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Punjab Launches Investment Reform Committee

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The Punjab government has established an Investment Advisory Committee to revitalize the province's economic landscape and attract domestic and foreign capital. Chaired by Punjab Board of Investment and Trade (PBIT) Chairman Muhammad Muntaha Ashraf, the committee brings together government officials, industry leaders, and financial experts to

develop pro-business policy recommendations. This strategic move aims to position Punjab as a premier investment destination in South Asia.

The committee's mandate focuses on three critical areas: simplifying business regulations, creating targeted investment incentives, and identifying high-growth sectors. Key industries under consideration include agribusiness, manufacturing, technology, and renewable energy. "This initiative reflects Punjab's commitment to building a competitive, investor-friendly ecosystem," stated Ashraf, emphasizing the committee's role in bridging public policy with private sector needs. The PBIT will  serve as the operational arm, implementing the committee's proposals.

Business leaders across Punjab have welcomed the development, with major trade bodies describing it as a timely intervention. The committee's recommendations will directly influence the province's investment policy framework and five-year development plan. Its first meeting, scheduled for coming weeks, will prioritize streamlining approval processes, reducing bureaucratic hurdles, and establishing transparent investment protocols. These measures aim to significantly improve Punjab's ranking in regional ease-of-doing-business indices.

Punjab's latest economic reform initiative brings together public officials and private sector leaders in a committee aimed at accelerating regional development. According to government sources, the initiative is designed to improve policy coordination and attract investment through improved governance mechanisms. Observers note that its success will likely hinge on consistent implementation and administrative efficiency. Stakeholders in the business sector have expressed cautious interest as the province moves forward with the plan.