

# UP's biz buddies to hand-hold investors

## To Support In Early Stages Of Projects

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**Lucknow:** In a move aimed at boosting investor confidence and accelerating project execution, Invest UP, the state govt's investment promotion agency, rolled out a statewide, time-bound facilitation mechanism offering end-to-end front-ending support to investors during the critical early stages of projects.

Under the new framework, Mukhyamantri Udyami Mitras will function as single-point facilitators, each handling 10 investment proposals. Every investment intent will receive comprehensive hand-holding for the first 60 days, a period considered crucial for approvals, inter-departmental coordination and early decision-making.

Officials said the revised role of Udyami Mitras will significantly reduce the need for investors to approach multiple govt offices. The facilitators will coordinate approvals related to power connections, environmental clearances, land allotment, building plans and permissions from urban local bodies and industrial development authorities.

### **FAST-TRACK MODE**

They will also ensure time-bound completion of documentation and compliance requirements, resolve issues through coordination with departments under existing rules, and flag process gaps or policy suggestions through official channels. To strengthen accountability, monthly progress reports for each investment intent are mandatory, while delays or lack of transparency will be escalated immediately. Senior officials will conduct fortnightly reviews, with close monitoring by the CEO of Invest UP.

The initiative follows a recent review meeting chaired

by the CEO of Invest UP, and marks a shift towards a proactive, outcome-driven facilitation model. Letters were issued to divisional commissioners, district magistrates and chief executive officers of industrial development authorities, seeking coordinated action for effective implementation.

Aligned with the Centre's 'Ease of Doing Business' framework, the programme aims to attract investments, generate employment, and drive balanced industrial growth across UP.

The Mukhyamantri Udyami Mitra Yojana, a flagship initiative of the UP govt, was launched to ensure effective implementation of investment commitments received during and after the Global Investors Summit 2023. A total of 105 Udyami Mitras were recruited in May 2023 through a competitive process and deployed across all 75 districts and six industrial development authorities, acting as a vital link between investors and the administration.