



Indore's Green Brand Became Number-1

Why In News?

On February 10, 2023, the Green Brand was released by the Indore Municipal Corporation of Madhya Pradesh, which has been bought by the general public and investors in a few hours and made number one.

Key points

- Indore's credibility is the main basis behind this achievement. An urban body of the state has achieved an achievement in this field through the country's first green public brand.
- It is worth mentioning that investment proposals worth Rs 300 crore were received in just two hours through the Green Brand issue issued by the Indore Municipal Corporation for setting up plants in the solar energy sector. By the time the market was closed, this amount was about Rs 650 crore.
- This situation of overconfidence has been considered a special achievement by experts in the economic field.
- It is noteworthy that Indore has become a brand by achieving a new achievement through the green brand, with 6 consecutive times in the country in the field of cleanliness.

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