

# **‘Digital process, policy reforms made UP a biz hotspot’**

**Lucknow:** From a state once associated with cumbersome paperwork and delayed approvals, UP has steadily recast itself as one of India’s top-performing destinations for business and investment, driven by policy simplification, digital governance and swift decision-making under the chief minister Yogi Adityanath, officials said.

Officials said the transformation was anchored in systemic ‘Ease of Doing Business’ reforms aimed at reducing procedural friction, improving transparency and building long-term investor confidence. The results are reflected in national rankings. UP moved from 12th position in the Business Reform Action Plan (BRAP) rankings in 2017-18 to 2nd place nationally by 2019. The state was also ranked number one in the commerce and industry category of the Good Governance Index 2021.

In subsequent years, UP continued to consolidate its gains, earning ‘Top Achiever’ status in ‘Ease of Doing Business’ in 2022 and 2024, and remaining in the ‘Achievers’ category in national logistics rankings for three consecutive years. Under BRAP 2024, the state was recognised as a ‘Top Achiever’ in three critical areas—enterprise establishment, labour regulatory processes and land administration.

Officials attribute this progress to a sustained focus on removing industrial bottlenecks. After 2024, the state implemented 426 major reforms across 24 sectors.

Central to the reform push is Nivesh Mitra. The portal delivers over 525 services from 45 departments and is integrated with the National Single Window System. Official data shows Nivesh Mitra achieved a licence disposal rate of over 97%, with more than 20 lakh approvals issued digitally.

The govt mandated that all business-related applications be submitted online through the portal. Officials said this strengthened transparency and accountability, with user feedback indicating satisfaction levels of around 96%. Moreover, UP is developing Nivesh Mitra 3.0, which will feature an AI-enabled dashboard. The platform will be integrated with systems such as IGRS, Nivesh Sarathi, the India Industrial Land Bank and CM’s dashboard. Parallel reforms focused on regulatory rationalisation. Across nearly 65 departments, over 4,600 compliances were reduced or simplified, hundreds of provisions were decriminalised, and nearly 1,000 outdated laws were repealed, said officials, which gave UP a new identity as a business-friendly state. **TNN**