

Investor Konnect

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P Rajeeve

Minister For Law, Industries and Coir
Government of Kerala

In the current tenure of the Government, the key focus of the State's future development will be based on kindling entrepreneurial spirits in Kerala by improving the Ease of Doing Business in the state primarily for the MSME sector. The Government under the leadership of Shri. Pinarayi Vijayan has made it clear that Industrial growth will be the primary indicator of Kerala's progress in the coming years. The emphasis would be on policies and schemes to accelerate economic growth while attracting investments and create quality employment in the State. Amidst the uncertainty and hardships of the pandemic, the State would still focus on building a comprehensive ecosystem in the State to increase the number of women entrepreneurs, young entrepreneurs, and emerging sectors. The Government plans to work in close tandem with the industrialists to strategize the way ahead for Kerala. Looking forward to interact with all of you.

FROM THE EDITOR'S Desk

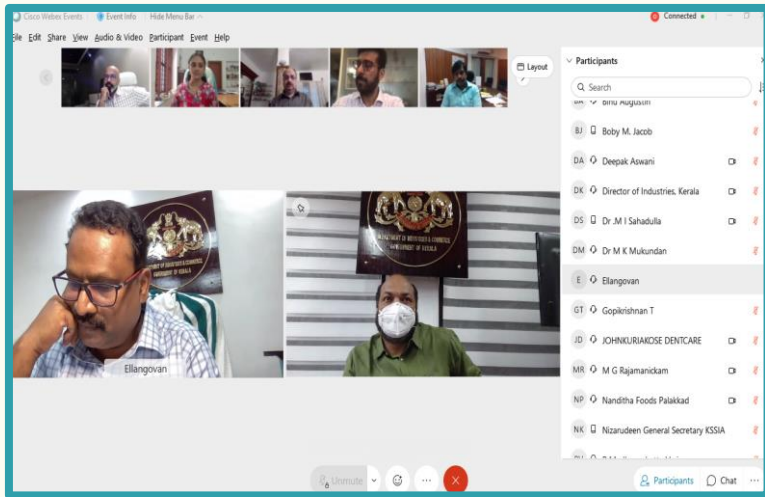


Dr K. Ellangovan IAS

Principal Secretary
Industries & NORKA
Government of Kerala

While addressing the state on the commencement of his tenure, The Hon'ble Chief Minister of Kerala revealed the importance of promoting investments into the state's industrial landscape. This message was reiterated by the Hon'ble Minister for Law, Industries and Coir, Shri p Rajeeve in his meeting with prominent industry representatives of the state, where the agenda was to understand the decisive steps towards the improvement of the investment climate in the state while improving the Ease of Doing Business. Department of Industries has been at the forefront of the wave of turnaround observed in the state's entrepreneurial eco-space, resulting in the historical rise of the MSME sector, manufacturing capabilities, and growth observed in significant sectors like Chemicals, Garments, Pharmaceuticals, etc. The Department is constantly chasing the goal of translating the huge social capital of the state into sustainable economic development. The pandemic has been posing unforeseen challenges, and the response has been a tireless rollout of reforms to improve the investment climate in the state. The State shall continue to implement key reforms to make Kerala a haven of successful entrepreneurs.

RECENT EVENTS: QUICK WALKTHROUGH



Virtual Conference: Hon'ble Minister of Industries and Law with Industry Representatives

An invitation based exclusive interaction session ensued in the presence of Hon'ble Minister for Law, Industries and Coir, Shri P Rajeeve on 31st May 2021 at 6 pm via Video conferencing. The principal agenda of the meeting was to aggregate and understand the key steps to improve the investment ethos in the state by improving the ease of doing businesses. Besides the Hon'ble Minister, the meeting consisted of prominent industry representatives and association office bearers from both public and private domain.

Dr. K Ellangovan, Principal Secretary, Industries and NORKA delivered the welcome note and introduction of all panelists which was followed by his citation of the achievements that the Government and the Department of Industries realized in their previous tenure. The session facilitated the participation of over 20 industrialists including representatives from CII, FICCI, TIE Kerala, KSSIA and other prominent entrepreneurs of the state. The webinar enabled the clustering of requests, suggestions and ideas from multiple industry sectors covering an exhaustive list of socio-economic and administrative issues faced by businesses. Recent uncertainties and the New Normal have brought in many unforeseen challenges and with them the opportunities for fast paced improvements in traditional governance systems and compliance hurdles has also emerged. The Government shall look into the key takeaways of the meeting to plan new reform agendas and programs to improve the investment scenario in the State.



ACHIEVEMENTS GALLORE

Kerala's extends dominance in SDG India Rankings

Kerala retained its rank as the top state with a score of 75 in NITI Aayog's SDG India Index 2020-21. The state bettered its Sustainable Development Goal score, climbing 5 points from 70 in 2019 to 75 in 2021. Himachal Pradesh and Tamil Nadu took the second spot with a score of 74.

The Index for Sustainable Development Goals (SDGs) evaluates the progress of states and Union Territories on various parameters, including health, education, gender, economic growth, institutions, climate change and environment. Kerala scored a perfect 100(Achiever) in providing 'Affordable and Clean Energy', also being the front runner in most of the SDGs like 'No Poverty', 'Zero Hunger', 'Quality Education' and 'Clean Water and Sanitization'. The state improved its score in 12 out of 16 SDGs while laying off the Aspirant tag for SDG Life Below Water. The state also secured a rank in Top 10 states for 11 of the 16 SDGs.



The Invest Kerala Portal has been designed to improve Kerala's investment ecosystem. It helps entrepreneurs from different parts of India and abroad set up and run businesses in Kerala in a congenial environment.

Visit this portal for everything related to investing in Kerala <https://invest.kerala.gov.in/>

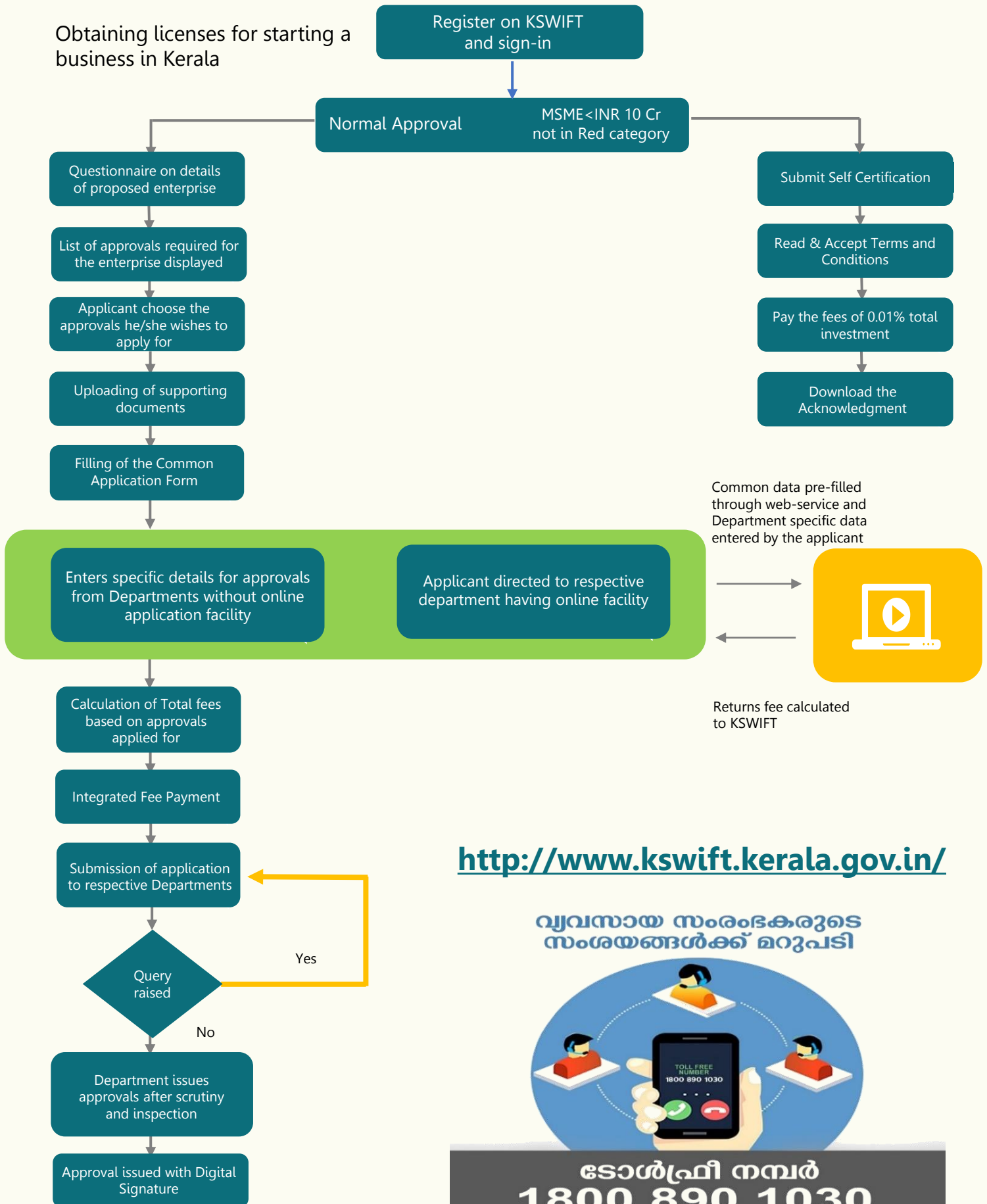
Look up the portal for details about

- K-SWIFT
- INTELLIGENT BUILDING PLAN MANAGEMENT SYSTEM
- EASE OF DOING BUSINESS
- LAND BANK



KSWIFT: Workflow at a Glance

Obtaining licenses for starting a business in Kerala



<http://www.kswift.kerala.gov.in/>

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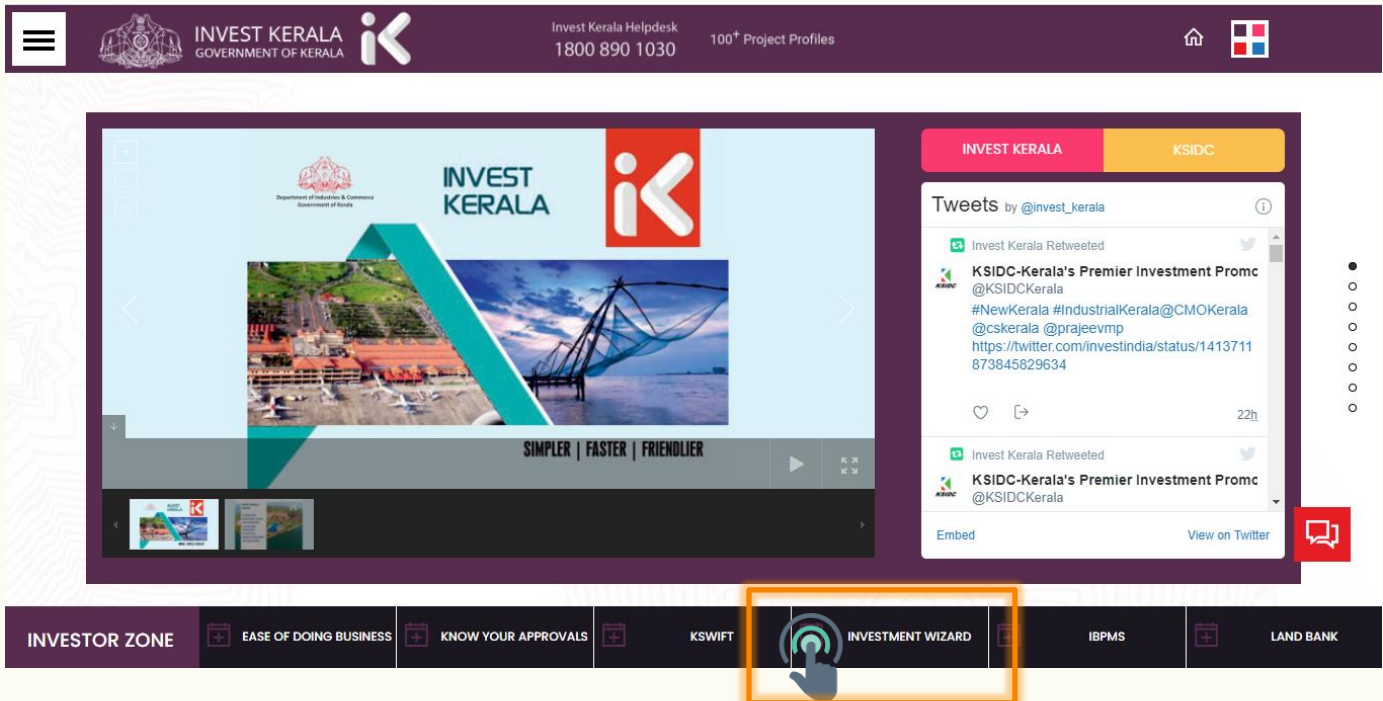
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1800 890 1030

REDUCING REGULATORY BURDEN: TAKE THE SURVEY

Under the aegis of Department for Promotion of Industry and Internal Trade, a dedicated exercise is conducted to identify and minimize regulatory compliance burden on businesses. Various compliances with respect to Licenses, Certificates, Permissions; Inspections; Return filings; Registers and Records are being identified. Industry associations are also part of this activity to enable the Government identify cumbersome regulations. If you wish to contribute any key problem statements, and views on reducing burdensome compliance please share details to investkerala@ksidcmail.org or fill the survey by clicking [here](#)

HOW TO START A BUSINESS IN KERALA: INVESTMENT WIZARD

Investment Wizard – interactive tool to provide comprehensive list of approvals required for starting a business in the State. Access the wizard by clicking [here](#) or go to <https://invest.kerala.gov.in/investment-wizard/>



For all your queries, reach us at:
investkerala@ksidcmail.org