



# Investor Konnect

EDITION 10 | August 2021



## MEET THE MINISTER EDITION



### FROM THE EDITOR's Desk

The Department of Industries and Commerce has been pivotal in the transition of Kerala and establishment of a sustainable Industrial culture in the State. With increased interaction with Industry the Department is realising the Government's vision of an investor friendly environment in the State. The key reforms in the focus right now are Statutory Committee for Grievance Redressal, Unified Land Lease Policy, Transfer and Exit Policy and Decriminalization of redundant or archaic laws. The inputs by the industrialist along with the implementation of the best reform practices elsewhere in the country will establish Kerala as a model of transparent governance, Ease of Living and Ease of Doing Business State.

The focus will be to collate information from the industry partners to simplify the interface between Industry and Government by rationalising existing rules and laws. Regular meetings would be convened to seek inputs in this regard. A broad enunciation of strategies and course of action is being developed to foster a favourable industrial environment in the State and hence such meetings will be continued with more stakeholders across the State.

**Dr K. Ellangovan IAS**  
Principal Secretary  
Industries & NORKA  
Government of Kerala

## MEET THE MINISTER SERIES: **Interaction with Industry Fraternity**

### **“Meet the Minister”** Industry Interaction at Kochi, Trivandrum and Kottayam



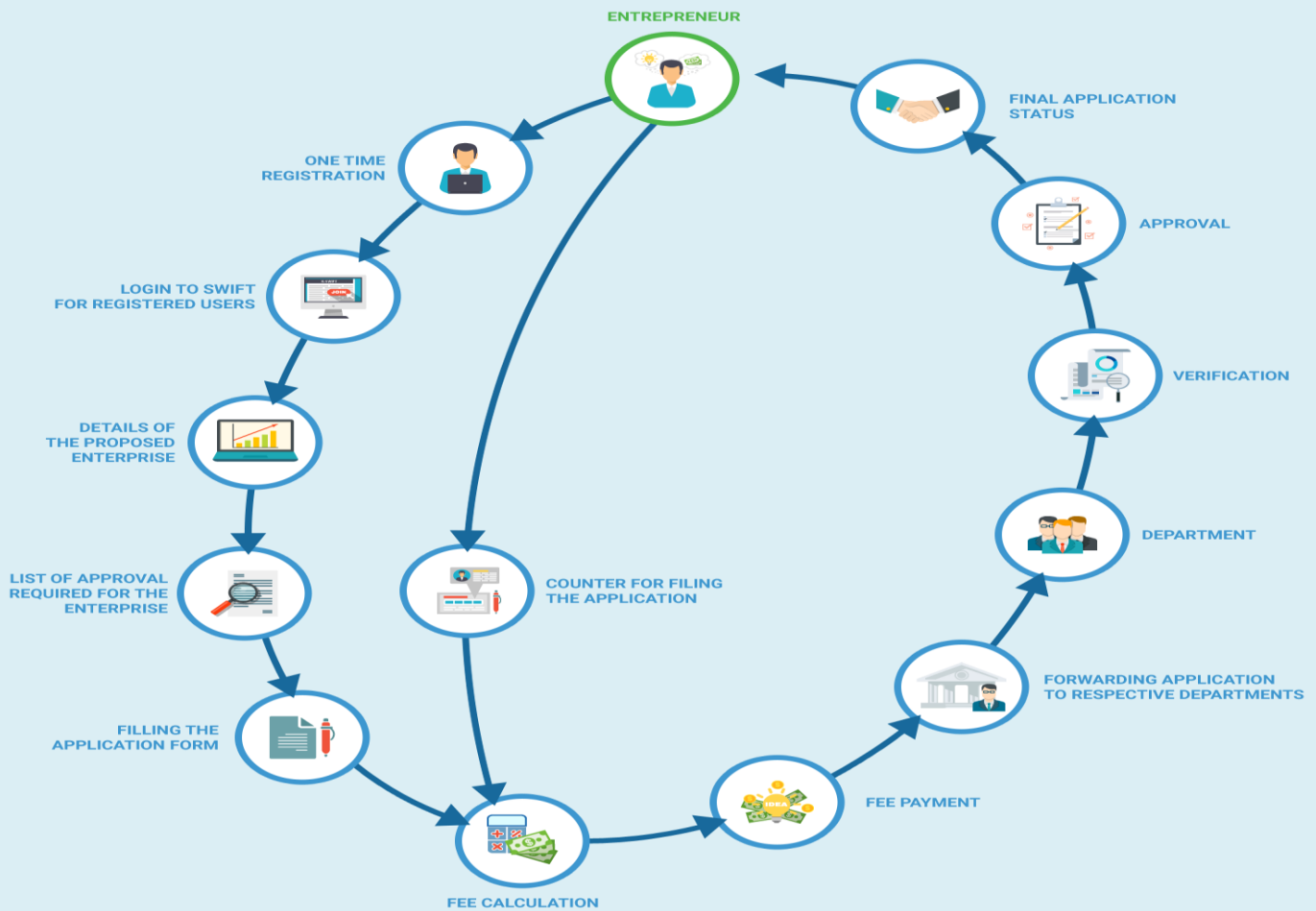
Under the “Meet the Minister” program, three exclusive interactions were organized at Ernakulam, Kottayam and Trivandrum with the Hon’ble Minister for Law, Industries and Coir, Shri P Rajeeve on 15th, 19th and 22nd July 2021, respectively. Key industrialists of the region attended the meeting where the agenda was to appraise industrialists on the significant steps undertaken to improve the investment climate in the State and seek their feedback on the same. The Minister elaborated the three key initiatives of Statutory Committee for Grievance Redressal, Unified Land Lease, Transfer and Exit policy and Decriminalization of redundant or archaic laws and requested Industrialists for their inputs so that their views could also be incorporated before finalizing the same. He reiterated the fact that this is the fourth industry interaction held under his aegis and the same shall be continued. Suggestions such as Exhibition center for MSMEs, an e-platform for selling and buying etc. are also in various stages of discussion and action shall be taken in due course. Best practices such as separate power utility arm of KINFRA for providing uninterrupted power supply for Industries shall be emulated in other parks. The new land lease policy shall also incorporate options for sale of land back to the Government based on differential pricing, sub lease provisions, easy exit provisions, mortgage permissions shall be granted for Government land, permitting activity change in same category etc. The minister welcomed suggestions from Industrialists and highlighted his and Department’s cooperation throughout.

### **“Meet the Minister”** VC Industry Interaction with NRI and other key investors

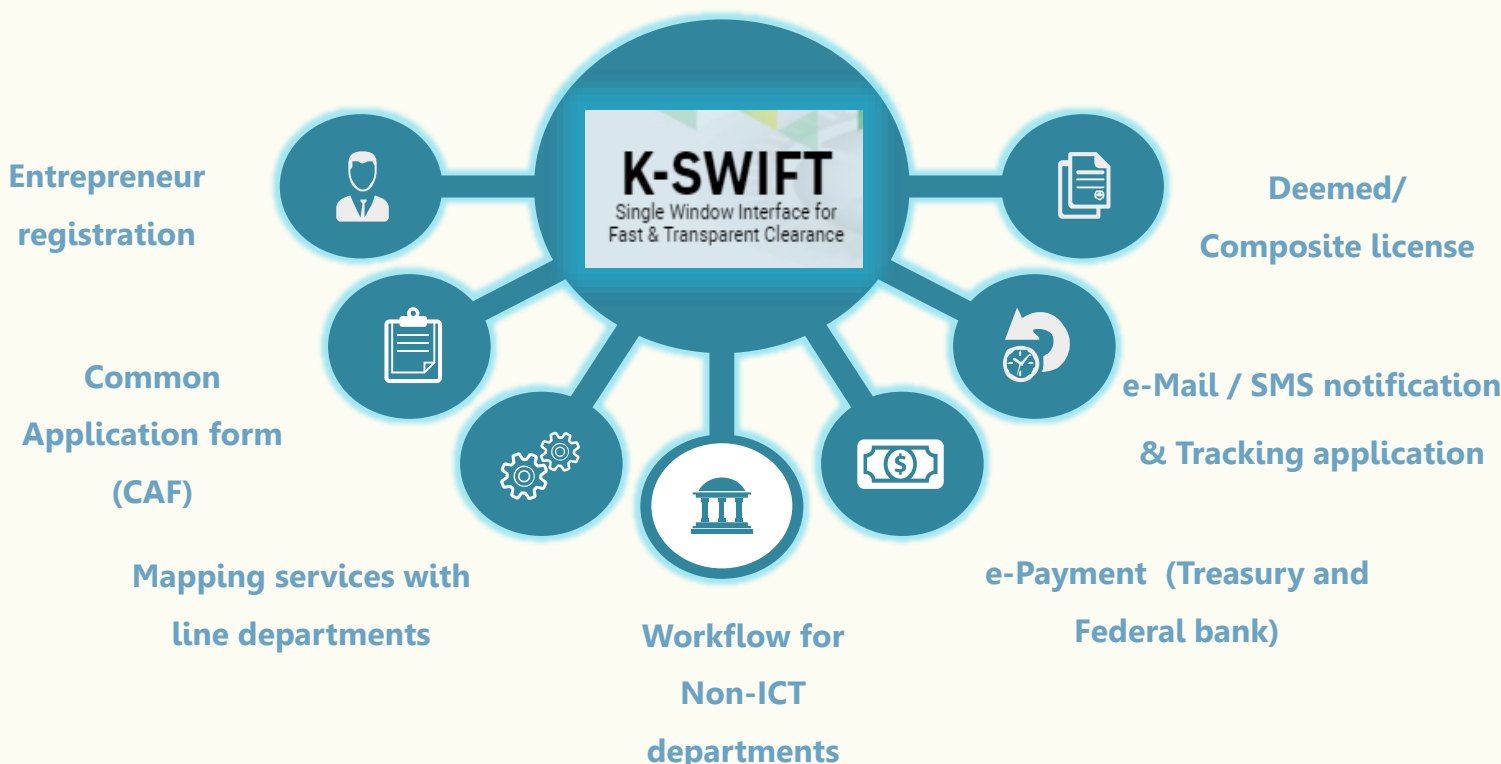
A virtual conference was organized for key NRI investors and other key industrialists to facilitate an interactive session with Hon’ble Minister for Law, Industries and Coir, Shri P Rajeeve on 22nd July 2021. The conference was attended by renowned NRK investors and key investors of the State. Minister had discussions related to the new reforms planned by the Department and listened to the key suggestions put forth by the investors. Some of the key ideas that came up during the session was regarding formation of an Export Promotion agency, District level Investment Advisory Councils, exclusive Non-Resident Keralite Investment Cell etc. The minister also discussed about the key challenges faced by the Investors and ensured Department’s support to build a conducive environment for Investors in the State.

## KSWIFT PORTAL: Workflow

<http://www.kswift.kerala.gov.in/>



## KSWIFT PORTAL: Features





**ACHIEVEMENTS GALLORE: Launch of K-CIS**<https://kcis.kerala.gov.in/>

(L-R) Smt. Sarada G. Muraleedharan IAS (Additional Chief Secretary, Local Self Government), Shri. P. Rajeeve (Hon'ble Minister for Law, Industries and Coir), Shri. Pinarayi Vijayan (Hon'ble Chief Minister), Dr. V. P. Joy IAS (Chief Secretary), Dr K Ellangovan IAS (Principal Secretary, Industries & NORKA) and Smt. Mini Antony IAS (Secretary, Labour and Skills)

The Kerala Centralised Inspection System (K-CIS) for Industries on was launched by Hon'ble Chief Minister Shri. Pinarayi Vijayan on Friday, 30<sup>th</sup> July 2021. The CIS framework aims at bringing transparency and accountability in inspections while ensuring that the enterprises follow the requisite legal & regulatory framework and minimise risk for the employees. The key features of the system include:

- The inspections would be scheduled based on this framework will be based on the risk profile of the establishment being inspected.
- Each Department has defined various risk criteria for establishments
- The online System identifies the establishments randomly based on the risk profiles.
- The inspections scheduled based on this framework will be based on the risk profile of the establishment.
- Allocation of inspectors to inspect the establishment is decided by the online system in a random manner and the same inspector cannot undertake inspection of the same establishment twice consecutively.
- After the schedule is created by the online system, to further ensure the transparency and smooth proceeding of the process, prior intimation will be sent to the establishments via their registered mobile numbers and emails

Further, **the inspection reports are to be made available on the online portal for the establishment to login and download, within 48 hours of completion of the inspection ensuring a timely completion.**

**THRUST SECTOR : Food Processing Capacity Building Sessions**

Department of Industries & Commerce  
Government of Kerala

**SEMINAR ON VALUE ADDITION IN  
FOOD PROCESSING SECTOR**

Inauguration by  
**Shri. P. Rajeeve**  
Hon. Minister (Law, Industries & Coir)

July 22 & 23, 2021 via VC

KIDP  
Kerala Industrial Infrastructure  
Development Corporation

Directorate of  
Industries & Commerce

K-bip  
Kerala Bureau of  
Industrial Promotion

KarU  
Kerala Agricultural  
University

The Department of Industries & Commerce is implementing various schemes for promoting, registering, Financing and advising Micro Small or Medium Enterprise (MSMEs) in the State. Projects will be made for developing units in Kerala to take advantage of these opportunities in the food and agriculture sectors. A seminar was conducted on Value Addition in Food Processing Sector on July 22 & 23, 2021 via Video Conferencing, inaugurated by Shri. P. Rajeeve, Hon'ble Minister for Law, Industries & Coir. He reiterated the Government's vision of Sustainable Industrial development in the State and the aim of building a Responsible Industrial Base.