

## **Industrial Minister Nand Gopal Gupta ‘Nandi’ Reviews Invest UP Consultants, Calls for Accountability and EoDB Reforms**

***Minister Nandi Reviews Invest UP Consultants, Calls for Accountability and Innovation to Drive \$1 Trillion Economy Vision***

**Lucknow, September 12, 2025:** Hon’ble Minister for Industrial Development, **Nand Gopal Gupta ‘Nandi’** conducted a comprehensive review meeting with the empanelled **consultants** of **Invest UP** on Friday at the Invest UP office.

The review session focused on enhancing accountability, improving work quality, and aligning strategies with the vision of **Hon’ble Chief Minister Yogi Adityanath** to make Uttar Pradesh a leading industrial state and achieve the \$1 trillion economy goal.

During the meeting, the Minister interacted with each consultant individually, seeking detailed information about their ongoing assignments, work responsibilities, and team structures. He posed rigorous questions to assess the functioning, job roles, and contribution of every empanelled team member towards strengthening Uttar Pradesh’s investment ecosystem.

Emphasizing the importance of professionalism and measurable outcomes, Shri Nandi directed consultants to ensure quality-driven results and maintain accountability in their deliverables. He also shared valuable suggestions on improving the state’s business environment and investment facilitation.

Highlighting the role of technology in enabling investor-friendly services, the Minister stressed the need to simplify processes on the **Nivesh Mitra 3.0** platform. He specifically called for user-friendly forms with easy navigation and interface, ensuring that any investor—irrespective of technical background—can seamlessly complete the process.

He also emphasised that Invest UP and other investment- and industry-related departments are on the priority list of Hon’ble Chief Minister Yogi Adityanath. Therefore, our responsibilities are doubled, and we must work hard to achieve the targets set for the Ground Breaking Ceremony (GBC).

Along with the CEO of Invest UP, **Mr. Vijay Kiran Anand**, several General Managers and Assistant General Managers were also present in the meeting.

Concluding the review, Shri Nandi urged consultants to think beyond routine tasks and work with a broader perspective of transforming Uttar Pradesh into an industrial powerhouse. He underlined that their collective efforts must contribute to realizing the Chief Minister’s vision of making Uttar Pradesh a \$1 trillion economy, driven by strong industrial growth, ease of doing business reforms, and robust investment inflows.

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