

Invest UP Hosts Strategic Session with EkStep – Data Unlock Project Team to Enhance Investor Facilitation

Lucknow, September 15, 2025 — Day one of the two-day strategic session between **Invest UP and the EkStep – Data Unlock Project team** was held today at the Invest UP office. The deliberations focused on advancing data-driven governance, reviewing outcomes from earlier meetings, assessing the current status of **Nivesh Mitra 3.0**, and setting clear pilot objectives.

A central point of discussion was the AI-driven internal tool **‘Thurro’**, with conversations centred on its potential use cases, defining scope, and identifying priority applications across the Investment promotion team, Policy team, Udyami Mitra and other critical areas. The tool is envisioned to enhance efficiency in service delivery and decision-making through intelligent data utilization.

The session’s key highlight was a detailed exploration of **Investor Engagement**. The teams examined the current system, mapped investor categories, defined expectations and reviewed data elements and AI readiness within the Invest UP database. This use case aims to streamline engagement with investors by leveraging AI-powered insights to enhance responsiveness and support targeted facilitation. The system is designed to make the investment process smoother and faster, reducing the time from intent filing to final clearance through the use of AI.

In addition, stakeholders identified specific data requirements, clarified roles, and finalized objectives and expected outcomes. To ensure seamless coordination, designated go-to contacts were confirmed, along with timelines and a weekly huddle structure for continuous monitoring and progress tracking.

This collaborative effort underscores Uttar Pradesh’s commitment to deploying advanced digital tools and AI-driven solutions to strengthen investor engagement and position the state as a leader in technology-enabled governance.
