

INVESTOR Konnnect

Monthly Newsletter



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Minister of Industries, law & coir P. Rajeev **launches social media campaign to create 1 lakh MSMEs**

The state has allotted 120 crores for the implementation of MSMEs project under the campaign 'Ente Samrambham Nadinte Abhimanam' (my venture, pride of my country). 5 promotional videos were launched in the social media campaign to create 100,000 MSMEs in Kerala during 2022-23 financial year.

The state is also planning to set up shops which sell exclusively "made in Kerala" products as supermarket chains.



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Kerala-Netherlands Collaboration : New Avenues of Growth Identified



Government of Kerala signed a Memorandum of Understanding (MoU) with the Netherlands for the Cosmos Malabaricus project, which aims to gain more insight on Kerala's history using 18th century Dutch documents. Hon'ble Chief Minister Shri. Pinarayi Vijayan and Dutch Ambassador to India Marten van den Berg were present when the agreement was signed. Collaboration areas include Agriculture, Education, Skill Development, Real Estate Development etc.

Mainstreaming Climate Smart Agriculture

Climate Smart Agriculture (CSA) is an integrated approach focusing on increasing productivity, enhanced resilience and reduced emissions. The state has prepared blueprint in consultation with companies in India and Netherlands, universities and government agencies. Climate smart coffee would be experimented first. Expert team from Netherlands visited Kerala to review the financial and commercial viability of the project. In Wayanad, the Dutch team hopes to form a coalition of local government, industry, academia, and environmental organizations. Team also proposed funding for the establishment of a model coffee farm.



Climate Smart Agriculture

Outcomes

- Increased productivity
- Enhanced Resilience
- Reduced Emission
- Reduce Climate Change
- Protect Biodiversity

Economic Benefits

- Increased Employment and Income
- Improved Land use
- Resource Optimisation
- Food Security
- Increase in Investment

Mainstreaming Climate Smart Agriculture

Map the risk of climate change

Identify and prioritize relevant CSA practices

Scale up CSA through sustainability standards and investments

Convene value chain actors

Kochi Petro chemical Park

inaugurated by Minister for Industries, Law and Coir

The Kerala Industrial Infrastructure Development Corporation (KINFRA) made allotments for 23 units at the proposed petrochemical park at a cost of over 200 crores. The state Government acquired 481 acres from the public sector Fertilizers and Chemicals Travancore (FACT) for the park at Ambalamugal. It is envisioned that the Park would attract around 12000 crore of investment and generate 11000 direct employments. It is one of KINFRA's largest projects both in terms of space availability and investment. The infrastructure development will be funded through the Kerala Infrastructure Investment Fund Board (KIIFB).

Infrastructure Facilities

- Power
- Water
- Roads
- Rainwater Harvesting
- ETP
- Gail Pipeline connectivity



One District One Product- Workshop and exhibition on Banana held in Palakkad

103/1 29/04/2022

ODOP WORKSHOP & PRODUCT EXHIBITION ON **BANANA**
April 29, 2022
Hotel Gazala, Palakkad

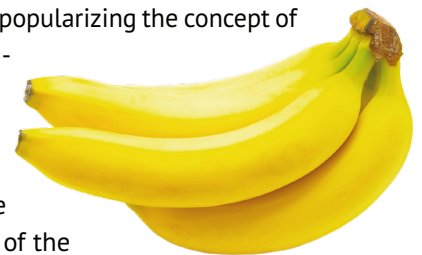
“കേരള ബ്രാൻഡിംഗ്” എന്ന ആശയം ശക്തിപ്പെടുത്തും. ഭക്ഷ്യ സംസ്കരണ ഉത്പന്നങ്ങൾക്ക് ‘റെയ്ഡ്’ ഇൻ കേരളം ‘എന്ന ബ്രാൻഡ്’ നൽകുന്നതിലൂടെ വിപണിയിൽ മൂല്യം ഉയർത്തുകയും സംരംഭകർക്ക് നേട്ടം ഉണ്ടാകുകയും ചെയ്യും. സംസ്കരണ രേഖാലയങ്ങൾ പിന്തുണയ്ക്കേണ്ട കൂട്ടി ‘റെയ്ഡ്’ ഇൻ കേരളം ഉത്പന്നങ്ങൾക്ക് ‘റെയ്ഡ്’ ബ്രാൻഡ് സൂപ്പർ മാർക്കറ്റ് എന്ന ആശയം പ്രചരിപ്പിക്കുകയും ഇ ക്വാളിറ്റി വിപണിയിലും പ്രത്യേക ശ്രദ്ധ ചെലുത്തും.

ബഹു. നിയമ സഭാംഗ കമ്മിറ്റി ചെയർമാൻ ശ്രീ. പി.രാജീവ്

DEPARTMENT OF INDUSTRIES & COMMERCE
GOVERNMENT OF KERALA
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K-bip

The ODOP workshop & Exhibition organized by the Ministry of industries and commerce was inaugurated by Minister of Industries, Law & Coir, Shri. P. Rajeev. Such forums are critical in improving the state's agriculture sector. The Minister emphasized the importance of popularizing the concept of “Kerala Branding” using cutting-edge e-commerce platforms. The workshop sessions were led by industry experts and experienced entrepreneurs. The session included a discussion of the prospects of banana in micro enterprises.





Meet the minster Program held at Pathanamthitta

A public grievance redressal forum organized by the department to interact with the stakeholders and to address their issues and challenges. This forum was held in 11 districts in Kerala through which 1450 complaints were received, and more than 1060 issues raised were resolved. This has been a significant move by the state to make Kerala investment friendly destination.

State receiving positive response for Private Industrial Estate Scheme 2022

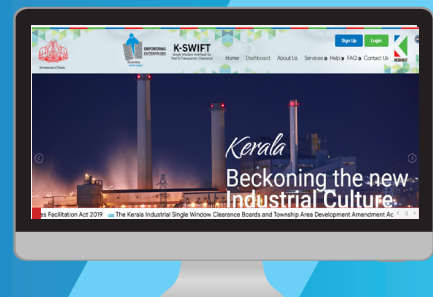
HIGHLIGHTS

Private Industrial Estate (PIE) Scheme 2022

- Institutions with more than ten acres of land which are not included in ESA and CRZ can seek permission for the Industrial Park.
- An amount of 3 crore will be provided for the provision of infrastructure at the rate of 30 lakh per acre.
- Private companies, cooperative societies, partnerships and MSME consortiums shall be given Private Industrial Estate Developer permit for parks.
- The approved private parks will be supported by the government to ensure roads, electricity & water supply.

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Single Window Interface for Fast & Transparent Clearance



Registered Entrepreneurs
37963

Total Common Application Form
5115

Proposed employment
19046

MSME Clearances
18410

More features planned during launch of KSWIFT 3.0: Integration of more services from FSSAI, CZMA, Drugs Control, Health, etc. and launch of KSWIFT Mobile App