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UPSIDC- Making **DEVELOPMENT** Progressive and **FUTURISTIC**

UPSIDC's vision is to promote and develop the industry and take it to the level where Uttar Pradesh is treated as a globally competitive and industry friendly destination, and contribute towards the overall economy of the State as well as the nation, says **Ranvir Prasad**, Managing Director, Uttar Pradesh State Industrial Development Corporation (UPSIDC) in conversation with **Arpit Gupta** of **Elets News Network (ENN)**.

“Uttar Pradesh is all set to write a new chapter of development through grand Investors’ Summit. The Summit will be attended by the President of India, Shri Ramnath Kovind and the Prime Minister, Shri Narendra Modi. Countries like the Netherlands, Japan, Czech Republic, Finland, Slovakia and Mauritius are attending the Summit as country partners.”

What initiatives have been taken by UPSIDC to promote industries in the State?

A single generic framework has been designed with thought that this framework will not only act as a template for scaling of citizen centric service delivery simplification, but also bring in more investment and jobs in the State. This is a major step towards technology enhancements, moving towards digital office, from offline mode to online mode. UPSIDC has implemented online allotment system and building plan management system. Using Process Reengineering, now only those documents and information are sought from the allottees which is absolutely necessary for providing the service and verifying the eligibility for the service. The objective criteria for evaluation of application has been defined. It is being ensured that all inspection reports are uploaded in 48 hours from the respective engineers that are due at each stage. Scrutiny process for

building plan approval has been restricted to parameters such as FAR, setback, ground coverage, parking space, NOCs from the fire department and NOCs from pollution board.

How are you ensuring creation of investor friendly climate in the State?

Dedicated investor facilitation cell has been established as an interface for the investors for setting up their base in the State and providing assistance promised to the investors. The cell act as a 'One stop solution' for all the investor queries which will not only work as a Single Window Clearance but also aims to handhold the investors from a prospect to the successful operation running in the State.

The team consisting of professional consultants work under the cell. To hear out more from the investors, UPSIDC has come out with a robust system "<http://onlineupsidc.com>" which not only facilitates the

investors with hassle free online allotment process but also assists the investors in reaching out to the UPSIDC with a single click.

What is the vision of UPSIDC?

UPSIDC's vision is to promote and develop the industry and take it to the level where Uttar Pradesh is treated as a globally competitive and industry friendly destination, and contribute towards the overall economy of the State as well as the nation. The State has a large base of skilled labour, making it an ideal destination for knowledge-based sectors. The State also has a large pool of semi-skilled and unskilled labour.

Uttar Pradesh offers a wide range of subsidies, policy and fiscal incentives as well as assistance for businesses under the well-drafted, sector specific industrial policy. Along with this, UPSIDC has organised and also planned various national and international conferences, summits, roadshows and events with help of industry associations and corporates. Print, electronic and social media is used to create awareness, branding and positioning of UPSIDC as one of the preferred destinations.

The UPSIDC participates in reputed national and international events to reach out to the potential investors. UPSIDC has fixed a target of Rs 10,000 crore to bring as investment by February 2018.

UPSIDC is committed to make UP as the most attractive destination for the industries and to provide an investor friendly business environment which is marked by speedy decision making. UPSIDC ensures that doing business in Uttar Pradesh is a rewarding experience.

How do you ensure real-time availability of land on GIS web interface?

UPSIDC land bank is spread in 154 industrial areas across 51 districts of Uttar Pradesh. This land bank has been earmarked through Geographic Information System (GIS) and is publically available on website. The GIS web interface of UPSIDC has led to an enterprise level solution by facilitating certain tools like near real time plot status on each industrial estate, current occupancy and plot availability, company details, daily land data status etc.

“To bring transparency, efficiency and accountability in its procurement system, UPSIDC has implemented e-tender System- an online solution to convert tedious procurement process into an economical, transparent and more secure system that covers the entire process.”

How do you operate and maintain the industrial areas?

In order to promote local self-governance, Special Purpose Vehicle (SPV) is being formed in the industrial areas of UPSIDC involving the local industry association for the operation and maintenance of industrial areas. This will encourage private sector participation.

Various online modules are being upgraded to the next level to support business processes in real time in phased manner so as to bring in the efficiency in the internal functions such as Grievance Handling (GHS), Content Management, Legal Case Management, Document Management System (DMS), Financial Accounting Management System (FAMS), Human Resource Management System (HRMS), Integrated Project Management System and Internal Asset Management System.

How do you ensure transparency in the tendering system?

To bring transparency, efficiency and accountability in its procurement system, UPSIDC has implemented e-tender system- an online solution to convert tedious procurement process into an economical, transparent and more secure system that covers the entire process such as enrolment of officials and bidders, tender creation and publishing, publishing of corrigendum, online bid submission/ resubmission, automatic evaluation of the financial bid, award of the contract etc.

Give us a brief about the anti-corruption cell.

To create industry friendly environment and eliminate the need for the industries to approach UPSIDC officials for intervention, anti-corruption cell has been constituted for prevention of corruption. Posters have been displayed at each of the regional/ project/area office for anti-bribery. A proper mechanism has been defined to register the bribery related complaints through email and whatsapp. 