



News ID-IPR (OD)/CS-GA-1496-23/03/21



INDUSTRY CARE INITIATIVE

Principal Advisor to Chief Minister interacts with Industries in Balasore district

Bhubaneswar, 23 March

In another significant step towards creation of employment opportunities through industrialization as envisioned by Hon'ble Chief Minister Sri Naveen Patanaik, Government of Odisha has rolled out the 'Industry Care' initiative. Pursuing this objective, Sri Asit Tripathy, Principal Advisor to Chief Minister and Chairman WODC interacted with the micro, small, medium and large scale industries of Balasore district today.

Sri Tripathy visited the industrial estates in Balasore today morning and reviewed the physical infrastructure with associated facilities there. He also visited some industries and interacted with people there. Then after Sri Tripathy along with Principal Secretary Industry Sri Hemant Sharma, Principal Secretary Micro, Small and Medium Enterprise Sri Satyabrata Sahu, MD IPICOL Sri Nitin Bhanudas Jawale and Collector Balasore Sri K. Sudarshan Chakravarthi met the industrialists and entrepreneurs from Balasore, Bhadrak, and Mayurbhanj at business park of North Odisha Chamber of Commerce and Industry (NOOCI), Balasore.

Addressing the industrialists Principal Advisor Sri Tripathy said, "The main objective of the industry care initiative is to strengthen industrial growth in each district through close engagement with the entrepreneur community, creating awareness about the facilitating policies, business reforms and support mechanism of Government for promotion and facilitation of the

industries”. Sri Tripathy added, the issues and concerns of the entrepreneurs would be addressed on high priority basis.

Principal Secretary Industry Sri Sharma outlined the ‘ease of doing business’ rolled out by Government and urged the entrepreneurs to make use of the new system. MD IPICOL Sri Jawale presented details regarding District Investment Promotion Agency (DIPA). He informed that such institutional facilities would be available at district levels very shortly. Sri C.P Bhatia of NOOCI also presented the issues of MSMEs.

Around 150 industries and companies including GAIL, Highland Agro, Falcon Marine exports, Everest Industries, Emami Paper Limited, IOCL among others attended the meeting and participated in the deliberations. The issues raised by the participating industries mostly related to land, use of groundwater, license renewal, approach road and water supply *etc.* These issues were discussed in detail and the field level solutions were worked out in the meeting.

Expressing their opinion about the new initiative and its outcomes, the leaders of the industry associations and the local entrepreneurs said that such efforts of the Government were really inspiring. One industry leader mentioned. “Very high level officers interacting with us and resolving our issues shows true intent of the Government to galvanize the industry and commerce in the State”.



The meeting was followed by one workshop on ‘Prospective Economics Activities in Balasore’ held under the Chairmanship of the district Collector K.S. Chakravarthy. The workshop deliberated on locating the potential economic activities in the districts of Balasore, Bhadrakh and Mayurbhanj for promoting those to next higher level. Addressing the workshop Sri Tripathy advised to promote marine fisheries, brackish water aqua culture, tourism, floriculture, orchid and food processing units in these districts. He urged the Collector to take leadership for promotion of enterprises in their respective districts.

****U.K.Mohapatra, PRO to Chief Secretary.****