

DPIIT Leads Industry Outreach in Uttar Pradesh to Accelerate Reforms, Exports and Investment Growth

- ***Jan Vishwas reforms, FTAs and export competitiveness take centre stage at DPIIT outreach workshop***
- ***Invest UP highlights Nivesh Mitra 3.0, regulatory reforms and global investor engagement to strengthen Uttar Pradesh's business ecosystem***

Lucknow June 9: The Department for Promotion of Industry and Internal Trade (DPIIT), Government of India, in collaboration with Invest UP, organized an awareness workshop on key government schemes, programmes and policy initiatives, bringing together leading industry associations and stakeholders to enhance outreach, strengthen industry engagement, and promote wider participation in India's industrial growth agenda.

The workshop was chaired by Dr. Jai Prakash Shivahare, Joint Secretary, DPIIT, and attended by CEO, Invest UP, Shri Vijay Kiran Anand. Representatives from major industry bodies, including ASSOCHAM, FICCI, PHDCCI, DICCI, Laghu Udyog Bharti, IIA, CII and other stakeholders, participated in the deliberations.

Addressing the industry association and media, Dr. Shivahare highlighted the Government of India's continued efforts to improve the business environment through the Jan Vishwas reforms. He noted that several outdated and redundant laws have been removed under the Jan Vishwas legislation, reducing compliance burdens and improving ease of doing business. He also emphasized the government's focus on expanding trade partnerships to mitigate the impact of global uncertainties, including the West Asia crisis and tariff-related challenges in key export markets.

Underscoring the importance of exports in driving economic growth, Dr. Shivahare urged industries to focus on developing value-for-money, export-oriented products. He noted that India has concluded more than nine Free Trade Agreements (FTAs) over the past five years, covering nearly 39 countries, including 27 in European Union, thereby creating new opportunities for exporters and businesses. He further emphasized the government's growing focus on reciprocal certification mechanisms within FTAs to facilitate smoother market access.

The workshop served as a platform for dialogue and knowledge sharing, with participants discussing ways to improve dissemination of information about government schemes and strengthen stakeholder engagement. Industry representatives suggested simplifying application procedures, expanding awareness campaigns, and enhancing support for

participation in trade fairs and exhibitions. Suggestions were also made to explore greater CSR support for startups and create a unified platform for accessing policy information.

Speaking on the occasion, Invest UP CEO Shri Vijay Kiran Anand said that Uttar Pradesh is actively complementing national reform efforts through regulatory simplification and digital governance initiatives. He highlighted the role of Nivesh Mitra 3.0 in strengthening ease of doing business and creating a more investor-friendly ecosystem. He noted that the state has established dedicated foreign investor facilitation mechanisms, is actively participating in international trade and investment forums to position Uttar Pradesh as a preferred investment destination, and is promoting the flagship Industrial Investment & Employment Promotion Policy 2022 along with the UP FDI/FCI, Fortune Global 500 & Fortune India 500 Companies Investment Promotion Policy 2023.
