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 I**T and technology investors** are likely to get an excellent opportunity to get acquainted with the vast possibilities of the state.

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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.