

Uttar Pradesh's Remarkable Transformation: From 'Decrease' to 'Ease' of Doing Business

Over the past decade, Uttar Pradesh has witnessed a remarkable change, emerging as one of India's most sought-after investment destinations. Under the dynamic leadership of Chief Minister Yogi Adityanath, the state's business environment has been radically transformed, making it an investor's heaven. The state's success can largely be attributed to its continuous efforts in improving the Ease of Doing Business (EoDB) and implementing ground breaking reforms to develop a more business-friendly ecosystem.

From 'Performer' to 'Top Achiever'

In 2017, Uttar Pradesh was a mere "Performer" in the EoDB rankings, but by 2022-23, it had ascended to the prestigious "Top Achiever" status. This leap is no small feat, especially considering the complexities of achieving such a rank. The state has consistently implemented 100% of the Business Reform Action Plan (BRAP) reforms for the last several years, focusing on key sectors like infrastructure, labour regulations, and digitization. These reforms have paved the way for a streamlined business environment, with fewer bureaucratic hurdles and quicker approvals.

Ease of Doing Business and Ease of Living: An Ideal Shift

One of the important factors in this transformation is the focus on both EoDB and Ease of Living. With over 352 reforms implemented across 12 key areas, including land improvement, labour registration, and environmental regulations, the state has shown its commitment to enhancing the investment climate. More than 43 departments have been digitized and linked with one-stop online portals like **Nivesh Mitra** and **Nivesh Sarathi**, ensuring transparency, speed, and efficiency at both the state and district levels. This digitization showcases the state's commitment and relentless efforts to reduce industrial bottlenecks leading to 'good governance'.

Uttar Pradesh's '**Nivesh Mitra**' portal stands as a prime example of its business-friendly approach. As one of India's largest and most efficient single-window digital platforms, it offers over **491 online services** across **43 departments**, with an impressive clearance rate of 97%. This portal alone has facilitated over 1.4 million approvals, significantly reducing the wait times and hurdles for business licenses.

Regulatory Compliance and Labour Reforms

The state has also made significant steps in reducing the regulatory burden for businesses. Over 4,674 compliances have been simplified, out of which more than 3,149 have been digitized. In addition, Uttar Pradesh has eliminated 948 unnecessary acts and regulations, decriminalized 577 compliances, and streamlined over 60 labour-related reforms. These efforts have led to an environment where businesses can thrive without the weight of excessive regulations.

The Power of Reform: A Magnet for Investments

The improvement in EoDB is not just a feather in the state's cap—it has real-world implications. Uttar Pradesh's investor-friendly policies have attracted numerous domestic and international

businesses to set up their business ventures in the state. The ease of obtaining clearances, the transparency in governance, and the streamlined processes have made Uttar Pradesh a favoured destination for investors looking for a hassle-free environment to grow their businesses.

The Importance of EoDB Rankings

Achieving "Top Achiever" status in the EoDB rankings is an incredibly difficult accomplishment for any state. The rankings are not just a reflection of business-friendly policies but also of governance, transparency, and a state's commitment to continuous improvement. Uttar Pradesh's rise in these rankings serves as a strong signal to both domestic and international investors that the state is open for business—and that it's here to stay.

From 2017 to 2024, Uttar Pradesh's transformation is nothing short of remarkable. The state has shifted from being a "Performer" to a "Top Achiever" in EoDB, thanks to the visionary leadership of CM Yogi Adityanath and the relentless efforts of the state government. The ease of starting and growing a business in Uttar Pradesh, combined with continuous reforms, has made it one of India's most attractive investment destinations. Investors, both big and small, now look to Uttar Pradesh as a land of endless opportunities.

Sources:

- Uttar Pradesh Industrial Development and Government reports
- Invest India
- Press Information Bureau (PIB)
- Ease of Doing Business Key Achievements documents received from KPMG Team