

A lot has gone into building Brand UP; make the most of it, Udyami Mitras told

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Lucknow: Expressing unhappiness over non fulfilment of a handful of commitments made during previously held investor summits, minister for infrastructure and industrial development, Nand Gopal Gupta Nandi, on Monday told Udyami Mitras and heads of district industries centres to pull up their socks and chase the goal with utmost commitment.

“Every intent or query is an opportunity that the state must chase to fulfil the one trillion-dollar economy goal. Pendency of work speaks for a gap in the work culture that needs to be solved on a case-by-case basis,” the minister said while speaking at an official programme organised by Invest UP to set annual targets for 2025-26 for Udyami Mitras and GIM-DICs.

A monthly review of their work was also conducted on the occasion, besides reviewing past performance, setting strategic goals, and drawing an action plan to further boost state investments. The



Minister Nand Gopal Gupta Nandi speaks at Invest UP event

event also saw the launch of the ‘Udyami Mitra’ book.

Nandi advised the UMs and DIC heads to shun the ‘old world’s sarkari’ mindset and embrace the presently prevalent culture of pursuing each client till the last bit.

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“There were days when one used to book a scooter or a gas cylinder and then wait for it for months... but today a walk-in purchase is the order of the day. In fact, companies get after the life of people even at the slightest hint of a customer’s inclination,” he said. The minister reminded the district-level officials that they were the bridge between the state govt and investors

and must ensure that they add positively to the state’s image. Principal secretary Alok Kumar said, “Every investor is an opportunity for the state, and the fact that our loss will be some other state’s gain cannot be undermined even for a minute.” He further said that a lot has gone into building UP’s credibility, and the maximum must be made from this opportunity.

“Many factors have gone into building Brand UP, which is turning eyeballs now. While the most should be made from this opportunity, one negative experience retards the growth significantly,” he said. Chief secretary Manoj Kumar Singh detailed the state’s remarkable industrial progress over the past eight years. Highlighting the increasing use of digital platforms, he stressed the need to eliminate delays in approvals, enhance ease of doing business (EODB), and streamline investment processes. Singh emphasised that accelerating the online approval process and making procedures more transparent would boost in-

vestor confidence. Addressing the critical issue of industrial land availability, he suggested that the CEO of Invest UP form a dedicated team to identify and reuse land from closed mills, factories, and sugar mills for new industrial projects.

Invest UP CEO Vijay Kiran Anand outlined the review meeting’s agenda and initiated the target-setting process for the upcoming year. Emphasising a structured and strategic approach, he said that coordination is crucial for attracting investment.

“Teamwork is not just about working together but about growing together, learning from each other, and evolving together,” he added. In the meeting, CM’s secretary Surya Pal Gangwar delivered a presentation on strengthening the district-level investment promotion mechanism. Additional CEO of Invest UP, Prathamesh Kumar, highlighted importance of seamless coordination among all stakeholders, Udyami Mitras, and District Industries Centres involved in the investment process.