

## **Invest UP Updates Industrial Minister Nandi on ‘Udyami Mitras’ Initiative to Accelerate Investment Facilitation in Uttar Pradesh**

- ***Plan to Increase Udyami Mitras Underway to Position UP as Top Investment Hub***
- ***Invest UP to Empower GM-DICs and Udyami Mitras with Strategic Training for Investment Promotion***

**Lucknow, August 18, 2025:** Invest UP officials, along with the Udyami Mitras team, briefed Hon’ble Minister for Industrial Development, Shri Nand Gopal Gupta ‘Nandi’, on a series of integrated initiatives and a seven-point agenda spearheaded by Udyami Mitras to fast-track investment facilitation across Uttar Pradesh. These initiatives are designed to catalyse industrial growth through ground-level coordination, rigorous project monitoring, targeted capacity building, and effective policy execution—collectively advancing the state’s ambitious development goals.

Minister Nandi emphasized that **Invest UP and Udyami Mitras** must ensure investment facilitation reaches every region of Uttar Pradesh, leaving no district behind. He urged all Udyami Mitras to work with unwavering dedication to realize **Hon’ble Chief Minister Yogi Adityanath’s** vision of transforming Uttar Pradesh into a one trillion-dollar economy. To achieve this, he stressed the need to strengthen the single-window system and enhance the **Nivesh Mitra** portal, making it seamless, efficient, and free from operational bottlenecks. “Ease of doing business is not just a priority—it is the foundation of our industrial transformation. To make the state a major investment destination, a plan to increase the number of Udyami Mitras will also be considered,” he said.

The review aligns with the Hon’ble Chief Minister’s vision and builds on the one-day training and goal-setting programme held on April 28, 2025, under the Minister’s guidance.

### **District-Level Coordination and Inspection**

As a follow-up, Invest UP and Udyami Mitras have launched a statewide inspection drive led by the headquarters team, covering 14 districts so far. The inspections involve direct engagement with industry associations, on-site assessments of investment projects, and resolution of pending investor issues. Starting September, 2025, the remaining 61 districts will be covered in phases, strengthening institutional collaboration at the grassroots level.

### **Statewide Investment Review and Monitoring**

In a comprehensive 46-day campaign, investment review meetings were conducted across all 75 districts with active participation from General Managers of District Industries Centres (DICs) and Udyami Mitras. A total of 155 officials were involved, focusing on land availability, progress of ongoing projects, MoU tracking, and issue resolution via the Nivesh Mitra portal. In addition, nearly 180 investment leads below ₹100 crore were allocated to GMs and Udyami Mitras in each district to ensure timely facilitation.

### **Capacity Building and Training**

To strengthen institutional capacity, Invest UP is facilitating advanced training for General Managers of DICs at a reputed management institute. The programme, designed around six

key modules—including leadership, strategic planning, financial efficiency, and project execution—aims to enhance managerial effectiveness.

For Udyami Mitras, a year-long KPI-based capacity-building initiative is underway. It includes three batches of five-day in-person training sessions and six months of structured virtual engagement to reinforce departmental coordination and efficiency at the district level.

### **Industrial Land Survey and Mapping**

Supporting land availability for investors, two agencies—assisted by Udyami Mitras—are conducting a comprehensive survey and mapping of industrial plots under major Industrial Development Authorities (IDAs). A total of more than 44 thousand plots are being mapped to ensure transparent, efficient, and investor-friendly land allocation.

### **MoU Tracking and Project Implementation**

Invest UP is closely tracking the progress of 14000+ MoUs grounded during Ground Breaking Ceremony-4, investments of worth over ₹10 lakh crore. At the same time, preparations are underway to achieve the ambitious ₹5 lakh crore investment target set for Ground Breaking Ceremony-5.

Together, these initiatives provide a robust framework for inclusive, resilient, and sustainable industrial development in Uttar Pradesh, reinforcing the state's position as a leading investment destination in India.

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