

# Investor Konnect

EDITION 03 | November 2020



## FROM THE EDITOR'S Desk



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

I am glad to bring out the 3<sup>rd</sup> Edition of our e-newsletter Investor Konnect. This newsletter lets you to know about the activities of Department of Industries, Government of Kerala. The current issue covers details of the various initiatives implemented by the Government under the Directorate of Industries & Commerce (DIC) and Kerala Bureau of Industrial Promotion (K-BIP). In past few months, the Department of Industries underwent a whirlwind of activities. The Department has organized many webinars like Investor Konnect Webinar "Industry Interaction", AMCHAM Roundtable Webinar etc. to further strengthen the status of the State as preferred investment destination.

The successful completion of all these webinars would not have been possible without the cooperation from industry stakeholders. Hence, I would like extend my thanks to all investors, technology partners and business leaders who have actively supported and participated in the webinars organized by the Department. Additionally, I assure you that Industries Department is committed not just to delivering on our promise but in partnering with you for excellence beyond the expected.

**കേരളത്തിലെ വ്യവസായ സംരംഭങ്ങൾക്കും, പൊതുമേഖല സ്ഥാപനങ്ങൾക്കും വ്യവസായ വകുപ്പിന്റെ നൂതന പദ്ധതി**



വ്യവസായ വാണിജ്യ വകുപ്പ്  
കേരള സർക്കാർ



Online  
**B2B**  
Portal

[www.keralaemarket.org](http://www.keralaemarket.org)  
[www.keralaemarket.com](http://www.keralaemarket.com)  
ബി2ബി വെബ് പോർട്ടൽ



KERALA  
**EMARKET**

**കേരള ഇ-മാർക്കറ്റ് സജീവം**  
ആറ് മാസം  
**1449**  
രജിസ്ട്രേഷൻ

സംരംഭങ്ങളുടെ ഉൽപ്പന്നങ്ങൾക്കും സേവനങ്ങൾക്കും വിപുലമായ വിപണനത്തിന് അവസരമൊരുക്കി വ്യവസായ വകുപ്പ് തയ്യാറാക്കിയ വെബ് പോർട്ടൽ

## RECENT EVENTS: QUICK WALKTHROUGH



**100 വർഷങ്ങൾ** **GOVERNMENT OF KERALA** **INVEST KERALA**

**കേരളത്തിന്റെ രണ്ടാമതാമിത കേരളത്തിൽ അഭിവൃദ്ധിക്കായി സർക്കാരിന്റെ പുതിയ ചുവടുവയ്പ്പ്**

**Webinar on KRL with stakeholders**  
Date: 3rd November, 2020 | Time: 10.00 am to 12.00 pm (IST)  
For more information, Call: 0484 2323010 Email: thomas@ksidcmail.org

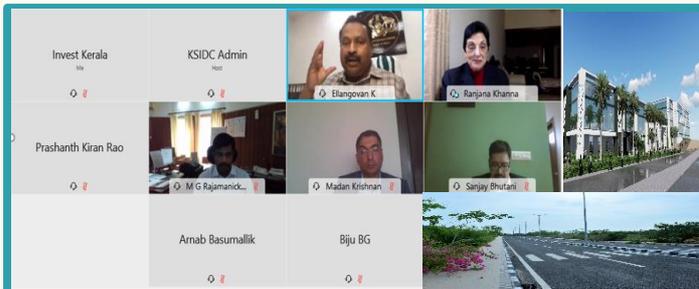
### State to be made a hub for latex-based products

Chief Minister Shri. Pinarayi Vijayan, chaired an investor stakeholder meeting of 'Kerala Rubber Limited (KRL)' through video conferencing on 3<sup>rd</sup> November 2020. The meeting was attended by Shri. E.P. Jayarajan, Minister for Industries, Shri. K N Raghavan IRS, Chairman & Executive Director, Rubber Board and Shri. M G Rajamanickam IAS, Managing Director, KSIDC, who is also Managing Director of KRL. The company will be facilitating land and industrial infrastructure at affordable price to private investors to set up projects aimed at producing high Manufacturing Value-Added (MVA) Natural rubber-based products.



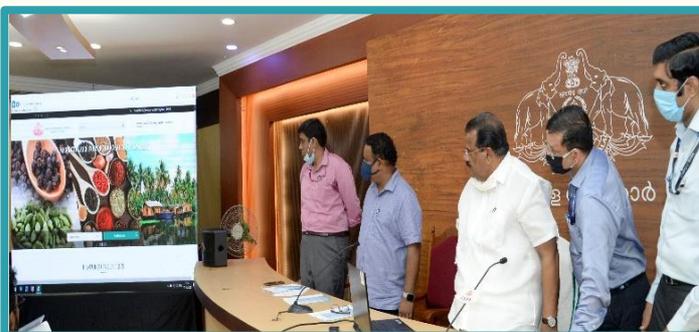
### CFC worth Rs.11.65 Crores in Wood Furniture Cluster, inaugurated by the CM via Video Conference

The Common Facility Centre (CFC) in Wood Furniture Cluster, Taliparamba, Kannur (Malabar Furniture Consortium Pvt. Ltd., the SPV of the Cluster) sanctioned by the Ministry of MSME, Government of India under the MSE-CDP Scheme was inaugurated by Shri. Pinarayi Vijayan, Hon. Chief Minister via Video Conference on November 3, 2020. The inaugural function was presided over by Shri. E. P. Jayarajan, Hon. Minister of Industries, Sports & Youth Affairs. Shri. Devendra Kumar Singh IAS, Additional Secretary & Development Commissioner MSME, Government of India delivered introductory address during the inaugural function.



### Exclusive AMCHAM Roundtable Webinar with Principal Secretary, Industries & Commerce

The Webinar saw Dr. K Ellangovan IAS, Principal Secretary, Industries granting confidence to the investors on the Departments full-fledged support and reiterated the innate advantages of the State and need to leverage the advantages for the growth of the Life Sciences sector. Shri. M G Rajamanickam, MD, KSIDC highlighted about the "Bio 360 Lifesciences Park" and how it would make the state a major destination for the Life Sciences sector investments.



### B2B Online Portal of Department of Industries & Commerce

To promote the products of MSMEs & PSUs in Kerala, on behalf of Department of Industries & Commerce, Kerala Bureau of Industrial Promotion (K-BIP) has developed a B2B Online Portal ([www.keralaemarket.org](http://www.keralaemarket.org)/[www.keralaemarket.com](http://www.keralaemarket.com)/[www.keralaemarket.kerala.gov.in](http://www.keralaemarket.kerala.gov.in)) to help and facilitate MSMEs & PSUs of Kerala to expand their business in the National & International Markets. Shri. E. P. Jayarajan, Hon. Minister (Industries, Sports & Youth Affairs) had officially launched this B2B online Portal.

**വ്യവസായ സംരംഭകരുടെ സംശയങ്ങൾക്ക് മറുപടി**



**ടോൾഫ്രീ നമ്പർ 1800 890 1030**

**കിൻഫ്ര നാലരക്കൊല്ലം**



**1002 കോടി നിക്ഷേപം**  
**12145 തൊഴിൽ 428 യൂണിറ്റ്**

## HEAR FROM OUR INVESTORS: SUCCESS STORY GLIMPSES

**GEMS GROUP** We are a professionally managed entity established since 1987 in Trivandrum, providing direct employment to about 125 and indirect employment to 150 people. Our group companies are: **Gefab Façade Solutions P Ltd, Glass and Glazing Systems P Ltd, Metacoats Aluminium P Ltd, Sree Ganesh Enterprises and Etl Interiors.** KSIDC and SBI has been our financial backbone since our inception in 1987. A special mention to DIC for the unstinted support we have received all these years in establishing each of our units. Government of Kerala and KSIDC had honoured us with the **Best Entrepreneur Award.** The next generation is also highly active in business and we are poised to reach out to other States in India in executing façade glazing projects.



**P. Ganesh**  
Managing Director

### ENTREPRENEUR SUPPORT SCHEME (ESS)

- Investment in Land, Building, Plant & machinery, Electrification, Essential Office Equipment's, Pollution Control Devices and other fixed assets are eligible
- For General Category Assistance is 15% limited to Rs 20 lakhs
- For Young (18 to 45 years), Women and SC/ST entrepreneurs, the assistance is 20% limited to Rs 30 lakhs
- Enterprises in priority sector is eligible for an additional assistance of 10% limited to Rs 10 lakhs
- MSMEs started in the districts of Idukki, Wayanad, Kasargode and Pathanamthitta are eligible for an additional support of 10% limited to Rs 10 lakhs
- Industries setup after acquiring new technology from approved research institutions are eligible for an additional support of 10% limited to Rs 10 lakhs
- The total eligible assistance for an enterprise is limited to Rs 30 lakhs

#### Enterprises under Priority Sector

- Rubber based industries
- Agro-based and Food processing industries
- Readymade Garments
- Industries manufacturing equipment and machinery for nonconventional energy generation
- Biotechnology based industries
- 100% export-oriented units
- Biodegradable plastic industries
- Plastic waste recycling industries
- Bio fertilizer industries

#### Enterprises under Negative List

- Service Enterprises
- Tailoring other than manufacturing of readymade garments
- Photo Studios and Colour Processing Centers
- Breweries and Distilleries of all types
- Sawmills
- Soap Grade Sodium Silicate
- Asbestos processing
- Metal Crushers including Granite Manufacturing units
- All types of Steel Re rolling Mills
- Units manufacturing iron ingots, Calcium Carbide
- Cement manufacturing except units manufacturing cement from fly ash
- Potassium Chlorate
- Cashew industrial units
- Power intensive units

### PM FME SCHEME

The Ministry of Food Processing Industries, Government of India in partnership with the State / UT Governments, has launched an all India Centrally Sponsored PM Formalization of Micro Food Processing Enterprises Scheme (PM FME Scheme) for providing financial, technical and business support for upgradation of existing Micro Food Processing Enterprises as part of Atmanirbhar Bharat Abhiyan.

The Scheme adopts One District One Product (ODOP) approach to reap benefit of scale in terms of procurement of inputs, availing common services and marketing of products. Government of Kerala has nominated Industries Department as the Nodal Department, Kerala Bureau of Industrial Promotion (KBIP) as the State Nodal Agency with Managing Director, KSIDC as the State Nodal Officer and Kerala Agricultural University, Thrissur as the State Level Technical Institution (SLTI) for the implementation of the Scheme.

Kerala has identified the following products as ODOPs to reap the benefits of the Scheme:

District	ODOP
Thiruvananthapuram	Tapioca
Kollam	Tapioca and other Tuber Crop Products
Pathanamthitta	Jack Fruit
Alappuzha	Paddy & Rice Products
Kottayam	Pineapple
Idukki	Spices
Ernakulam	Pineapple
Thrissur	Rice
Palakkad	Banana
Malappuram	Coconut based Products
Kozhikode	Coconut
Wayanad	Milk & Milk Products
Kannur	Coconut Oil
Kasaragod	Mussels

## ACHIEVEMENTS GALLORE



**Kerala ranked first** among large States in overall ranking of the **Public Affairs Index 2020** - Governance of Indian States.

The Public Affairs Centre (PAC) releases the Public Affairs Index (PAI) annually. The index measures the quality of the governance of India States at the subnational level. It uses a Composite Index (CI) to rank Indian states and Union Territories.

Kerala has bagged **1st Rank in Public Affairs Index-Growth Pillar (large States) and Sustainability Pillar (large States)**. Kerala is also the **best governed State in India** as per the Public Affairs Index.

## A special package for MSMEs: VYAVASAYA BHADRATHA

The COVID-19 pandemic has adversely affected the functioning of MSMEs. Considering this, the State Government announced a Rs 3434 crore special package to help small and medium scale businesses tide over Covid-triggered financial crisis.

The special revival package of **Relief Schemes and Financial Assistance for MSMEs** was launched under the title " VYAVASAYA BHADRATHA".

The package includes:

1. New Land Premium Payment Policy
2. Freezing of Land Premium for One Year
3. Waving of Standard Design Factories (SDF) rental for 3 months
4. Waiving of common facilities charges for 3 months
5. Top Up loans in KSIDC
6. Waiver of Penal Interest for existing customers of KSIDC
7. Moratorium for payment of Principal & Interest – KSIDC
8. One Time settlement policy for KSIDC & KINFRA
9. Special loans for asset creation for MSMEs by KSIDC
10. Entrepreneur Support Schemes (ESS) to be liberalized
11. Margin Money assistance for Additional Working Capital & Interest Subvention on Additional Working Capital loan for MSMEs
12. Interest Subvention for Additional Term Loans for MSMEs
13. ESI Contribution of Employers for 3 months
14. PF contribution of Employers for 3 months
15. Modification of NPA Norms
16. Extension of moratorium for Principal & Interest to 6 months
17. Payment of moratorium period for MSMEs

For more details visit Directorate of Industries and Commerce website : <http://industry.kerala.gov.in/>  
To Register & Apply visit : <http://dic.kerala.gov.in/iss/web/index.php>

## DIC SPEAK: FROM THE DIRECTOR'S DESK

### What is the major function of the Directorate of Industries and Commerce ?

Directorate of Industries and Commerce is dealing with the implementation of various industrial activities and is responsible for promoting / sponsoring, Registering, Financing and advising MSMEs (Micro Small or Medium Enterprise) in the state. The role of directorate is to act as a facilitator for industrial promotion and sustainability of MSMEs (Micro Small or Medium Enterprise) and traditional industrial sector in the state.

### What services do the Directorate of Industries and Commerce offer to the entrepreneurs?

Directorate of Industries and Commerce is the controlling office of the 14 District Industries Centres, Common Facility Service Centres at Changanacherry and Manjeri and Documentation Centre. Through these facilities the Directorate of Industries and Commerce provides to MSME entrepreneurs Financial Incentives (Entrepreneur Support Scheme ) , Facilitation Services ( Single Window Clearance Board , LOG License etc. ) , Capacity Building ( Entrepreneurship Development Programme , Entrepreneurship Awareness Programme , Technology Clinic , Investors Meet etc. ) , Infrastructure Facilities ( Industrial Development Area and Plots across the state) , marketing and commercial assistance (Organise Exhibitions , Assistance to participate in National and International Events , MSME portal ) etc.

### What are the services offered by the Directorate of Industries and Commerce towards rebuilding the industrial sector in the wake of the COVID-19 Pandemic ?

The Directorate of Industries and Commerce is responsible for providing assistance to rebuild the MSME sector affected by the COVID-19 Pandemic . In this context , the Directorate is implementing an Interest Subvention Scheme for the MSMEs affected by the pandemic, as part of the Vyavasayabhadra scheme by the State Government . The Directorate is also coordinating and facilitating components of the Atmanirbhar Bharat Scheme - Emergency Credit Line Guarantee Scheme , Credit Guarantee Scheme for Subordinate Debt, CGSSD for Stressed/NPA MSMEs etc. , announced by the Government of India

