Invest UP-EkStep session dwells on AI tool 'Thurro'

HT Correspondent

letters@htlive.com

LUCKNOW: At the Invest UP and the EkStep, a Data Unlock Project team, strategic session on Monday 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.

On the opening day of the two day session, a central point of discussion was the AI-driven

THE TOOL IS ENVISIONED TO ENHANCE EFFICIENCY IN SERVICE DELIVERY AND DECISION-MAKING THROUGH INTELLIGENT DATA UTILISATION.

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, said Invest UP.

The tool is envisioned to enhance efficiency in service delivery and decision-making through intelligent data utilisation. 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 data store.

This use case aims to streamline investor engagement by leveraging AI-powered insights to enhance responsiveness and facilitate targeted support.

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 finalised 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 the state'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.