

{ NIVESH MITRA 3.0 }

Invest UP engages industry bodies to make portal investor friendly

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LUCKNOW: In a bid to make the upcoming Nivesh Mitra 3.0 portal more efficient and entrepreneur friendly, the Invest UP on Thursday held discussions with various industry bodies on the issue.

Representatives of several departments such as Fire Services, Pollution Control Board, Electricity, and Labour were also present.

CEO of Invest UP Vijay Kiran Anand presided over the meeting.

The discussions focused on collaborative strategies to boost industrial growth and ease of compliance.



It also centered around the ongoing development of Nivesh Mitra 3.0, an upgraded single-window portal aimed at improving industrial approvals, inspections, and service delivery through greater automation, transparency, and enhanced user experience.

During the meeting, representatives of various industry bodies were apprised that the state is streamlining industrial operations by extending factory

license validity to 10 years and introducing auto-renewal for compliant units—measures expected to eliminate over 6,700 applications and 1,500 renewals annually, significantly reducing regulatory burdens on businesses.

In a major step towards inclusive industrial growth, the government has proposed relaxations under the UP-Factory Rules, 1950, allowing women to work in 17 previously restricted hazardous operations.

Representatives of various industry bodies attended the meeting, including Laghu Udyog Bharati, IIA, PHD Chamber of Commerce UP, FICCI, IACC and ASSOCHAM UP among others.