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# LANDMAS: Driving Values of 'Ease of Doing Business'

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Land being the most valuable and scarce asset has tremendous impact on the economic development of a nation. It is important for any government to make the best choice of a **land management system** while addressing the land use either for; industrial development or affordable housing. The driving factor that determines business friendly environment is a healthy Land Management Ecosystem. The benefits of which are manifold, starting from investor facilitation, establishment of industries, employment generation and finally acceleration of economic growth. It has a multiplier cascading effects that can transform a country or a state into a potential investment destination.



Global FDI (Foreign direct investment) increased by 12% in 2019 to 1426 billion USD. The FDI flows to Africa continent rose by 11% to 46 billion USD (UNCTAD's World Investment

Report 2019). India's vision is to achieve a five trillion USD economy with 20% generated from industries with expected 100 billion USD in 30 years. The fact that 68% of the world population is projected to live in urban areas by 2050 (UN) depicts massive urbanization.

The global investment & urbanization figures makes the need of Ease of Doing Business (EoDB) imperative so as to encourage & attract investment. The EoDB ranking by World Bank reinforces countries to reinvent themselves in improving their existing business standards and process to make it more investor friendly through a set of predetermined parameters. Among which land management system is one of the crucial and key yardstick.

## India as Early Adopter of Digital Transformation

Among the chosen 190 countries, India ranks 63rd in Ease of Doing Business 2020: World Bank Report on account of the significant improvement in resolving insolvency and obtaining construction permits.

## Digital Transformation of Land Management Ecosystem - The Game Changer

The **land management process** refers to various stages of the investor journey – from **land allotment** to post occupancy services. While manual procedures amounted to cumbersome and inefficiency, digital transformation is a promising paradigm shift. It serves as an end-to-end solution for the investors and the government those who seek enhanced investment competitiveness.

## So What Makes The e-Land Management System – A Ready Reckoner for Investor Facilitation?

**e-Land Management System** is a potential transformative solution for the investors as it eases out the process to provide a seamless user experience in availing services. The paperless & contactless transaction reduces the burden of multiple points of interaction with land administration and development authorities.

The GIS mapping of land bank allows real-time information about the availability of industrial land and resources that enable the investors to finalize the location of industries without frequent visits to site locations or offices of land-owning agencies. The auto- scrutiny saves a lot of time & resources by simplifying the scrutiny, review & approval of building plan in compliance with Development Control Regulations. The centralized system ensure transparency & adequate visibility of proposal progress to all stakeholders. Creation of a

streamlined framework provides the potential investors with simple and efficient processes for land management & related post allotment activities.

## Success Story Inspiring Replication

Factoring in adaptability, replicability and scalability e-LMS has been made configurable to suit various workflows, manage high traffic without hampering functionality to be plugged and played. eLMS as an enabler of EoDB is projected to attract investment worth Rs.70,000 crore from global players with tremendous employment potential in AURIC. The successful implementation of e-LMS by the SPV - National Industrial Corridor Development Corporation (NICDC) in AURIC, India's first green-field smart city in the Delhi Mumbai Industrial corridor, can be an inspiration for many states & countries for replication.

Time Matters. Be an 'early adopter' to yield the maximum benefits.



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