

# INVESTOR Konnnect

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"Kerala is poised to become a destination for Responsible Investments and Responsible Industries. Given Kerala's geographical advantages in terms of proximity to global shipping and air routes, its aerial proximity to the global air transit hubs of the Middle East and South Asian countries, its tradition of social equity and absence of distressing social and economic inequalities, its robust and lively democracy encompassing vibrant institutions that cascade up from the grassroots level, the State is well positioned to become the hub of sustainable and responsible investments and as a secure node in the global supply chain."

- Hon'ble Minister for Law, Industries & Coir, Shri. **P. Rajeeve**



## From the EDITOR's Desk

At the outset I am happy to share that Kerala has performed well under DPIIT's Industrial Park Rating System (IPRS) 2.0 Assessment Report. Kerala has emerged amongst top 15-rated parks in the South region under the category of Internal Infrastructure, sector-wise internal Infrastructure and Business Support Services, Environment, Safety and Sustainability Pillar categories. This is yet another significant milestone resonating Kerala's top notch Industrial Infrastructure. Kerala is also amongst the top states (% share) accounting for the largest concentration of parks by sector in Biotechnology, Capital Goods, Medical Devices, and Handicrafts.

Considering the limited land availability and environmental conservativeness, Kerala has performed well in the assessment and would continue to implement its integrated infrastructure development strategy blueprint, as part of its commitment to increase the contribution of Industrial sector to the state GDP.

In addition to this, the State is also working on a new Unified Land Allotment Policy with options to Transfer the ownership and Exit the company, in a transparent and simple ways. All these initiatives are spearheaded based on key inputs sought by Industrialists and entrepreneurs shall contribute to developing a robust industrial infrastructure in the State. The key aim of the Department of Industries and Commerce is to ensure ease of access for industrial land and infrastructure.



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## Ever-growing Economy

### Trends in Income Level and Growth in Kerala

Kerala's GSVA grew at relatively faster rates during the period from 2016-19 despite the many setbacks faced by the State. The sectors that contributed were Manufacturing, trade, hotels and restaurants, Fishing & Aquaculture, social services mainly education and health, public services, and professional services.

Average income per person in Kerala was approximately 1.5 times the Indian average in 2019-20. Annual income per capita in Kerala was ₹1,49,563 in 2019-20, the corresponding national average was ₹96,152.

Source: Kerala Economic Review 2020



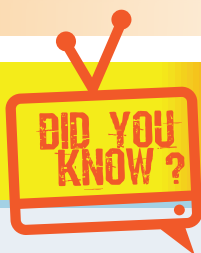
## INDUSTRIAL INFRASTRUCTURE AT A GLANCE

### State is home to 130 plus Sector-focused industrial parks and areas



- Kerala Industrial Infrastructure Development Corporation (KINFRA) has more than 30 sector-focused industrial parks - Food Processing, IT, Spices, Textile, Seafood, Rubber, Electronics etc.
- Kerala State Industrial Development Corporation (KSIDC) has 6 facilities inclusive of Industrial Growth Centers, Mega Food Park, etc.
- Directorate of Industry and Commerce (DIC) and SIDCO has over 100 industrial Development Areas/Zones for SMEs.

State's renewed focus on ESG-driven Responsible Investments is paving way for growth of new emerging sectors in the State



## Gulf-based Azcco Global announces Rs 500 cr investment in Kerala

- Gulf-based supermarket chain Azcco Global, promoted by a non-resident Keralite, has announced an investment of Rs 500 crore in Kerala over the next nine years, including Rs 150 crore for launching its range of new 'Craze' biscuits from its upcoming factory in Kozhikode.
- An agreement was reached at the 'Meet the Investor' programme organised by Industries Minister P Rajeeve,
- The new biscuits under Craze will be available in the market next year.
- In the second phase, Azcco Global, headed by CMD Abdul Azeez, plans to set up its supermarket chains and eatery-cum-rest rooms by investing another Rs 350 crore. The group will invest a total of Rs 500 crore in Kerala by 2030.
- Azeez said the company will bring out 39 different types of biscuits in the first phase. The biscuit manufacturing factory of the company, which will come up at KSIDC Industrial Park, Kozhikode, will be ready this year itself. Machines with the latest technologies imported from Germany and Turkey will be deployed in the factory.





## Robust Infrastructure Offerings of the State : EXCELLENCE IN INDUSTRIAL PARK INFRASTRUCTURE

KINFRA Parks have emerged amongst top 15-rated parks in the South region in the recently announced **Industrial Park Rating System (IPRS 2.0)** that ranks industrial land banks across the country.

The rating system launched by Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India Kerala has emerged amongst top 15-rated parks in the South region under the category of Internal Infrastructure, sector-wise internal Infrastructure and Business Support Services, Environment, Safety and Sustainability Pillar categories.

This is yet another significant milestone resonating Kerala's top notch Industrial Infrastructure. The study extensively evaluated the parks across characteristics designated into sub pillars within the main categories as follows:

### Internal Infrastructure:

Power, Water Supply, Gas for Industrial Use, ICT Infrastructure, Sewage Treatment, Street Lighting, Internal Roads, Utility Corridors, Plug and Play Industrial Space, Industrial Housing, Logistics infrastructure etc

### External Infrastructure:

Public Transport, External road connectivity

### Business Support Services:

Information availability, Business facilitation, Support services

### Environment, Safety and Sustainability:

Waste Management, Security, Health Infrastructure, Green spaces, Disaster Management, Renewable Energy etc.

## KINFRA Parks amongst top 15-rated parks in the South Region

- KINFRA Hi Tech Park Kalamassery
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- KINFRA Small Industries Park, Ernakulam
- KINFRA Film & Video Park Kazhakkuttom
- KINFRA Mega Food Park, Palakkad

## KEY ACCOLADES OF THE STATE







## PM Formalisation Scheme for Micro Food Processing scheme in Kerala

Hon'ble Minister for Law, Industries & Coir, Shri. P. Rajeev inaugurated seed capital financial assistance scheme on October 18, 2021. The assistance is given to Self Help Groups (SHGs) as part of the Pradhan Mantri Formalisation of Micro food processing Enterprises (PMFME) project.



The State Government is working on starting an online platform to deliver products by Kudumbashree and other Micro, small and medium production units. PM Formalisation of Micro food processing Enterprises Scheme (PM FME Scheme) was launched by Ministry of Food Processing Industries (MoFPI), in partnership with the State/ UT Governments for providing financial, technical and business support for upgradation of existing micro food processing enterprises.

## CFC for Steel furniture cluster



More than 600 steel furniture units in Ernakulam will get a common facility centre close to Perumbavoor, which will enable the units to produce quality steel furniture with world-class finish. The work on the common facility centre had begun and the centre and the automated machines there would bring about a major transformation in the steel furniture culture in the district. The steel furniture industry employs around one lakh people in the district and is a flourishing one.

The Common Facility Centre is built in collaboration with Union Ministry of Micro, Small and Medium Enterprises, with an investment of around ₹16 crore.



## HEALTH, BEAUTY AND WELLNESS 2021

A 3-day virtual expo concluded on Saturday 'Health, Beauty & Wellness 2021' on Kerala's Ayurveda, Ayush, wellness and nutraceutical sectors in Kerala attracts thousands of visitors from various corners of the globe including the UK, Canada, Australia, Sweden, South Africa, Nigeria, Oman and Indonesia. It was the first edition of the event which saw thirty-two exhibitors who provided an interface for Ayurveda treatment centres, medicines, natural beauty and wellness producers and various wellness solution providers with tour operators and buyers from across the world.

The Kerala products offered ranged from seaweed extracts to Panchakarma and jackfruit juice to natural cosmetics. Exhibitors included Bipha Ayurvedic Products, Kochi based Bodina Naturals, FMCG major Nutriloids, Ayurvedic wellness provider Human Wellness, Nata Nutrico and Nata Life among others.