

Invest UP briefs IAS trainees on investment aid

TIMES NEWS NETWORK

Lucknow: Invest UP on Tuesday hosted IAS professional course phase-I trainee officers of the 2025 batch as part of their winter study tour programme, familiarising them with UP's investment promotion architecture and governance-led economic reforms.

The interaction, chaired by Invest UP additional chief executive officer Perna Sharma, focused on the evolving role of district administration in investment facilitation and the importance of coordinated governance in translating policy intent into project execution.

Trainee officers were briefed on how systemic reforms transformed the investor experience in the state. Officials outlined the shift from a fragmented approval mechanism to a consolidated digital framework through the Nivesh Mitra single-window system. The reforms were presented as a case study in administrative efficiency and accountability for future field postings.

Emphasis was placed on the role of district magistrates and sub-divisional magistrates in ensuring timely approvals, resolving bottlenecks and providing on-ground support to investors. Officers were encouraged to view investment facilitation as a core administrative responsibility linked to employment generation and re-



Invest UP additional chief executive officer Perna Sharma with IAS trainees

gional development.

The trainees were also introduced to Invest UP's functioning as the state's nodal investment promotion and facilitation agency, supporting projects across their lifecycle. UP's broader economic vision, aligned with Viksit Bharat at 2047, was outlined, with the state targeting a \$6 trillion economy by 2047.

Key focus areas discussed included the development of global capability centres for high-quality employment, infrastructure-led growth through expressways and airports, and the creation of integrated manufacturing and logistics clusters. Sector-specific investment policies across manufacturing and services were highlighted as tools for balanced growth.

The session also covered the state's policy ecosystem, including the industrial investment and employment promotion policy and the dedicated foreign direct investment policy.

Ease of doing business reforms featured prominently, with officials outlining the upcoming Nivesh Mitra 3.0 platform.