

CM Yogi Launches Nivesh Mitra 3.0, Puts Uttar Pradesh at the Forefront of India's Investment Map

CM Yogi Launches Nivesh Mitra 3.0, Unveils Business Park & Plug-and-Play Schemes to Boost UP's Investment Ecosystem

Lucknow, March 24: In a major step towards positioning Uttar Pradesh as India's most preferred investment destination, **Hon'ble Chief Minister Yogi Adityanath** launched **Nivesh Mitra 3.0** at Lok Bhawan today. The upgraded single-window platform marks a new phase of digital governance, aimed at accelerating industrial growth and strengthening ease of doing business (EoDB) in the state.

The launch comes as part of Uttar Pradesh's broader vision to become a **\$1 trillion economy by 2029**, with a long-term target of reaching \$6 trillion by 2047. Alongside Nivesh Mitra 3.0, the state government also introduced the **UP Private Business Park Development Scheme 2025** and the **Plug-and-Play Industrial Sheds Scheme**, both designed to provide ready-to-use, world-class infrastructure through a robust DBFOT (PPP) framework.

In a strong signal of investor confidence, the Hon'ble Chief Minister distributed over **85 Letters of Comfort (LoCs), Eligibility Certificates (ECs), and subsidies**, underlining the government's commitment to facilitating investments and ensuring timely project implementation.

Addressing the gathering, CM Yogi Adityanath said that the launch of Nivesh Mitra 3.0 reflects Uttar Pradesh's determination to become the country's most investor-friendly state. He emphasized that **ease of doing business remains central to the state's growth strategy**, with a focus on transparency, speed, and accountability.

"Uttar Pradesh is moving forward with a clear vision. By strengthening infrastructure, simplifying processes, and leveraging digital innovation, we are creating an ecosystem where industries can grow and citizens can prosper," he said.

He also highlighted that under the leadership of Hon'ble Prime Minister, Shri Narendra Modi, India has emerged as one of the fastest-growing major economies in the world, and Uttar Pradesh is playing a key role in driving this growth story.

Over the past eight years, the state has undergone a significant transformation—shifting from being perceived as a challenging investment destination to becoming one of the most attractive hubs for industry and enterprise. With improved law and order, policy stability, and large-scale infrastructure development, Uttar Pradesh today stands as one of the **largest state economies of India** and a leader in ease of doing business.

Nivesh Mitra 3.0: Key Highlights

Nivesh Mitra 3.0 introduces a host of advanced, investor-centric features aimed at simplifying approvals and enhancing user experience. The platform now includes **AI-powered chatbots** for instant assistance, **real-time SMS alerts**, and a dynamic **Combined Application Form (CAF)** that streamlines multiple clearances into a single interface.

A major addition is the **GIS-enabled land bank**, which allows investors to easily identify suitable land parcels across the state. Integration with the **National Single Window System (NSWS)** ensures seamless coordination between central and state-level approvals, reducing delays and improving efficiency.

Significant procedural reforms have also been introduced. The platform now features a **25% reduction in application fields**, **15% fewer document requirements**, and **20% fewer procedural steps**, making the approval process faster, simpler, and more transparent.

Since its inception in 2018, Nivesh Mitra has processed over **21 lakh applications with a 97% disposal rate**, reflecting the robustness of the system. The upgraded version is expected to further strengthen this ecosystem through data-driven governance and digital innovation.

Policy Push: Boosting Infrastructure and Industrial Growth

The **UP Private Business Park Development Scheme 2025** aims to position the state as a global hub for IT and services by offering plug-and-play infrastructure under a **45-year DBFOT (PPP) model**. With well-defined eligibility criteria, revenue-sharing incentives, and a focus on attracting leading companies, the scheme is expected to drive innovation-led development and rapid industrial expansion.

Complementing this, the **Plug-and-Play Industrial Sheds Scheme** provides ready-to-operate facilities for manufacturing and allied sectors. This will significantly reduce time-to-market for industries, lower initial capital requirements, and boost investor confidence.

Together, these initiatives are expected to accelerate industrialization, generate employment, support farmers through value chains, and strengthen Uttar Pradesh's position as a competitive and investor-friendly state.

Ministers Praise Nivesh Mitra and Its Role in EoDB

Hon'ble Deputy Chief Minister Keshav Prasad Maurya noted that Uttar Pradesh has entered a new industrial decade, marked by record investments and faster project execution. Highlighting the food processing sector, he said that **10 projects worth ₹40 crore, supported by subsidies of ₹20 crore**, are contributing to employment generation, increasing farmer incomes, and reducing food wastage.

Nivesh Mitra 3.0 is a major step towards making Uttar Pradesh a digitally empowered and investor-friendly state,” said **Hon'ble IT and Electronics Minister Shri Sunil Sharma**. “It will ensure faster, transparent, and seamless services, further strengthening ease of doing business in the state.

Hon'ble Industrial Development Minister Nand Gopal Gupta 'Nandi' described the launch as a milestone in industrial facilitation. He noted that the state has emerged as a preferred destination for sectors such as manufacturing, infrastructure, and electronics, supported by simplified processes and world-class infrastructure.

Box- LOC and Subsidies

- **59 LoCs under IIEPP-2022 | ₹40,531 Cr proposed investment**
- **10 LoCs under Food Processing Policy 2023 | ₹38.64 Cr**
- **4 LoCs under Electronics Manufacturing Policy 2020 | ₹1,859.17 Cr**
- **12 Eligibility Certificates under FDI Policy 2023 | ₹7,635 Cr investment**

The event also witnessed the signing of key MoUs to promote entrepreneurship and skill development. Invest UP partnered with Xylem LLP and Maker Ghat to establish an **Entrepreneurship Development Cell**, and with the **Ek Step Foundation** to launch a **Kaushal Connect Cell** aimed at strengthening industry-ready skills.

Along with the Hon'ble Chief Minister, Hon'ble Deputy CM Shri Keshav Prasad Maurya, Hon'ble IT & Electronics Minister Shri Sunil Sharma, Hon'ble Industrial Development Minister Shri Nand Gopal Gupta 'Nandi', IIDC Shri Deepak Kumar, ACS Food Processing & Horticulture, Shri B.L. Meena, ACS IID Shri Alok Kumar, Advisor to the CM Shri Awanish Awasthi, other ministers, senior officials, the Invest UP team, and investors were also present during the event, reaffirming the government's commitment to transforming Uttar Pradesh into a global hub for investment, innovation, and inclusive growth.
