

## **Uttar Pradesh Government Reviews EODB Measures, Focuses on Streamlining Services and Investor Experience**

### ***Uttar Pradesh Accelerates Ease of Doing Business Reforms; Focus on Simplified Services and Investor-Friendly Processes***

Lucknow, 30 July, 2025: A review meeting to streamline and enhance the **Ease of Doing Business (EoDB)** in Uttar Pradesh was held under the chairmanship of **Shri Manoj Kumar Singh**, Chief Secretary, Government of Uttar Pradesh, at Lok Bhawan, Lucknow.

The session witnessed the participation of the Task Force constituted by the Cabinet Secretariat, Government of India, led **by Smt. Meeta Rajivlochan**, Secretary of the National Commission for Backward Classes (NCBC) under the Ministry of Social Justice and Empowerment, and Shri Rahul Sharma, IAS, Additional Secretary, Cabinet Secretariat, along with senior officials from the Department for Promotion of Industry and Internal Trade (DPIIT) and NITI Aayog.

The discussion focused on key suggestions shared by Smt. Meeta Rajivlochan, including the creation of DIY video guides, conducting outreach programmes across various locations, establishing a responsive call center, and tracking issues to improve service delivery in a simplified manner. The need to simplify forms related to NoCs and approvals—making them easily understandable even to a layperson—was also highlighted.

Shri Shashank Chaudhary, ACEO of Invest UP, presented a focused plan comprising 23 Priority Areas from departments such as Housing and Urban Planning, Labour, Uttar Pradesh Pollution Control Board (UPPCB), Uttar Pradesh Power Corporation Limited (UPPCL), Department of Fire, Board of Revenue, and Invest UP, along with 71 Sub-priority Areas, demonstrating the state's commitment to fostering a more business-friendly environment.

Chief Secretary emphasised the need to simplify departmental forms and ensure their availability in an easy bilingual format (Hindi and English) to enhance the overall investor experience.

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