

'TO MAKE INVESTMENT PROCESS EASIER, INTERVENTION-FREE'

# 'Major step for industries': Yogi launches Nivesh Mitra 3.0 portal

CM distributes incentives to 45 firms, and Letters of Comfort to 62

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CHIEF MINISTER Yogi Adityanath on Tuesday launched the single-window portal 'Nivesh Mitra 3.0' in a bid to make the investment process in the state easier and intervention-free.

He also distributed incentives to 45 companies and Letters of Comfort (LoCs) to 62 firms, calling it a "major step for industrial development" and said that these proposals will pave the way for around Rs 50,000 crore investments, generating employment opportunities for around 50,000 youth.

Congratulating the entrepreneurs at the event, Yogi said, "The government is committed to ensuring rapid ground-breaking after MoUs, resolving minor issues related to investments quickly, and providing a favourable environment for industries." The trust of entrepreneurs is the real strength of development, and the state will continue to build on it to become a leading centre of investment and industrial growth, he said.

The chief minister said that investor confidence is the greatest capital of the state, and the government is continuously working to strengthen it.

"Uttar Pradesh has a market-ready and industry-ready workforce, with a large pool of skilled youth. It also possesses one of the best demographic dividends globally, along with a vast con-



CM Yogi Adityanath and Deputy CM Brijesh Pathak during the inauguration of Nivesh Mitra 3.0 portal, in Lucknow on Tuesday. EXPRESS

sumer base, making it highly attractive for investors," he said.

To further strengthen ease of doing business, the complex land-use conversion process under Section 80 has been abolished. Now, once a map is approved under the master plan, land use will be deemed automatically approved, eliminating the need for separate certification.

With the launch of 'Nivesh Mitra 3.0,' over 530 services from 43 departments have been simplified and consolidated into fewer than 200 services. The platform offers features such as a PAN-based single user ID, dynamic CAF, AI chatbot, real-time tracking, automated alerts, and end-to-end online monitoring. It is integrated with NSWS, IGRS, and the GIS land bank, providing a seamless, transparent, and predictable digital ecosystem, making the investment process easier and intervention-free. "The government has taken several key initiatives to accelerate industrial growth," he said.

Recently, the cabinet has approved the Private Business Park Policy, allowing investors to de-

velop business parks under a plug-and-play model.

Under this model, the government will provide land, while investors will invest capital, and profits will be shared transparently under a revenue-sharing system, he said.

This policy will play a key role in developing Uttar Pradesh as a major hub for emerging technologies. Additionally, through Invest UP, a PMU Skill Connect Cell has been formed to provide skilled manpower as per industry needs, while an Entrepreneurship Development Cell will support and guide new entrepreneurs, the chief minister said, adding that there will be no unnecessary interference, ensuring a smooth and secure environment for investors.

"Incentives of Rs 2,781.12 crore have been distributed to 85 projects across manufacturing, automobile, cement, bioplastics, iron and steel, food processing, and electronics sectors. Among these, Rs 73 crore was given to four IT and electronics projects, and Rs 20 crore to 10 food processing projects," Yogi said.