

# INVESTOR Konnnect

Monthly Newsletter

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“The government has put forth a target of establishing 100,000 micro medium-small enterprises (MSMEs) in 2022, the ‘Year of Entrepreneurs’. We want to celebrate 2022 as the Year of Entrepreneurs. The focus will be on encouraging entrepreneurship.”

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



From the  
**EDITOR's**  
Desk



As we embrace into this new year, the Government has put forth ambitious plans to spearhead the Industrial growth of the State. Last year, the Department launched several initiatives to fuel fresh investments in the State. The most impactful reform was the launch of online 'Kerala – Central Inspection System (K-CIS)', which pioneers a single-window approach towards compliance and inspection requirements. Looking back at the State's achievements in the MSME sector, 47 % of the MSME working units in the State was formed in the last 5 years which clearly demonstrates the State's unprecedented growth in fuelling MSMEs which are the backbone of manufacturing and industrial development in the State. The State has adopted the cluster development approach for industrialization to reap the benefits of agglomerations through transformation of the traditional systems of activities or industrial districts to new networks ready for competition and innovation.

The State has a focused 5-pillar approach that aims to provide

adequate industrial infrastructure and develop clusters, facilitate MSMEs through simplified industrial licensing procedures, providing financial assistance, capacity building & skilling for creating local jobs, revive sick units & settle payment disputes, promotion of export and technical assistance. Through this inclusive approach to development the State aims to strengthen MSMEs in the state for equitable distribution among all strata of the society. Industrial Clusters will be set up with the required Trunk Infrastructure to attract investment in the State. In line with this vision, Hon'ble Minister for Law, Industries & Coir has announced 2022 as the “Year of Entrepreneurs” backed with an ambitious target of setting up 1 lakh MSMEs in the State by adopting the cluster-based approach.

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## KERALA AGRO FOOD PRO 2021 (17-20 DECEMBER 2021)

To further accentuate the government's focus on strengthening the state's industries by selecting and promoting one product from each district, Kerala Agro Food Pro 2021 fair was conducted during 17-20 December 2021 at Thycaud, Thiruvananthapuram. The key thrust of this trade fair was on promoting entrepreneurship in the year 2022.

## KERALA BAMBOO FEST 2021 (19-23 DECEMBER 2021)



The 18th edition of Kerala Bamboo Fest 2021 kick started on December 19, 2021. The Fest was inaugurated by Shri. P. Rajeev, Hon'ble Minister for Law, Industries and Coir. The Fest is to promote the eco-friendly Bamboo products crafted by Artisans from Kerala and attracted huge crowd on all the Event days. On behalf of Department of Industries & Commerce, the Fest was organised from December 19 to 23, 2021 at Marine Drive, Ernakulam by Kerala State Bamboo Mission functioning in Kerala Bureau of Industrial Promotion (KBIP).

## DISTRICT-WIDE AWARENESS SESSIONS ON EASE OF DOING BUSINESS INITIATIVES

Kerala State Industrial Development Corporation (KSIDC) in association with District Industries Center has been conducting various Awareness programmes for the officials of Local Self Governments since 2018. The latest sessions are focused training programmes categorized into two sessions namely: Latest Industrial Licensing norms and latest features and functioning of Single Window Clearance system- KSWIFT and Centralized Inspection System.

The programme includes a deliberate and interactive session on various EODB initiatives such as the salient features of "the Kerala Investment Promotion and Facilitation Act, 2018, by amending 7 Laws and 10 Rules for the smooth running of industrial enterprises ; Recent amendments made in the "Micro Small Medium Enterprises Facilitation Act – 2019" and Rules there under; features and functions of Central Inspection System and workflow of KSWIFT - Normal and Automated approval route for MSME's not falling under Red Category; and focused session on the roles and responsibilities of LSGD officials in KSWIFT etc.

The workshop witnessed huge participation of LSGD officials and elected representatives.

Till date following sessions are completed:

- Kothamangalam, Muvattupuzha, Kunnathuna – Ernakulam
- Chittoor - Palakkad
- Tirur - Malappuram
- Thodupuzha, Kattappana – Idukki
- Kottarakkara Pathanapuram, Karunagappalli - Kollam



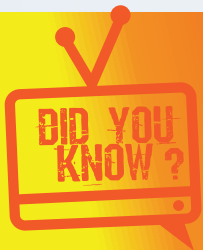
# 2022

## “YEAR OF ENTREPRENEURS”

Government of Kerala is celebrating this year as the ‘Year of Entrepreneurs’. Hon’ble Minister for Law, Industries & Coir, Shri. P. Rajeev has put forth an ambitious target of establishing 100,000 micro medium-small enterprises (MSMEs) in the State this year. The focus is on encouraging entrepreneurship and scaling up of existing MSMEs in the State. The plan is also to encourage micro-enterprises to grow and become small enterprises and then to medium-scale units. The State’s vision is to accelerate and strengthen MSMEs in the state to increase their contribution to the Kerala economy and create more jobs, increase exports and lead to inclusive growth of the sector. The State’s renewed focus on this sector is targeted to include

new thrust sectors focused on MSMEs potential and district-led development along with easy access to financing and market development initiatives. As part of the next wave initiatives, Government of Kerala considers potential opportunities for

creating significant support for the MSME sector to develop over the next decade by way of new financing mechanisms, marketing and technology support etc., thereby channelizing the much-needed resources and infrastructure for MSMEs.



More than 7000 Crore of investments are committed as part of “Meet the Investor” programme under the aegis of Hon’ble Minister for Law, Industries and Coir. Companies like Synthite Industries, Dhatri, Nitta Gelatin and Plant Lipids have made investment commitments worth INR 7000 Cr. Other marque investments include:

- Tata Elxsi, a leading design and tech service provider, signed an MoU with Kinfra to expand its facilities in Kerala, with an investment of Rs 75 crore in the first phase.
- Tata Consultancy Services (TCS) is setting up an ‘Innovation Park’ in KINFRA Electronics Manufacturing Cluster at Kakkanad, Kochi, which is expected to create 10,000 jobs when the project is fully operational.

## TRANSFORMING ENTREPRENEUR ENGAGEMENT MODEL



**K-SWIFT**



**INVEST KERALA  
PORTAL**



**K-CIS  
(CENTRALIZED  
INSPECTION  
SYSTEM)**

## INVEST KERALA HELPDESK



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## ENABLING DIGITAL LENS - PROJECT MONITORING AND ACTIVITY MONITORING SYSTEM



Under the aegis of Hon'ble Minister for Law, Industries & Coir, Shri. P. Rajeev, a centralised online monitoring system was launched in January 2022 to track the progress of various projects under the Industries and Coir departments. The system has been launched with the aim of carrying out detailed and constant assessment of the progress of each segment of big projects and ensuring timely completion and increased efficiency. All the projects of various agencies and insti-

tutions which are part of the departments will be brought under the system and a time schedule fixed for each of the activities. The implementing officers can track difficulties related to particular projects and escalate it to higher levels or to the government, to quickly address the issue. In addition to the projects implemented by various agencies, the system also allows land acquisition monitoring, land allotment monitoring, tracking of progress of 1 lakh MSME projects and follow-up of

'Meet the Minister' programme. To assess the physical progress of various works and online uploading of the same, a mobile application has also been developed. The implementing officers can collect the information from the ground and tag them with geo locations, photos and videos. Each institution has a separate analytics dashboard. The monitoring system portal is available at [www.pms.industry.kerala.gov.in](http://www.pms.industry.kerala.gov.in)

## KERALA INSTITUTE OF ENTREPRENEURSHIP DEVELOPMENT (KIED) IS NOW CENTRE OF EXCELLENCE IN ENTREPRENEURSHIP DEVELOPMENT

**KERALA INSTITUTE FOR  
ENTREPRENEURSHIP DEVELOPMENT (KIED)  
DECLARED AS  
CENTRE OF EXCELLENCE  
IN ENTREPRENEURSHIP  
DEVELOPMENT ON 07/12/2021**



**KIED**  
Kerala Institute for  
Entrepreneurship  
Development



**Shri. PINARAYI VIJAYAN**  
HON'BLE CHIEF MINISTER OF  
KERALA



**Shri. P. RAJEEV**  
MINISTER FOR INDUSTRIES,  
LAW AND COIR



നിങ്ങളുടെ സംരംഭം  
ഞങ്ങളുടെ അഭിമാനം  
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Our Pride