

AI to play crucial role in ease of doing business in UP: Vijay Kiran Anand, CEO, Invest UP

The recent workshop organised by Invest UP explored how Artificial Intelligence can be harnessed to revolutionise investor facilitation and engagement, positioning Uttar Pradesh as a digitally forward investment hub.



ETGovernment Desk • ETGovernment
Published On Aug 22, 2025 at 04:29 PM IST



Invest UP, the Government of Uttar Pradesh’s investment promotion and facilitation agency, organised a workshop titled “AI Enabling Invest UP” in collaboration with the EkStep Foundation in

Bengaluru on Thursday. The session explored how Artificial Intelligence can be harnessed to revolutionise investor facilitation and engagement, positioning Uttar Pradesh as a digitally forward investment hub.

The highlight of the event was an inspiring keynote address by Nandan Nilekani, Co-founder & Non-Executive Chairman of Infosys, who shared his insights on “AI: Trends, Opportunities, Challenges and Enabling New Horizons.” He emphasised how AI has the potential to unlock innovation, reshape industries, and accelerate India’s growth story.



The workshop, attended by Vijay Kiran Anand, CEO Invest UP, Shashank Chowdhary, Additional CEO and the Invest UP team, explored how AI can be seamlessly woven into investor services.

Discussions centered on using AI-driven market intelligence for sectoral analysis and long-term forecasting, transforming unstructured public data into actionable insights, and deploying conversational bots across Invest UP platforms to offer real-time support to investors and Udyami Mitras.

The team also reimagined the investor journey by introducing tools for self-service, subsidy tracking, and personalised guidance, while highlighting how AI can enhance outreach and advisory services. Another key focus was process optimisation—using AI to identify and resolve bottlenecks, thereby creating a smoother and more transparent investor experience.

Speaking on the occasion, Vijay Kiran Anand, CEO, Invest UP said, “Artificial Intelligence will play a pivotal role in enabling faster decision-making, improving transparency, and strengthening ease of doing business in Uttar Pradesh.”

Notably, Nandan has co-founded and is the Chairman of EkStep Foundation, a not-for-profit effort to create a learner centric, technology-based platform to improve basic literacy and numeracy for millions of children.

The workshop concluded with a strategic roadmap for integrating AI across all investor touchpoints—signaling a decisive move towards realising Chief Minister Yogi Adityanath’s vision of transforming Uttar Pradesh into a one trillion-dollar economy.