

Invest UP successfully completes Statewide Review of Udyami Mitras' and DICs' to Boost Investment Promotion and Facilitation in UP

- ***155 Joint Commissioners, GM DIC and Udyami Mitras participated in the 46-Day long Investment Facilitation and monitoring Drive***
- ***DICs and Udyami Mitras to Receive Strategic Training; Upcoming District Events to Showcase Investment Potential***

Lucknow, Jul 18, 2025: In a significant move to accelerate industrial development and enhance investor support across Uttar Pradesh, **Invest UP**—the state's nodal agency for Investment Promotion—has successfully concluded a 46-day statewide review of **Udyami Mitras** (UMs) and General Managers of District Industries Centres (**GM-DICs**).

Launched on June 2, 2025 under the leadership of Chief Secretary and Commissioner for Infrastructure and Industrial Development, **Shri Manoj Kumar Singh**, along with Principal Secretary, Industrial Development, **Shri Alok Kumar**, the review concluded on July 18. This extensive initiative aimed to strengthen grassroots investment facilitation, fast-track project execution, and identify region-specific challenges and opportunities.

Over the 46-day long period, Invest UP conducted a comprehensive review across all the 75 districts of Uttar Pradesh to ensure robust district-wise monitoring of Investment Promotion efforts. A total of 155 key officials—including GMs of DICs and Udyami Mitras—actively participated in sessions held at the Invest UP Headquarters in Lucknow.

Each district team presented uniform, data-driven reports highlighting key indicators such as land availability, project status, investor engagement, and future action plans. The review covered MoUs signed, project commercialization targets for FY 2025–26, land bank details, resolution of investor grievances, and outreach initiatives.

Sessions included individual district industrial profiles, explored expansion strategies for food processing and manufacturing units, and underscored the importance of policy awareness and capacity building through best practices sharing.

Progress was also tracked on the query resolutions via the Nivesh Mitra portal, inter-departmental coordination, and more than 200 investment leads valued at less than ₹100 crore. Special emphasis was placed on strengthening the ODOP initiative and enhancing export potential.

Udyami Mitras and GM-DIC will undergo strategic training to boost investment

It was decided during the review that Udyami Mitras and GM-DICs will undergo strategic training to enhance their capabilities in strategic investment facilitation. Additionally, district-level investor engagement events will be organized to showcase local investment opportunities and to attract industries.

Earlier, from May 26 to May 30, Invest UP teams conducted on-ground visit to 14 districts to map industrial, strengths and identify critical areas for intervention. Each UM and DIC has now been tasked with supporting 180 industrial units by resolving land and NOC-related issues, aiding in the revival of sick units, and contributing to quarterly performance evaluations.

This initiative builds on the April 28 workshop, which brought together officials from all the districts to align efforts with Uttar Pradesh's industrial roadmap. Clear targets for FY 2025–26 were established to accelerate progress towards the Hon'ble Chief Minister's vision of making Uttar Pradesh a \$1 trillion economy and a global investment destination.

Chief Secretary **Shri Manoj Kumar Singh** emphasized the critical role of Udyami Mitras in facilitating ground-level investments. He stated, "This strategic review—coupled with focused training for DIC officials—will enhance implementation, address bottlenecks, and strengthen district-level industrial strategies. These efforts will ensure timely project onboarding for the upcoming Ground Breaking Ceremony (GBC) and support investment mobilization for the Global Investors Summit (GIS)."
