

Chief secretary for simplifying forms to improve experience of investors

TIMES NEWS NETWORK

Lucknow: Uttar Pradesh chief secretary Manoj Kumar Singh on Wednesday chaired a review meeting aimed at streamlining and enhancing the Ease of Doing Business in the state, in the presence of National Commission for Backward Classes (NCBC) secretary Meeta Rajivlochan.

The chief secretary emphasised the need to simplify departmental forms and ensure their availability in a user-friendly bilingual format (Hindi and English) to improve the overall experience of investors.

An official spokesperson said the discussion centred on key suggestions put forward by Rajivlochan. She highlighted the importance of creating DIY video guides, conducting outreach programmes across various locations, setting up a responsive call centre, and tracking issues to enhance service delivery in a simplified

manner. She also underscored the need to simplify forms related to NoCs and approvals, making them easily understandable even to a layperson, the spokesperson added.

During the meeting, additional CEO of Invest UP, Shashank Chaudhary, presented a focused plan covering 23 priority areas across departments such as Housing and Urban Planning, Labour, the Uttar Pradesh Pollution Control Board (UPPCB), Uttar Pradesh Power Corporation Limited (UPPCL), the Fire Department, Board of Revenue, and Invest UP. The plan also includes 71 sub-priority areas, demonstrating the state's commitment to fostering a more business-friendly environment.

Additional secretary, Cabinet Secretariat, Rahul Sharma, along with senior officials from the Department for Promotion of Industry and Internal Trade (DPIIT) and NITI Aayog, were also present on the occasion.