



Madhya Pradesh: New Hub for IT Investment

Why in News?

According to the Madhya Pradesh Chief Minister, the state is emerging as a major investment hub in the [Information Technology \(IT\)](#), [ITES \(Information Technology Enabled Services\)](#) and [ESDM \(Electronics System Design and Manufacturing\)](#) sectors.

Key Points

- **Attractive Centre:**
 - The state government's **IT and ESDM policy**, development of **data centre parks, IT parks and start-ups** have made Madhya Pradesh an attractive destination for technology investments.
 - Madhya Pradesh is a leader in adopting cutting-edge technologies like [Artificial Intelligence](#), Machine Learning, Big Data, [Blockchain](#) and [Cyber Security](#) under the [Digital India Mission](#).
- **Major cities:**
 - Cities like **Indore, Bhopal, Jabalpur and Gwalior** have now become the new hubs of IT companies.
 - [Global Investors Summit](#) will be organized in Bhopal on 24-25 February 2025, in which **IT and technology investors** are likely to get an excellent opportunity to get acquainted with the vast possibilities of the state.

Information Technology Enabled Services (ITES)

- It refers to the **use of information technology to provide various services** to businesses and organizations.
- It includes services such as **data processing, customer support, technical support, and consulting**.
- Some common examples of ITES include:
 - **KPO** (Knowledge Process Outsourcing)
 - **BPO** (Business Process Outsourcing)
 - **LPO** (Legal Process Outsourcing)
 - **GPO** (Game Process Outsourcing)
 - **EDI** (Electronic Data Interchange)

Electronics System Design and Manufacturing

- ESDM is a **process that covers all aspects of the design, development, and manufacturing** of electronic devices and systems.

