

INVEST | CM Yogi Launches Smart Investment Platform 3.0

Nivesh Mitra 3.0 Set to Transform UP's Investment Landscape



UP State Bureau
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In a significant move to enhance ease of doing business, Chief Minister Yogi Adityanath on Tuesday launched 'Nivesh Mitra 3.0' at Lok Bhavan, marking a major advancement in Uttar Pradesh's digital investment ecosystem. The upgraded platform integrates cutting-edge technologies like Artificial Intelligence (AI), Geographic Information System (GIS), and a

single-window clearance mechanism to simplify and accelerate the investment process. The platform is designed to provide a seamless and user-friendly experience for investors. It features an AI-based chatbot that offers instant assistance and real-time SMS alerts to keep applicants informed about the status of their applications at every stage. One of its key innovations is the Dynamic Combined Application Form (CAF), which allows investors to obtain approvals from

AI, GIS and single-window system to make approvals faster

multiple departments through a single interface, eliminating the need to visit different offices and significantly reducing time and effort.

Further strengthening the system, a GIS-based land bank has been integrated to help investors easily identify suitable

land across the state based on their specific requirements. The platform is also linked with the National Single Window System (NSWS), ensuring better coordination between central and state agencies and enabling faster approvals, particularly for large-scale projects.

To streamline procedures, the government has implemented major reforms, including a 25% reduction in departmental processes, a 15% decrease in documentation,

and nearly a 20% cut in other procedural steps. These changes are expected to make the approval process more transparent, efficient, and time-bound.

Launched initially in 2018, 'Nivesh Mitra' has already processed over 21 lakh applications with a remarkable 97% resolution rate. With the launch of version 3.0, the state aims to further strengthen investor confidence and move closer to its vision of becoming a trillion-dollar economy.