Kerala Investment
A. Inherent Strengths of Kerala

- **Connectivity**: Highest road density, Impressive travel connectivity via rail, road, air and port
- **Development of Core Sectors**: Tourism, IT/ITES, Plantations, Food Processing etc.
- **Governance**: Excellent law and order situation across the State.
- **Biodiversity**: Endowed with the availability of natural resources
- **Digital State**: First fully digital State with high mobile and internet penetration.
- **High Literacy rate**: 94%. Also highest ranked Indian State on the UNDP Human Development Index
- **Utility Connection**: No paucity of power- First State to provide electricity to every single household
- **Excellent manpower resource**: Large pool of skilled labour, making it an ideal destination for knowledge intensive sectors
- **MSME Sector**: Sizeable number of small and medium enterprises
- **Entrepreneur Support**: A strong `start up` culture
3. Government Orders, and Circulars issued by Departments to streamline ease of doing business.
4. Constitution of Investment Promotion Facilitation Cell in KSICD.
5. KSWIFT –‘Single Window Interface for Fast and Transparent Clearance Mechanism’ portal launched.
7. Invest Kerala Web Portal – A one-stop information gallery for investors
8. Kerala Industrial & Commercial Policy 2018 announced
9. Land Lease Policy* 2019
10. New model of industrialisation - Industrial Park

* (to be announced at the event)
<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Reforms</th>
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<tr>
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<td>Dangerous and offensive Trade Licence is renamed as “Factories Traders, Entrepreneurship Activity and other Service License”.</td>
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14. License fee revised based on micro, small, medium and large classification.

**The Kerala Panchayat Raj (Profession Tax) Rules 1996**

15. Defined registration process for Profession Tax payers

**The Kerala Panchayat Raj Building Rules 2011**

16. Chief Town Planner to act as appellate authority.

17. Reduction in time limit for granting approval of site plan.

18. Deemed approval after the proposed time limit of 15 days.

19. Coverage area and FAR increased.

20. No NOC required from Fire and Rescue but self-certification for buildings having area up to 1000 sq.m. And height up to 15m (except hazardous & assembly occupancy).


22. Added provisions for in-situ liquid waste management plant in buildings

**The Kerala Municipality Act 1994**

23. Delegation of power to officers authorised by Secretary for the speedy grant of permission and permits.

24. Increased validity of Industries Factories, trades, entrepreneurship activities and other services licenses to 5 years.

25. Automatic renewal of license upon fee payment.

26. The time limit for issue of permission for the construction of factories and installation of machinery reduced to 30 days from 60 days permission.

27. DMO clearance restricted to Hospitals / health care institutions.

28. Revision of discretionary powers.

29. The time limit for issue of permission for the construction of factories and installation of machinery reduced to 30 days from 45 days.

30. Deemed approval if any order on an application is communicated to the applicant within 15 days from the date of receipt of application.
31. Abatement to nuisance: On receiving complaints about nuisance created by the venture the local body has to seek an expert opinion from the concerned departments and take action based on that.

32. Exemption for green and white categories for obtaining permission for construction/establishment of factory workshop or work place.

**The Kerala Municipality (Registration of Private Hospitals and Private Paramedical Institutions) Rules 1997**

33. Spot registration for Hospitals and paramedical institutions
34. Increased validity of registration to 5 years

**The Kerala Municipality Building Rules, 1999**

35. Chief Town Planner to act as appellate authority
36. Reduction in time limit for granting approval of site plan
37. Deemed approval after the proposed time limit of 15 days.
38. Coverage area and FAR increased.
39. No NOC required from Fire and Rescue but self-certification for buildings having area up to 1000 sq.m. And height up to 15m (except hazardous & assembly occupancy).
40. Added provisions for recycling and reuse of waste water in buildings.
41. Added provisions for in-situ liquid waste management plant in buildings.

**The Kerala Lifts and Escalators Act, 2013**

42. Increased validity of license for lifts and escalators to 3 years from 1 year

**The Kerala Ground water (Control and Regulation Act) 2002**

43. Added provision for recycling and reuse of Ground water

**The Kerala state Headload Workers Act – 1978**
| 44. | The Employer shall hire the services of only registered headload workers in notified areas. |
| 45. | If a technical expertise is required an employer may engage their own manpower or machinery for loading / unloading tasks. |

**The Kerala Shops and Commercial Act 1960**

| 46. | Spot Registration |

**The Kerala State Migrant Workers (Regulation of Employment and Condition of Service Rules 1983)**

| 47. | Spot Registration under five labour laws – Issue of Registration Certificate / Licence based on self declaration from Promoter. |

**The Kerala Contract Labour (Regulation and Abolition Rules) 1974**


**The Building and Construction Workers Regulation of Employment and Condition of Service Rules, 1998**

| 49. | Spot Registration under five labour laws – Issue of Registration Certificate / Licence based on self declaration from Promoter. |

**The Kerala Motor Workers Rules – 1962**

| 50. | Spot Registration under five labour laws – Issue of Registration Certificate / Licence based on self declaration from Promoter. |

**The Kerala Factories Rules 1957**

| 51. | Factory License to be valid for 10 years |
| 52. | Provision for self certification for factories less than 25 workers |
| 53. | Parallel Processing of Application with Town Planning and Pollution Control Board |

**The Kerala Single Window Clearance Boards and Industrial Township Area Development Act 1999**
54. All kinds of enterprises including agriculture sectors, is brought under the ambit of Single Window Clearance Board (SWCB).

55. SWCB to issue licenses with a validity period of 5 years.

56. SWCB to issue licenses for establishment, running and renewal of enterprises in the State.

57. Single Window Clearance Board to issue composite licenses binding to all departments/agencies.

58. Composite license to be valid for 5 years.

**Government Orders /notifications**

59. No. of documents required for obtaining electricity connection reduced to two.

60. No. of documents required for obtaining trade license reduced to two.

61. No Consent to Operate from Pollution Control Board, but Self Certification for Green Category industries.

62. Joint site inspections by Departments/Agencies for the issue of clearances, permits, licenses etc.

63. Third Party Certification for the issue of approvals—KSPCB, LSGD.

64. Advance Tax Ruling of Commercial Tax.

65. KSPCB to issue Auto renewal of consents.

66. KSPCB to Increase validity of consents.

67. Mandating timelines for LSGD to issue of building permit and occupancy certificate.

68. Notification of white category industries by KSPCB.

69. Delegation of powers for the issue of consents by KSPCB.

**Kerala Industrial & Commercial Policy 2018**

70. Vertical and multistoried Industrial Parks.

71. Private Industrial Estates.

72. Industrial Estate under PPP Model.

**Under ESS scheme the following benefits are being extended**

73. Thrust sectors in MSMEs.
### Capital Investment Support up to Rs.30 lakhs

### Relaxed Norms for Submission of Bill of Entry for Claiming Investment Support for Imported Machinery under ESS

### Special Incentives for Investment in Backward Districts

### Assistance for Technology Upgradation

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### Revival Schemes of Stressed MSMEs

### Price Preference for MSMEs in Public Sector Purchases

### E-commerce Portal for MSMEs

### State Cluster Development Programmes for MSMEs

### Insurance Coverage for MSME Entrepreneurs

### Business Incubation Facility for New and Start Up Projects

### Awards & Recognitions to MSMEs

### Periodical Face to Face Meetings with Government

### Skill Development Centres

### Industry University Linkages

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#### KSWIFT

88. Introduced an **online single window mechanism** for clearances in the State (KSWIFT).

89. A **single Common Application Form through KSWIFT for all clearances**

90. Online payment Gateway

91. An **Intelligent Information Wizard** integrated to KSWIFT

92. KSWIFT provides interface **without physical touch point**

93. Provision for **automated approvals** from 14 Departments / Agencies integrated to KSWIFT

94. KSWIFT

95. **Intelligent Building Plan Management System (IBPMS)** for clearances from LSGD’s in the State through Online (http://kswift.kerala.gov.in)

#### Investment Promotion and Facilitation Cell

96. An **Investment Promotion and Facilitation Cell** containing officials of the departments / agencies concerned established at both the State and District levels.
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**Infrastructure Development**

98. Around 5,20,195 square feet of vertical space are being developing through construction of multi-storeyed galas

99. Promoting PPP model of Infrastructure development in land owned by local self government institutions.

100. 39 DA/DPS under Directorate of Industries - around 2424.26 acres of land with about 2205 number of working units

101. Land to an extent of 28.98 acres is under development in Varavoor, Thrissur And Kattippara, Kozhikode

102. Industrial Corridor-KSIDC

103. Multipurpose Trade Facilitation Centre.

**Sectoral Industrial Parks**

104. Electronics Park at Amballoor.

105. Mega food park at Palakkad and Cherthala.

106. Petro chemical Complex at Ambalamugal

107. Defence park at Ottappalam

108. Life Sciences Park at Thiruvananthapuram

109. Virology Institution in Thiruvananthapuram

110. Electronics Cluster at Kakkanad.

**Land Lease Policy 2019**

(to be announced)