

# 'Govt brought 4,600 reforms to boost ease of doing biz'

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**Lucknow:** It took over 4,675 reforms, including the digitisation of some 524 services, to make Uttar Pradesh a national model in Ease of Doing Business (EoDB).

"At the core of this transformation is Invest UP, the state's nodal investment agency, which has implemented investor-centric initiatives that have positioned Uttar Pradesh among the top states in India for recent business reforms," an official spokesperson said.

"The reforms implemented under the Business Reform Action Plan have ensured a favourable environment for MSMEs, startups, and FDI, while digital and responsive governance has also increased investor confidence," he said.

Adding that the state's

commitment and efficient approach helped UP become one of the leading investment destinations in India, he said: "The state govt has connected 45 departments to this initiative. As a result, key services related to industries, environment, electricity, pollution control, housing, and irrigation have now become integrated and trackable."

"Over 200 business-related services have been included under the Public Service Guarantee Act, with clear timelines set for issuing approvals, NOCs, and licences," the spokesperson said.

Officials said that the Chief Minister's office was monitoring all services in real-time through an integrated dashboard which had reduced delays and corruption while increasing accountability across departments.