Industries Department, in its endeavour to provide land, industrial information and hassle-free business environment to investors, entrusted the task of developing a comprehensive RS/GIS based web-portal under GOiPLUS to ORSAC.

GOiPLUS is a web enabled platform to provide investor friendly services and to provide ready-to-use information and maps through gis.investodisha.org

- Web-enabled repository of state land bank—for industrial use and compensatory afforestation
- Contains database of industrial land use and infrastructure (Transport Corridors-NH/SH/OMR, Rail Networks/ Rly stations, Port connectivity, Power Supply line & Substations and industrial institutions) along with social infrastructure facilities (Schools, Colleges, Hotels, Health centres, Technical Institutions, Police stations, Fire stations, Bank/ATM etc.)
- Decision support tool for inventory and prioritising industrial land utilization
Scope and objectives

Most Comprehensive GIS based industrial land portal in the country

Provides all the necessary information on Land Bank in Odisha to the prospective investors, aiding in informed decision on selection of plots.

- It maps all the existing land parcels and its status along with a query analysis that provide a glimpse of developed infrastructure and utilities, along with providing the spatial relationship between industrial plots and required utilities.

- It provides database of industrial land use and infrastructure along with social infrastructure facilities.

- It creates an inventory and prioritise industrial land utilization to provide strategic direction to industrial and economic development.

- GO PLUS is a searchable knowledge-bank of all the necessary details that an investor needs to make informed decision for plot selection, including details like environmental Categorization of plots, Trees population count in the plots in industrial parks, Cost of plots, etc.
Key issues before the intervention

**Limited Access for Searching Information**

- The status of industrial land use was only available with IDCO (Odisha Industrial Infrastructure Development Corporation) at their head office in Bhubaneswar or at the Collectors office of the respective districts.
- If any investor wanted to know the status of land availability at any location, he had to make a physical visit and contact the relevant office personnel for all queries related to the land availability.
- Based on availability of the concerned Land Officer he would request and discuss his query.
- The land officer would then manually search through the concerned files and accordingly communicate the status of the land to the investor.

**Searches were manual and cumbersome**

- Through a manual mode of search, utilities and infrastructure around a particular plot could only be identified through physical visits to the site.
- Also, nearby industries were difficult to identify for possible raw material and finished product linkages unless site visits and were made by the investor.

**Undigitized Data in Physical Copies**

- The details of the land availability were available only in the form of printed hard copies of maps and had not been digitized.
## Major interventions to the identified issues

### Land bank Tool

<table>
<thead>
<tr>
<th>#</th>
<th>Pre GO PLUS</th>
<th>Post GO PLUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>• Search for land banks in a region was required to be done physically sitting across bundles of maps</td>
<td>• Using this tool, a user can search online for a vacant industrial plot in any location of Odisha.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Once he clicks a plot, he gets all the detailed information on the plot he has selected.</td>
</tr>
<tr>
<td>2</td>
<td>• In case of search for utilities or infrastructure around a plot, these were not digitized earlier, and one had to physically collect the information from the site.</td>
<td>• One can scientifically search for any utilities or infrastructure across a desired radius from a plot.</td>
</tr>
<tr>
<td>3</td>
<td>• Many users have the need to have a plot near to a certain utility like port or airport. Earlier one has to search for such plots on physical maps or by site visits.</td>
<td>• Taking a reverse search approach, a user can conduct a customized search for vacant land around his desired utility.</td>
</tr>
</tbody>
</table>
## Major interventions to the identified issues

*Industry info Tool*

<table>
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<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Earlier, a prospective investor had no source of information on the forward and backward linkages like resources, raw material, etc. in the vicinity of a land.</td>
<td>Now, a prospective investor is able to search for particular categories of industries around an area, to plan accordingly for his forward and backward linkages like resources, raw material, etc.</td>
</tr>
<tr>
<td>2</td>
<td>Investors, who wish to explore comprehensive details regarding allied industries in Odisha, had no source of information of location of these units.</td>
<td>One can now search the details of all industries already present in any specific industrial parks, investment regions, clusters, or across the land banks across Odisha</td>
</tr>
<tr>
<td>3</td>
<td>Information collected from industry census and other similar reports, if available on industry details, were mostly dated and did not project the actual ground reality.</td>
<td>This portal is continuously updated by the industries present in the State, who can log in and update the information as required.</td>
</tr>
</tbody>
</table>
Technological Specifications

- **Mode of accessibility**: Web based
- **Platform**: .Net platform,
- **Development Software**: Arcgis 10.3 server, Microsoft visual studio.
- **Image Resolution**:
  - 0.5m world view satellite data MX – 2015 – 2016
  - Cartosat -2 satellite data, Ortho image- 2.5m -2012 - 2014
- **Scale**: 100% geographical and demographic coverage
- **Layers**: 45 layers
- **Number of APIs**: 50 Number of services
- **Compliance to Metadata and Data Standards**: Yes
- **Mobile Technology integration**: RAMS ORSAC mobile application
- **Usage Count**: 62019 site visits till Dec 2017 ie about 3876 visits per month
- **Time for service delivery**: Immediate
- **Cost applicable for service delivery**: Nil (Requires a computer with internet connectivity)
**Database used to generate web-portal**

<table>
<thead>
<tr>
<th>Component</th>
<th>Attributes</th>
<th>Source data</th>
</tr>
</thead>
</table>
| **Industrial Land utilisation & Zoning** | 1. Geo-coded Industries locations, Industrial Zones/ SEZ/ Conservation zones*  
2. Size of land parcels  
Land bank clusters  
3. Industrial institutions  
Surrounding infrastructure/amenities/services | 1. Cartosat 2.5 and Word-view 0.5 m/Ground-truth data derived maps/IDCO  
1:4000 maps  
2. 1:4000 cadastral maps  
3. SIS-DP 1:10.000 maps |
| **Infrastructure**                | 4. Surface water  
5. Power Supply- Transmission & Distribution,  
6. Electric Substations | 4. SIS-DP 1:10.000 maps  
5. SOI topondata 1:50,000  
6. SOI topondata/Google image |
| **Transportation**                | 7. Transport Corridors-  
National & State Highways/Other major roads  
Rail Networks/Rly stations  
Port connectivity | 7. SIS-DP 1:10.000 maps/  
1:4000 ORSAC urban landuse maps |
| **Social Infrastructure**         | 8. Schools  
Colleges  
Hotels  
Medical Facilities  
Bank/ATM  
9. Technical Institutions  
Police stations  
Fire stations | 8. ODISHA SAMPAD 1:50000 data/ Google image/  
Wikimapia/Bing maps  
9. ODISHA SAMPAD 1:50000 data/ SOI topondata 1:50,000 |
| **Environmental Attributes**      | 10. Rivers/Water-body  
11. Forests (RF/PF) Habitations | 10. SIS-DP 1:10.000 maps  
11. ODISHA SAMPAD 1:50000 data/ SOI topondata 1:50,000 |
| **Administrative Zones**          | 12. Settlement locations/  
Village/Gram-panchayat  
Tehsil/Block/District | 12. ODISHA SAMPAD 1:50000 data/ SOI topondata 1:50,000 |
Land Bank Created for Industrial Development
Key features

Customized Search tools and User based updating

- Customized Search of available Land Bank
- Customized Search of the industries operating and available raw materials/finished products in the State
- Info Submission by Industry on continuous basis
Key features

Land Bank:
District Wise Summary, Land Bank At Glance, Search by Location & Search for Plot Around Utilities
Key features

District Wise Summary

- Details about Plot number, Area, Proximity to power line, transport networks and water source, Pollution category, Land cost, Tree count and nearby utilities
Key features

Land Bank At Glance

- A quick access to the Land bank across any industrial land cluster in Odisha
Key features

Search by Location

- Customized Search of available Land Bank in any location and utilities around it
Key features

Search for Utilities Around Plot

- Customized Search of available Utilities in any location around any required Land Bank.
Key features
Search for Plot Around Utilities

- Customized Search of available Land Bank in any location around any required utilities.
Key features

Search for Plot Around Utilities

- Customized Search of available Land Bank in any location around any required utilities.
Key features

Industry Info

- Customized Search for Industries, Raw Materials and Finished Products by Block, Industrial Estate or Industrial Regions and Parks
Key features

Industry Info
Key features

Industry Info
Key features

Industry Info

- Single Sign On to provide seamless integration with industry department portal, for information submission/updating by the industries
Results
Achieved
Capacity Building initiatives

No of Trainings : 10

No of trained personnel : 250
Capacity Building initiatives
Social Media

@InvestInOdisha @InvestInOdisha - 15 Dec 2017
Now integrated with #Goswift, GO PLUS is a GIS-based industrial land, utility and infrastructure information system that provides real-time information about all Land Banks in the State. Access #GOPLUS here - gis.investinodisha.org

GO PLUS
Providing real time information about all Land Banks in the State

@InvestInOdisha
Case Study

Case 1. Ramky Enviro Engineers Ltd., Jharsuguda

- Project: Integrated common hazardous waste treatment, storage and disposal facility
- Investment: INR 148.63 cr
- Land Requirement: 70 acres
- The company required a plot with developed infrastructure and in close proximity to red category industries. With the use of GO PLUS, they searched for clusters near industries in the district, and zeroes on the Katikela Cluster, where 230 acres of land was available and was next to Vedanta Limited.
Case Study

Case 2. Emami Cement, Jajpur

- Project: Cement Grinding Unit
- Investment: INR 351 cr
- Land Requirement: 67 acres
- The company required a plot in Jajpur district around steel manufacturing industries
  - With the use of GO PLUS they searched for land bank in Jajpur, they zeroed down on Chandia cluster with 799 acres land available and steel manufacturing companies like Kalinga Nagar Tata Steel, MESCO, Jindal, VISA Steel, Nilachal Ispat, etc in the proximity
Case Study

Case 3. Magnun Estate Ltd, Khorda

- Project: Shrimp processing
- Investment: INR 38 cr
- The company required a plot with developed and dedicated infrastructure for sea food industry and in close proximity to the airport, since they wished to export their products.
- With the use of GO PLUS they searched for dedicated sector specific cluster around 30 kms of Biju Pattnaik International Airport, and zeroed down in Deras food park for their unit.
Deras Sea Food Park

<30 kms

Biju Pattnaik International Airport
Highlights of Results Achieved

- **G2G**
  All government departments can access the portal for information related to a particular land patch or a particular utility around it in any part of the State. This shall help in investments facilitation and industrial planning by the Government.

- **G2C**
  Any information relating to social infrastructure or industries etc. can be accessed by any common user.

- **G2B**
  Any investor can use GO PLUS as the most effective tool in the decision making process for the selection of the land parcel giving information on land available, its size, cost, proximity to utilities & infrastructure, surrounding industries, etc.

- **B2B**
  Business units can get information on the backward and forward linkages for their industry, with information of the industries surrounding any land parcel.
THANK YOU