

Letter No.: 69/ITCELL/2025-26

Dated: 11th April 2025

Office Order

Subject: Mandatory Compliance with BRAP Guidelines – Availability of Comprehensive Service Information on Nivesh Mitra Single Window Portal and Departmental Websites

Dear Sir/Madam,

As part of our continued efforts to strengthen the **Ease of Doing Business** framework in Uttar Pradesh to achieve \$1 Trillion Economy goal and in line with the **Business Reforms Action Plan (BRAP)** guidelines issued by the Department for Promotion of Industry and Internal Trade (DPIIT), it is directed to ensure transparent, accurate, and comprehensive information availability related to online services offered to investors and businesses.

Accordingly, it is **mandated** that the following information must be made available on the departmental websites and the **Nivesh Mitra** portal for each service:

1. **Comprehensive List of Required Documents** – All documents necessary for availing a service must be listed in detail, preferably with downloadable templates or samples.
2. **Applicable Fees** – Clearly state the fee structure along with acceptable modes of payment and applicable fee notifications.
3. **Stage-wise Procedure** – Outline the complete process with a step-by-step user and department workflow including the responsible authority at each stage.
4. **Timelines** – Publish the expected timeline for completion of each stage or step in accordance with service delivery standards.
5. **Searchability** – Ensure that the above information is searchable and filterable by:
 - o **Risk Category**
 - o **Size of the Firm**
 - o **Business Location**
 - o **Investor Type**
6. The details should also include URL, Category of Service (Pre-establishment, post-establishment, pre-operation, Renewal, Additional Service), relevant Govt. Order/ Notification, etc. (Refer to Annexure 1 for additional information)

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INVEST UP

(Investment Promotion & Facilitation
Agency of Govt. of Uttar Pradesh)

For Existing Services Already Integrated with Nivesh Mitra:

All concerned departments must **review their existing services and share the required documents and updated information** with Invest UP to ensure alignment with BRAP guidelines. Necessary modifications must be carried out to ensure full compliance.

For All New Services Being Integrated with Nivesh Mitra:

It is **mandatory** for departments to **submit all relevant documents and service-related information** to Invest UP **prior to making the service live**. The service must be **designed in full compliance with the BRAP guidelines** from the outset.

This directive is crucial to ensure that Uttar Pradesh remains a business-friendly state with streamlined and predictable procedures, reducing the compliance burden for investors.

All departments are requested to initiate immediate action and **confirm compliance to Invest UP by 30th April 2025**. For any technical assistance in service design or portal integration, please coordinate with the Invest UP technical support team.

Your continued cooperation is vital in fostering a more transparent, efficient, and investor-centric governance ecosystem.

Enclosed, as above.


28/4/25

(Prathamesh Kumar)

Chief Executive Officer

Annexure-1: Details as mentioned in BRAP Implementation Guide

The details of **statutory fees and procedure** covering all applicable steps from application submission to application approval, should be published on the portal.

The procedure should **clearly highlight the step-by-step movement of the application** within the department along with **timelines for completion of each step/ procedure**. It may be supplemented with the standard operating procedure if available; in any case, the details should be published explicitly.

The intention is to allow users to access information that is relevant to their respective category (i.e., Small, Medium or Large), location (rural or urban), investor type (whether Foreign or Domestic). These divisions are to ensure that specific information such as variance in fees or steps involved for different categories, location wise or investor type is clearly displayed in the public domain. Such display will act as an aid for businesses looking to start business or existing businesses who are looking to expand or diversify into newer areas.

"Risk category" refers to the classification of industry basis various parameters at State level such as provisions under pollution, labour amongst others. It can be defined basis their own assessment as per the provisions of Rules/ Acts as may be applicable in the State/UT.