

Uttar Pradesh Launches Statewide Review of Udyami Mitras and DICs to Boost Investment Facilitation and Industrial Growth

- ***Invest UP Launches District-Wise Review of Udyami Mitras and DIC's to Enhance Investment Facilitation and Monitor District Project Progress Across Uttar Pradesh***

Lucknow, June 4, 2025: In a major step toward strengthening investment facilitation and ensuring effective ground-level implementation of industrial projects, Invest UP—the nodal agency for investment promotion in Uttar Pradesh—has initiated a comprehensive review of Udyami Mitras and Deputy Commissioners of District Industries Promotion & Entrepreneurship Development Centres (DICs). The review, launched under the leadership of Chief Secretary and Infrastructure and Industrial Development Commissioner, Shri Manoj Kumar Singh and Principal Secretary, Infrastructure and Industrial Development, Shri Alok Kumar, commenced on June 2, 2025, and will continue until July 8, 2025.

The initiative reflects the Government of Uttar Pradesh's unwavering commitment to accelerating industrial development and realizing the vision of becoming a \$1 trillion economy. At the heart of this exercise are 115 Udyami Mitras, who serve as dedicated facilitators across all districts and industrial development authorities. Their role includes connecting investors with government systems, easing navigation through policies, supporting land acquisition, and ensuring the timely execution of industrial projects.

To evaluate and further streamline these efforts, Invest UP has invited Deputy Commissioners of District Industries Promotion & Entrepreneurship Development Centres (DICs) and Udyami Mitras from across the state to present structured, district-wise progress reports at its office in Lucknow. Each day, representatives from three districts are making presentations in a standardized format. These presentations cover key areas including the current status of land inventories and sick industrial units, the progress made in investment facilitation and project execution, challenges faced on digital platforms such as Nivesh Mitra, and data-driven insights along with proposed action plans for further improvement.

This is the first time District Industries Promotion & Entrepreneurship Development Centre officials are participating directly in such an extensive review, marking a significant step toward enhanced interdepartmental coordination. The district-wise presentations also aim to identify unique strengths and opportunities, with special events to be organized for showcasing investment potential at the local level.

Each UM and DIC will support 180 units by assessing their current status and identifying key areas for assistance, including land availability and necessary NOCs,

to facilitate commercial production, drive employment generation, and strengthen regional economic growth. In a precursor to this review, teams from Invest UP, including General Managers and Assistant General Managers, along with respective Udyami Mitras, conducted visits from May 26-30, 2025, to 14 districts across four divisions. The teams assessed local industrial strengths, identified land parcels and sick units for revival, visited upcoming industries, and reviewed the status of clearances and NOCs. The findings were shared with respective District Magistrates for immediate action.

District teams have also been directed to get available land parcels listed and mapped, while also identifying and repurposing sick unit land for industrial use. To ensure continuous progress, follow-up review meetings will be held every three months.

This ongoing exercise follows the successful one-day workshop held on April 28, 2025, jointly organized by Invest UP under the guidance of Department of Industrial Development, which brought together Udyami Mitras and DIC officials from all 75 districts. The workshop set clear annual targets for FY 2025–26, aligned with the Hon'ble Chief Minister's vision of transforming Uttar Pradesh into a top-tier investment destination.

Speaking on the initiative, Chief Secretary Shri Manoj Kumar Singh said:

“Udyami Mitras play a critical role in investor facilitation on the ground. This systematic review will help identify gaps, build stronger district-level strategies, and reinforce Uttar Pradesh's position as a premier investment destination.”

With this targeted, data-driven initiative, Invest UP continues to drive district-level project execution, seamless investor engagement, and timely onboarding of projects for the upcoming Ground Breaking Ceremony (GBC). These efforts collectively strengthen Uttar Pradesh's position as a preferred destination for both domestic and global investors.
