

Trust shown by investors is greatest strength of UP: Yogi

Launches Nivesh Mitra 3.0 System

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Lucknow: Chief minister Yogi Adityanath on Tuesday said investors' trust is the state's greatest strength

Speaking at the launch of single-window system Nivesh Mitra 3.0 in Lucknow, the CM said: "The state now offers a complete industrial ecosystem, combining strategic location, world-class infrastructure, multimodal connectivity, a large consumer market and a skilled young workforce," he said.

Yogi said the state has emerged as one of the safest, most stable and reliable destinations for investment amid global uncertainty and added that Nivesh Mitra 3.0 will make setting up industries easier and more transparent.

During the programme, incentives were distributed to 85 projects, while 45 companies received benefits and 62 companies were issued Letters of Comfort. "These proposals are expected to bring investments of around



Manoj Chhabra

Chief minister Yogi Adityanath at the launch of upgraded single-window portal, Nivesh Mitra 3.0, in Lucknow on Tuesday

Rs 50,000 crore and generate employment for nearly 50,000 young people," the CM said.

Yogi reiterated his govt's commitment to ensuring that investment proposals move quickly from MoUs to groundbreaking, with minor issues resolved without delay.

He recalled there was a time when investors were wary of investing in UP. "In 2017, when we invited some business groups they were reluctant, some even laughed at our proposition citing safety concerns."

"But we framed a zero tolerance policy against crime. This policy remains non-negotiable even today and is now the backbone of UP's growth story," Yogi said, add-

ing, "those bad days are passed... the same business groups now call me up for investment in the state."

He described entrepreneurs as the backbone of the economy and said their safety, dignity and protection remain a priority for govt. In a strong warning against disruption to industrial activity, he said strict action would be taken against anyone attempting to create obstacles for industries, whether in the name of trade unions or otherwise.

"If criminals or mafia dare, they are booking their ticket to Yamraj (god of death)," he said, underlining govt's zero-tolerance approach to crime.

The CM said Uttar Pra-

desh has one of the best demographic dividends not only in India but in the world, with a market-ready and industry-ready workforce. He also highlighted reforms aimed at improving ease of doing business, including the abolition of the complex land-use conversion process under Section 80.

Under the new system, once a map is approved under the master plan, land use will be treated as automatically approved. "With the launch of Nivesh Mitra 3.0, more than 530 services from over 43 departments have been simplified into fewer than 200 services. The platform includes a PAN-based single user ID, dynamic common application form, AI chatbot, real-time tracking, automated alerts and end-to-end online monitoring. It is integrated with the National Single Window System, IGRS and the GIS land bank," he said.

The CM also referred to the newly approved Private Business Park Policy, under which investors can develop business parks on a plug-and-play model. He said the state's expanding land bank, expressway network, airports, metro systems and inland waterways are helping investment spread beyond NCR to all regions of UP.