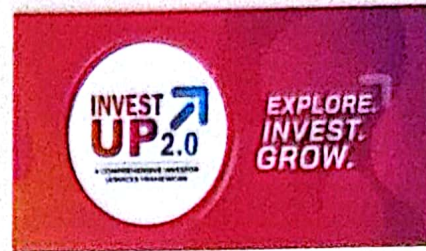


Prathamesh Kumar

I.A.S.

Adl. Chief Executive Officer



Sub.: Request for Feedback on Regulatory Challenges to Support Ease of Doing Business in Uttar Pradesh.

Dear Sir/Madam,

As part of our continued efforts to improve the business environment in Uttar Pradesh, Invest UP is undertaking a focused initiative to understand the practical regulatory challenges faced by investors. The objective is to identify key pain points that make it difficult to start or expand businesses in the state and to support reforms that promote transparency, efficiency, and investor confidence. We want to hear from you about what we can do better.

We are currently gathering feedback on the following priority regulatory areas:

- PESO
- Fire
- Electricity-related Approvals
- Forest related Approvals/Environmental Clearances

We are particularly interested in understanding two types of challenges:

1. **Processes** that are unnecessarily complex, time-consuming, or involve repeated interactions with multiple authorities. (e.g., situations where the same documents must be submitted separately to different departments for similar approvals, or lengthy inspection timelines)
2. **Standards or compliance requirements** that are difficult to interpret, costly to implement, or not aligned with available infrastructure (e.g., mandates requiring equipment certified to a particular standard that is not readily available in the

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(Investment Promotion & Facilitation
Agency of Govt. of Uttar Pradesh)

domestic market, or unclear guidelines on how to demonstrate compliance with fire-safety norms)

For example:

Under PESO Licensing, the issue could be that the approval process is delayed due to varying interpretations of safety requirements across regions. Such instances not only extend timelines but also create uncertainty for businesses planning their operations.

To help ensure the feedback is actionable and relevant, we request you to:

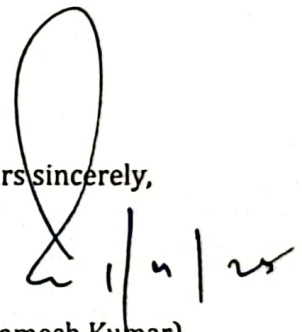
- Share specific challenges you have faced, including details such as the authority involved, the stage of the process, and the nature of the issue.
- Keep responses limited to the regulatory areas listed above, from the perspective of ease of doing business.
- Where possible, suggest examples of better practices from other states or countries that could inform us of improvements in the process.

Your insights will play a vital role in shaping meaningful reforms that reduce regulatory burden and make Uttar Pradesh a more investor-friendly destination. We sincerely appreciate your continued support and engagement.

In case of any clarification or assistance in this regard, you may please get in touch with Mr. Sarthak from Foundation for Economic Development (FED) on +91 7010057665 or email at sarthak@fedev.org and advantageup@investup.org.in

With regards,

Yours sincerely,



(Prathamesh Kumar)
Addl. Chief Executive Officer