

Nivesh Mitra: Making friends with investors

With increasing globalisation, economies that have been able to provide a conducive atmosphere for investments have been known to register both development and economic progress. Towards this end, Nivesh Mitra is one such tool by the UP government for the ease and benefit of entrepreneurs

CM Yogi Adityanath knew that for exponential growth to manifest in Uttar Pradesh, systems needed to be revamped, and the lackadaisical approach of previous governments must be replaced by jet-speed of dispensation, and the implementation of Nivesh Mitra was one such step in that direction. UP Nivesh Mitra is a single-window portal launched by the state government. The portal consists of many online services such as security, and environmental issue clearances, and a No Objection Certificate (NOC) is provided by the concerned departments for various scales of business, ranging from small to large.

The key objective of the online portal is to simplify the

procedures involved in setting up businesses. Entrepreneurs are provided with an electronic-based transparent system for

online submission of registration and tracking of applications. Several establishments are negatively impacted when the initial

paperwork takes time. But the online portal speeds up the same process.

The portal also ensures that there is transparency between various government departments and start up enterprises of the state. Nivesh Mitra provides all relevant information regarding government orders, rules, and the necessary process that need to be followed vis-a-vis various departments. The portal allows applicants to track their applications. All certificates and licenses are provided online after due verification. With a single registration, the beneficiary can take advantage of all services, including third-party verification. In one stroke, the CM turned an archaic process into a modern-day tool to attract investments.

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