

# Enabling informed decision making while investing in land for industry in Odisha

## Client

Odisha Space Applications Centre

## Website

<http://gis.investodisha.org/>

## Location

Bhubaneswar, Odisha

## Industry

Government

## Industry

This project was undertaken by ORSAC (Odisha Space Applications Centre), the apex body of the State of Odisha for space technology applications. The Centre is equipped with sophisticated GIS, GPS & Computer laboratories with latest GIS, GPS and Image software. It has a team of well-experienced multidisciplinary application scientists to undertake Remote Sensing, GIS & GPS based projects.

## Solution

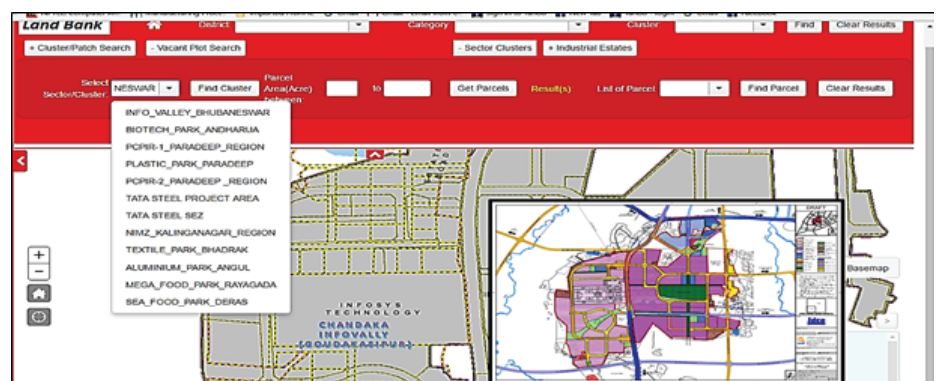
AcGIS

## Project Summary

This project is a major initiative taken by Department of Industries of the Odisha Government to drive sustainable industrial growth in the state. With the objective of providing hassle free business environment for investors to procure land, the Govt. of Odisha worked with ORSAC & ESRI Technologies' GIS based spatial database to create GOiPLUS. GOiPLUS (Govt. of Odisha's Industrial Portal for Land use and Services) is a GIS based industrial land use and infrastructure information system developed by the Industries Department of the Government of Odisha.

## Challenges

The State Government recently promulgated the Industrial Policy Resolution (IPR) 2015 to create a conducive environment to drive industrial development in the State. Hence the challenge at hand was to create a comprehensive inventory which could be accessed by investors for procurement of land. There are numerous factors involved in the decision-making process, while site selection and investing in land. The state does not have a computerised land bank for development purposes. Investors look at various factors like proximity to amenities, connectivity, services and growth potential etc. while purchasing land. In the absence of a robust system to view land and impart intelligence; it was difficult to attract investment for industrial growth in the State.



# Solution

GOiPLUS (Government of Odisha's industrial Portal for Land Use and Services) was created as a Geographical Information System (GIS) based industrial land use and infrastructure information system and was launched in June, 2016. It is a web enabled platform to display real time information with regards to all the industrial land available in the State.

Listed below are some advanced features of the system to assist decision making by investors:

- Provides information with regards to availability of industrial plots based on location specific attributes such as connectivity and other social and physical infrastructure available in the vicinity
- Utilities available around the selected land parcel could also be searched. High-end query modules are created to search land bank availability in Government possession, land availability around utilities and utilities available around land cluster. Query options are also generated to search land in Industrial estates, park and sector specific regions.
- Provides information on zoning of the industrial land in terms of environmental categories, i.e. Green, Orange and Red to enable decision making on suitable location for investment based on environment impact of proposed activities.
- Works as a digital platform to enable a prospective investor to get detailed information about the key attributes of industries operating in a particular cluster such as sector of operation, products, raw material, capacity, etc.
- It provides a spatial relationship between industrial clusters and infrastructure and other amenities through an overlay of attributes that measures the suitability of industrial development.
- A prospective investor can define preferred parameters such as the district, size of land required, facilities available in the vicinity, etc. based on which the portal identifies and returns information regarding the suitable and available land parcels in the State.
- It provides inputs for smart growth strategies and policy framework. The application is utilized in creating inventory, industrial priorities and to provide strategic direction to future industrial and economic development in the state.

This Web-Portal was launched by Hon'ble Chief Minister of Odisha during launch of Industrial Policy Resolution (IPR) at Bhubaneswar and Investors meet at various metro cities of India and abroad and was dedicated for use to all type of stakeholders in public domain.

# Benefits

The major benefits of this system are:

- Land Bank clusters have been identified and mapped for 2.4 lakh hectares in 22 districts of the state by using Geo-referenced high resolution satellite data/Cadastral maps and other thematic geospatial data of the state.
- Land Bank map, data and land schedule for 114000 Acres has been made available in public domain and under allocation.
- GIS database generation for 106 industrial estates in all 30 districts of the state covering >9000 industrial plots/sheds for IDCO. The database and pdf files are web hosted. Web-GIS Database of MIS data of all 3300 IPICOL and IDCO industries are web-hosted.
- Data relating to sector specific clusters, investment regions and industrial parks are web-hosted for entrepreneurs.
- Web-Based GOiPLUS is available in public domain and under operational use by various stakeholders.

# Customer Speak

// The portal is utilized in creating inventory and prioritise industrial land utilization to provide strategic direction to industrial and economic development. The database provides critical information in the decision making process and planning for future industrial developments in the state. //

## - Sanjeev Chopra

IAS, Principal Secretary, Industries Department, Govt. of Odisha

// GIS solutions from Esri helped us develop GOiPLUS and attract greater investment in Odisha. Adopting technology not only positions us as a progressive state but also helps investors make an informed decision that meets all their requirements. This Project was also recognized and awarded by Geospatial World Forum(GWF) on 25th January,2017 at Hyderabad. //

## - Sandeep Tripathi

IFS, PCCF, Odisha and CE, ORSAC

