

Invest UP Holds Monthly Review Meeting to Set Annual Targets Towards \$1 Trillion Economy Goal of U.P.

Lucknow, April 28, 2025:

Invest UP, the investment promotion and facilitation agency under the Department of Infrastructure and Industrial Development, convened its monthly review meeting today at Indira Gandhi Pratishthan, Lucknow, chaired by Hon'ble Minister of Industrial Development, Shri Nand Gopal Gupta 'Nandi'.

The session focused on reviewing past performance, setting strategic targets for the financial year 2025–26, and formulating action plans to accelerate investments into Uttar Pradesh, aligned with the vision of making the state a \$1 trillion economy.

Hon'ble Minister of Industrial Development, **Shri Nand Gopal Gupta 'Nandi'**, reaffirmed the department's commitment to realizing Hon'ble Chief Minister **Yogi Adityanath's** vision of transforming Uttar Pradesh into a preferred investment destination and achieving the target of a \$1 trillion economy. Shri Nandi ji emphasized the need to create the best industrial atmosphere in India, with **Udyami Mitra** serving as a bridge between investors and the state government.

He added that facilitating and handholding investors throughout the process is crucial to converting investment inquiries into established industries. Shri Nandi ji also launched the "Udyami Mitra" book alongside Principal Secretary, Industrial Development, Shri **Alok Kumar** and **CEO, Invest UP, Shri Vijay Kiran Anand**.

Shri Manoj Kumar Singh, Chief Secretary of Uttar Pradesh, acknowledged the state's remarkable industrial progress over the past eight years and underscored the importance of building upon this momentum by further strengthening the investment ecosystem.

He highlighted the necessity of streamlining investment processes by eliminating approval delays and enhancing Ease of Doing Business (EoDB) through increased use of digital platforms. Chief Secretary, stressed that expediting online approvals and making procedures more transparent could significantly boost investor confidence.

Addressing the critical issue of industrial land availability, Chief Secretary suggested Invest UP CEO to form a dedicated team tasked with identifying and repurposing land from closed mills, factories, and sugar mills for new industrial projects. He emphasized that resolving land-related challenges is vital to enhancing Uttar Pradesh's reputation as an investor-friendly state. He commended Invest UP's efforts in organizing the review meeting and called for collaborative action to achieve the ambitious goals ahead.

Shri Alok Kumar, Principal Secretary of the Infrastructure & Industrial Development Department, presented the roadmap for enhancing collaboration among stakeholders to make Uttar Pradesh a globally competitive investment destination.

Shri Vijay Kiran Anand, Chief Executive Officer of Invest UP, outlined the agenda for the conclave and initiated the goal-setting exercise for the upcoming year. Emphasizing a structured and strategic approach, he remarked, "Coordination is key to attracting investment. Teamwork doesn't

just mean working together — it means growing together, learning from each other, and creating something greater than yourself."

Shri Surya Pal Gangwar, Secretary to the Hon'ble Chief Minister, delivered a detailed presentation on strengthening district-level investment promotion mechanisms.

Earlier in the session, Shri Prathamesh Kumar, Additional CEO of Invest UP, delivered a welcome address, emphasizing the importance of seamless coordination among all stakeholders involved in the investment process — from Udyami Mitras to District Industries Centres.

The Ease of Doing Business (EoDB) team showcased updates on the 'Nivesh Mitra' portal — India's largest single-window clearance platform, which currently provides over 500 services across 40 departments. Upcoming upgrades to Nivesh Mitra 3.0 were discussed, which will integrate features such as Intent Filing, Clearance Approvals, Land Availability, Incentive Disbursal, and Grievance Redressal on a single platform, targeted for rollout by the end of this calendar year.

Later in the evening, Swami Dinadayal Krishna Das Ji, Vice President of ISKCON, shared motivational insights on personal and professional growth, inspiring participants to progress with grace and resilience.

The meeting concluded with CEO Vijay Kiran Anand emphasizing that Udyami Mitras and DIC officials must work diligently to achieve their monthly and annual land and investment facilitation targets.
