

# Investor Konnect

EDITION 04 | December 2020



## FROM THE EDITOR'S Desk



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

I hope the 3<sup>rd</sup> edition of Investor Konnect newsletter helped to convey the details with respect to the various initiatives implemented by the Government under the Directorate of Industries & Commerce (DIC) and Kerala Bureau of Industrial Promotion (K-BIP). I am glad to bring out the 4<sup>th</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 District Level Business Reforms Action Plan (DBRAP) compliance achieved by the state and uncovers the recent facts about the MSMEs of the State.

The latest Industrial Licensing reforms of the State are first of its kind in the country and are paving way to changing investment climate in the State. Government of Kerala has successfully implemented State specific EODB reforms such as DBRAP 2020 and has eliminated the requirements of renewal of certificates/approvals/licenses obtained by businesses for various activities from the authorities at the State level. The state has effectively implemented a Central Inspection System (CIS) to carry out all the inspection activities in a single platform. Implementation of these reforms helped the state to become eligible to mobilise additional financial resources equivalent to 2% of GSDP i.e., Rs 2,373 crores.

Kerala is home for multiple MSME units . The Directorate of Industries and Commerce (DIC) has been a key facilitator for the growth of the MSME and traditional industrial sectors in Kerala. As on today more than 7944 MSMEs have availed the automated exemptions under the MSME Facilitation legislation for setting up MSME units across the State that would generate investments over INR 1566 Crore. The key successes of Industries Department are due to the conducive efforts put forth by KSIDC, KINFRA, DIC and K-BIP. Today State is home to 128 Industrial parks (including Developed plots/Areas, industrial estates, growth centers etc.). More than 378 acres of land is allotted to over 160 units by KSIDC. In the last four years, KINFRA has allotted more than 153 acres of land and 4.32 lakh sq. ft. of built-up space generating employment of 7200 through more than 300 industrial units generating investments of over Rs. 744 Crore. To maintain this thrust on economic growth, new ways are being explored to identify and target new growth agendas for simplifying policy hurdles and improving ease of doing business. Your continued support will help us attain new heights and chart a development journey for the State.



## RECENT EVENTS: QUICK WALKTHROUGH



**KSIDC**

**Interactive Webinar with KSIDC-Assisted Startups**

*Friday, the 11th of December 2020*  
*4:30 p.m. to 5:30 p.m.*

*M.G. Rajamanickam IAS*  
*Managing Director*  
*Kerala State Industrial Development Corporation Ltd.*

### Startups Interactive Webinar

KSIDC initiated an Interactive Webinar with KSIDC Assisted Startups. The major objectives of the session was to understand the requirements of the entrepreneurs, identify gaps in the startup ecosystem and ways and means by which this gap can be addressed, identify the key factors intimidating scalability, mass production, etc. and to understand the Policy/regulatory issues faced by the entrepreneurs.

The interactive session was attended by over 60 startups and a fruitful discussion was held.



### New website for Industries Department

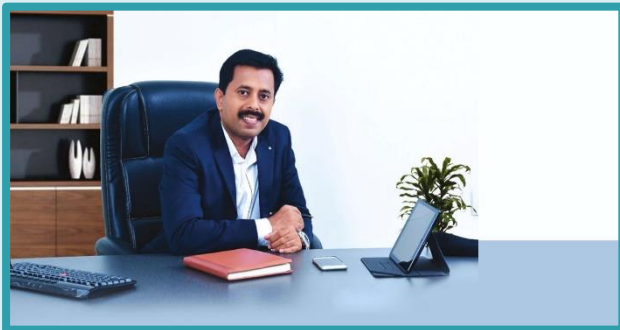
Shri. E. P. Jayarajan, Hon. Minister (Industries, Sports & Youth Affairs) formally launched the redesigned website of Department of Industries & Commerce ([www.keralaindustry.org](http://www.keralaindustry.org)) and the new website of KBIP ([www.kbip.org](http://www.kbip.org)) on December 28, 2020 at Thiruvananthapuram. Dr. K. Ellangovan IAS, Principal Secretary (Industries), Shri. APM Mohammed Haneesh IAS, Secretary (Industries), Shri. Rajamanickam IAS, Director of Industries & Commerce & Shri. Suraj S., Chief Executive Officer, Kerala Bureau of Industrial Promotion (KBIP) were present during the official launch of the websites. Information related to industries has been provided and updating the latest events, news, notifications etc. in the website is done on a day-to-day basis

# വ്യവസായ സംരംഭകരുടെ സംശയങ്ങൾക്ക് മറുപടി



**ടോൾഫ്രീ നമ്പർ**  
**1800 890 1030**

## HEAR FROM OUR INVESTORS: **SUCCESS STORY GLIMPSES**



**Maqbool Rahman, Managing Director**

Trutuff Safety Glass PVT LTD is a leading glass processor that has been endowed with a prestigious co-branding by Saint-Gobain and the very first ISI certification for processed safety glass products. We have a reputation for providing products that are unparalleled in quality which helped us in gaining an unrivalled reputation throughout South India. Our plant is situated at the Kinfra Park in Kanjikode, Palakkad. Trutuff creates enviable designs in glass in association with a number of Reputed and Proficient Builders, Fabricators, Façade Consultants and Architects.

*“Our association with KSIDC has had great influence on our success by supporting in promoting & raising our industry, We are thriving to deliver ingredients for lasting happiness, beauty and strength”*

### EASE OF DOING BUSINESS DISTRICT BRAP

Government of Kerala has issued the Government Order No. G.O(Rt)No.504/2020/ID for the accomplishment of various reforms under District Business Reform Action Plan 2020. Out of the all 45 Reform points under the District level Business Reform Action Plan 35 are implemented and the rest 10 are not applicable to the State

#### Actions taken by the State

- Kerala has implemented online systems to provide faster application process and ensure transparency. Any physical touchpoints between the applicant and Department from the time of application process till the final decision has been eliminated by mandating online delivery of public centric services
- Timelines for service delivery under Right to Service Act is notified by the agencies and is at present delivering services through e-service platform.
- The information about the procedure, payment of fees, time limit for rendering the service and the comprehensive list of supporting documents required are published in the public domain
- The State provides guidelines for the implementation of the reforms. The document also has the snapshot of workflow for each service and notification. Step by step screenshots on How to Apply for services are provided in the document. Wherever a reform area is not applicable to Kerala State, relevant notification/order from the department are provided for reference
- To eliminate the requirement of renewal of certificates or have an automatic non- discretionary deemed renewal system done in a transparent online, non- discretionary and automatic manner by mere collection of reasonable fees
- Implement computerized central random inspection system wherein allocation of inspectors is done centrally, and the inspection report is uploaded within 48 hours of inspection

### TALES OF TRIUMPH FROM KERALA

Tales of Triumph from Kerala features the success stories of the entrepreneurs of Kerala. These stories unravel the success mantras that has been adopted by each of these entrepreneurs. The intention of this exercise is to showcase the success of Kerala in industrialization. The Tale of Triumph has showcased the success stories of 50 successful entrepreneurs. This gives the right perspectives of the investment scenario of Kerala. This will also help the budding investors to shape an idea of the kind of investment scenario that is prevailing in the state and helps them identify the potential sector with ample opportunities. The entrepreneurs from diverse sectors like Tourism and Hospitality, Healthcare, Banking and Finance, Iron and Steel, IT, Footwear, Textiles, Jewellery, Spices, Pharmaceuticals, Ayurveda, Construction etc. have shared their success stories through this exercise. One of the major reason as quoted by the entrepreneurs in this successful business in Kerala was the investor friendly policies and the effective handholding support provided by the state.



*Tales*  
OF  
*triumph*  
from Kerala

## MSME SCHEMES GALORE

Ministry of Micro, Small & Medium Enterprises Government of India has launched an [eBook of Schemes for MSMEs](#). This book is a compendium of following schemes and information on applying and claiming these benefits for MSMEs.

- Credit and finance assistance schemes
- Infrastructure support schemes
- Technology upgradation schemes
- Procurement and Marketing support schemes
- Skill Development and training

This e-book also provides information on the recent Atmanirbhar Bharat related announcements and MSME support centers in the State.

## Special schemes for Startups: SCALE-UP SUPPORT

The Government of Kerala has taken up various initiatives to provide support to the Startups of Kerala. KSIDC has strived to create an enabling ecosystem for Start-ups through setting up Business Incubation Centres, providing mentoring sessions & extending seed funding for startups. Innovative ventures are given seed fund by way of soft loan or equity share capital at 90 per cent of the project cost or Rs. 25 lakhs whichever is lower.

This program has released over Rs. 13 Crore to more than 80 companies since its launch. Amongst this Rs. 9.4 Crore was released to over 56 companies since 2016. Recently, a scale-up fund was also launched wherein eligible KSIDC-assisted Start-ups will be given a scale-up assistance up to a maximum of Rs. 50 lakh/unit. KSIDC has been spearheading the Young Entrepreneur Startup initiatives of the State Government through various initiatives such as the "Young Entrepreneurs Summit (YES)".

KSIDC initiated an Interactive Webinar with KSIDC Assisted Startups. The major objectives of the session were

- To understand the requirements of the entrepreneurs
- Identify gaps in the startup ecosystem and ways and means by which this gap can be addressed
- Identify the key factors intimidating scalability, mass production, etc.
- Understand the Policy/regulatory issues faced by the entrepreneurs.

Over 60 Startups participated in the interactive session and have provided key insights on how new offerings can be shaped up to support and grow the startup ecosystem in the state.

## KSIDC SPEAK: FROM THE MD's DESK

**What are the recent initiatives taken by KSIDC to promote Startups, Innovation and Entrepreneurship?**

KSIDC has been supporting young entrepreneurs by various initiatives such as seed fund assistance, incubation facility & mentoring support. Recently, a scale-up fund was also launched for KSIDC-assisted start-ups subject to a maximum of Rs. 50 lakh.

**What are the new Ease of Doing Business (EODB) initiatives undertaken by the State?**

- The recent EODB reforms spearheaded by Department for Promotion of Industry and Internal Trade (DPIIT), Government of India include District Business Reform Action Plan 2020 which focusses upon eliminating the requirements of renewal of certificates/approvals/licenses obtained by businesses for various activities from the authorities at the State level. Under this we have also implemented a Central Inspection System (CIS) to carry out all the inspection activities in a single platform and achieved compliance with respect to additional borrowing of 2% of GSDP.
- Talking about the State-Business Reform Action Plan (SBRAP)-2020. This exercise is to create conducive business environment by streamlining regulatory structures and creating an investor-friendly business climate. The SBRAP 2020 consists of 301 action points spread across 18 Departments/Agencies covering 15 reform areas with an addition of several sector-specific reforms to ensure sectoral coverage. Implementation is under progress and is likely to be completed by end of January 2021.
- DPIIT has recently kicked off a new exercise on minimizing regulatory compliance burden on businesses and citizens by undergoing a complete Review of Acts/Rules/Regulations for identifying all Licenses, Certificates, Permissions; Inspections; Return filings; and Registers and Records. This exercise aims at ensuring that businesses can focus on their core activities and resources required for compliance are minimized. It also ensures hassle free delivery of services to Citizens while ensuring a pleasant interface between Government and Citizens. Please feel free to share your views and suggestions on reducing compliances to provide you a hassle-free user experience. You may share all your suggestions to [investkerala@ksidcmail.org](mailto:investkerala@ksidcmail.org)

ഉയരങ്ങൾ ഉിലേക്ക്  
സംസ്ഥാന പൊതുമേഖലാ വ്യവസായ സ്ഥാപനം കേരള ക്ലെയ്സ് ആന്റ് സെറാമിക്സ്

ഉയരെ വ്യവസായം ഞാനും കേരളം

വൈവിധ്യ വൽക്കരണത്തിലൂടെ അതിഗംഭീര തിരിച്ചുവരവ്

പെട്രോൾപമ്പ് കോക്കനട്ട് പ്രോസസിങ് യൂണിറ്റ് കൃഷി, ഐടി പാർക്ക്

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