

'UP safest, reliable investment destination'

CM launches 'Nivesh Mitra 3.0', distributes incentives of Rs 2,781 crore to companies

HT Correspondent

letters@hindustantimes.com

LUCKNOW: Uttar Pradesh has emerged as a safe, stable, and reliable destination for investment in the last nine years due to transparent policies, strict law and order, improved infrastructure, and an industry-friendly environment, said CM Yogi Adityanath on Tuesday, while launching Nivesh Mitra 3.0, a single-window clearance system.

As a result, investors who were once hesitant to come to the state are now actively investing, helping establish Uttar Pradesh as a major industrial and economic hub of the country, he added.

The CM termed the distribution of incentives to 45 companies and letters of comfort (LoCs) to 62 companies during the event as a major step for industrial development.

He said these proposals have paved the way for approximately Rs 50,000 crore in investments, creating employment opportunities for around 50,000 youth.

Congratulating entrepreneurs, CM said, "The government is committed to ensuring rapid ground-breaking after MoUs, resolving issues related to investments quickly, and providing a favourable environment for industries."

He emphasised that investor confidence is the greatest capital of the state, and the government is continuously working to strengthen it.



Chief minister Yogi Adityanath during the launch of Nivesh Mitra 3.0 portal at Lok Bhawan in Lucknow on Tuesday. HT PHOTO

He urged investors to invest freely in the state, stating that all necessary resources and opportunities for scalable business growth are readily available.

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, said the CM.

"The government has taken several key initiatives to accelerate industrial growth."

The cabinet has approved the Private Business Park Policy, allowing investors to develop 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.

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.

"Incentives worth Rs 2,781.12 crore have been distributed to 85 projects across sectors such as manufacturing, automobile, cement, bioplastics, iron and steel, food processing, and electronics," Adityanath said.

Among these, Rs 73 crore was given to four IT and electronics

530 SERVICES CONSOLIDATED INTO 200

With the launch of Nivesh Mitra 3.0, over 530 services from more than 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

projects, and Rs 20 crore to 10 food processing projects.

The CM highlighted that only 16 LoCs were issued between 2012 and 2017, whereas 3,367 LoCs have been issued in the past nine years - reflecting a major transformation in the investment climate.

He added that an industry not only brings investment but also generates employment and improves connectivity. Entrepreneurs must be respected and protected as they are the backbone of the economy.

Adityanath made it clear that any disruption or disorder in industrial operations will not be tolerated. If attempts are made to hinder industries in the name of trade unions or otherwise, immediate strict action will be taken.

"The vision of making Uttar Pradesh the top investment destination is now becoming a real-

Nivesh Mitra 3.0: Get multiple approvals at one place

LUCKNOW: The 'Nivesh Mitra 3.0' has been specifically designed to simplify and enhance investor experience.

It includes an AI-based chatbot for instant assistance. Additionally, real-time SMS alerts keep investors updated on the status of their applications at every stage.

One of the platform's key features is Dynamic Combined Application Form (CAF), which enables investors to obtain approvals from multiple departments in one place. This eliminates the need to visit different offices, saving both time and effort.

To simplify land selection, a GIS-based land bank has been integrated into the platform. This allows investors to easily identify suitable land across the state based on their requirements.

'Nivesh Mitra 3.0' is integrated with the National Single Window System (NSWS), ensuring better coordination and faster approvals at both central and state levels. This is particularly beneficial for large-scale investment projects.

Launched in 2018, the original 'Nivesh Mitra' platform has already proven its effectiveness. So far, it has received over 21 lakh applications, with 97% successfully resolved. With digital initiatives, transparent policies and an investor-friendly environment, the state government is transforming Uttar Pradesh into one of the most attractive investment destinations in India, said Nand Gopal Gupta 'Nandi', UP industrial development minister.

HTC

ity. Transparent governance, strong law and order, and industry-friendly policies have restored investor confidence," asserted the CM.

With incentives directly transferred to bank accounts of investors, stalled projects - especially in food processing - are gaining momentum.

Despite having 11% of India's cultivable land, Uttar Pradesh contributes 21% to food grain production and is now focusing on value addition and employment generation.

The "zero tolerance" and "zero corruption" policies have

transformed the investment climate.

Prominent among those present on the occasion, included deputy CM Keshav Prasad Maurya, industrial development minister Nand Gopal Gupta 'Nandi', IT and electronics minister Sunil Kumar Sharma, minister of state Jaswant Saini, infrastructure and industrial development commissioner Deepak Kumar, additional chief secretary (food processing and horticulture) Babul Meena, and additional chief secretary (infrastructure and industrial development) Alok Kumar.