

## About IPICOL

IPICOL is the State Level Nodal Agency for all Investment Promotion and Industrial Facilitation activities in Odisha. The key activities undertaken by IPICOL include:

- Branding Odisha as an attractive investment destination in the identified focus sectors of the State.
- Developing various marketing collaterals highlighting the investment opportunities in the State
- Promoting the strengths and competitiveness of the State through use of print, electronic and social media campaigns
- Developing a long-term roadmap for industrial development of the state: Vision 2025 to channelize the efforts of policy formulation, marketing and investment promotion
- Developing and maintaining the website and mobile application for reachout, investment promotion and facilitation activities.
- Developing specialised software application such as Government of Odisha's Industrial Portal for Industrial Land Use and Services (GO iPLUS) and Centralised Inspection framework (CICG) to facilitate the investors and make it easy for companies to do business in the State
- Organise dedicated State investor meets to attract higher investments into the State
- Participate in various sector specific events and exhibitions to highlight the investment opportunities in focus sectors of the State
- Organise national and international roadshows to promote Odisha as an investment destination to the national and international investor community
- Work as technical secretariat for integration of State services concerning the industries with the eBIZ portal of Government of India to eliminate physical interface in according various project approvals/clearances