

GIS Benefits for MPR EDC Work Plan 2022-23

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GIS for Business: GIS is also used for managing business information based on its location. GIS can keep a track of where the customers are located, site business, target marketing campaigns, and optimize sales territories and model retail spending patterns. Such an added advantage is provided by the GIS to enhance in making companies more competitive and successful. (Sita Mishra, GIS in Indian Retail Industry-A Strategic Tool)

Lease Property and Management: Revenue can be increased, operations and maintenance cost can be reduced when GIS is used to help manage space. Real estate and property managers can see and make queries about space including its availability, size and special constraints for the most cost effective use.

Infrastructure Development: Advancement and availability of technology has set a new mark for professionals in the infrastructure development area. Now more and more professionals are seeking help of these technologically smart and improved information systems like GIS for infrastructure development. Each and every phase of infrastructure life cycle is greatly affected and enhanced by the enrollment of GIS.

Location Identification: This technique is used to find a location for a new retail outlet. It helps to find out what exists at a particular location. A location can be described in many ways, using, for instance, name of place, post code, or geographic reference such as longitude or latitude or X/Y.

Site Suitability for Waste Treatment Plant: There is an increasing amount of waste due to the over population growth. This has negative impact on the environment. With the help of GIS we can integrate various aspect layers in GIS and can identify which place is suitable for waste treatment plant. This process will reduce the time and it is cost effective. Also it enhances the accuracy. It provides a GIS analyst to identify a list of suitable dumping sites for further investigations. It also provides a digital bank for future monitoring program of the site.

Economic Development: GIS technology is a valuable tool used for the economic development. It helps in site selection, suitability analysis, and for finding the right sites to locate new business and grow existing ones. Within economic development, GIS is used to support the emerging trend of economic gardening, a new way to foster local and regional economic growth by existing small business in the community.(By Ahmed Abukhater, GIS for Planning and Community Development: Solving Global Challenges)

Land Information System: GIS based land acquisition management system will provide complete information about the land. Land acquisition managements is being used for the past 3 or 4 years only. It would help in assessment, payments for private land with owner details, tracking of land allotments and possessions identification and timely resolution of land acquisition related issues.

Tourism Information System: GIS provides a valuable toolbox of techniques and technologies of wide applicability to the achievement of sustainable tourism development. This provide an ideal platform tools required to generate a better understanding, and can serve the needs of tourists. They

will get all the information on click, measure distance, find hotels, restaurant and even navigate to their respective links. Information plays a vital role to tourists in planning their travel from one place to another, and success of tourism industry. This can bring many advantages for both tourist and tourism department.

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Surveying: Surveying involves measuring the location of objects on earth, and more organizations are using [Global Navigation Satellite Systems \(GNSS\)](#) for this function. This data incorporated into a GIS system can estimate area and prepare digital maps.

GIS based Digital Taxation: In Local Governments, GIS is used to solve taxation problems. It is used to maximize the government income. For example, for engineering, building permits, city development and other municipal needs, GIS is used. Often the data collected and used by one agency or department can be used by another. Example Orhitec ltd can supply you with a system to manage property tax on a geographic basis that can work interactively with the municipal tax collection department. Using GIS we can develop a digital taxation system.