

# Investor Konnect

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## FROM THE EDITOR'S Desk



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

I hope the 1<sup>st</sup> edition of Investor Konnect newsletter helped to convey the key initiatives undertaken by the department and programs planned by the Government to support Investors. In the second edition, I wish to take you through our journey so far and some interesting facts of the Kerala investment scenario.

Today, I was going through the State of States Index (SSI) report - A Scorecard of Indian States published by the Economic Policy and Research, National Stock Exchange of India Ltd. wherein the States are ranked based on multiple dimensions like fiscal health, the state of agriculture, contribution of non-agricultural sectors, human development, infrastructure and lastly, financial inclusion, all of which are complementary towards capturing the overall development of a State and identify their strengths and weaknesses. I am delighted to share that Kerala has bagged the **4<sup>th</sup> position** in the SSI ranking and performed remarkably well in Economic and Human Development indicators. Kerala's high share in construction and services in GVA and higher public spending on Health and Education made us one of the top performer. It needs hardly to be said that the trajectory of growth for our State in the next decade would be driven by factors different from those in the past three decades. So moving forward we believe a holistic look would help us develop and grow further.

As you may be aware Kerala has implemented various reforms like "Kerala Industrial & Commercial Policy 2018" and Industrial Licensing reforms, including the landmark legislation, by way of the "Kerala Investment Promotion and Facilitation Act 2018" to improve ease of doing business and build an investor friendly Kerala. The State has implemented **157** out of 187 reform action points under Department for Promotion of Industry and Internal Trade (DPIIT) Business Reform Action Plan which constitute an implementation percentage of **85%** in 2019. Since the launch of KSWIFT in 2019, we have more than **10,000 entrepreneurs registered on K-SWIFT** portal and more than **4500 MSME clearances granted** promising **investments of more than INR 1050 crores**. During Ascend 2020 Global investors Meet held during January 2020, the state has signed **34 MOUs and 117 LOIs** worth **INR 100355.43 Cr**. Currently, 62 projects worth **INR 5334 Cr** are in progress as envisaged. I am happy to share that **INR 243 Cr** of Investment will be realized in the year 2020 itself and **INR 4074 Cr** by 2021 end. More investor friendly reforms are underway and I am sure that our continuous commitment to excellence and growth would create a conducive ecosystem for building a Investor friendly Kerala.



സുക്ഷ്മ-ചെറുകിട-ഇടത്തരം സംരംഭകർക്ക് ആശ്വാസകരമായ പദ്ധതികളുടെയും സാമ്പത്തിക സഹായങ്ങളുടെയും പ്രത്യേക പാക്കേജ്

[www.industry.kerala.gov.in](http://www.industry.kerala.gov.in)

# KSWIFT: Online Single Window Mechanism

A transparent fast track Online System for entrepreneurs to avoid procedural delays in getting statutory clearances from various authorities concerned throughout the life-cycle of projects.

- ✓ **One Application**  
**Common Application Form for all departments**
- ✓ **Fee payment**  
**Online Payment Gateway**
- ✓ **Digital Approvals**  
**Unique Code based downloadable digital permits**
- ✓ **Defined timelines and Alerts**  
**30 day timeline with SMS and E-mail Alerts**



**16 Departments / Agencies Integrated**
**30+ Services**
**Renewal of Licenses**
**Automated approval systems for MSMEs**



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

## RECENT EVENTS: QUICK WALKTHROUGH

### CM Shri. Pinarayi Vijayan launches key projects to make investment process smooth

Seeking to further enhance the of Ease of Doing Business in Kerala, CM on September 29<sup>th</sup> launched a dedicated Toll Free Call service, Investment Facilitation Centre, Investor Konnect Newsletter and the updated version of the Single-Window Clearance Portal- KSWIFT Version 2.0 to make the investment processes fast, efficient, effective and transparent. These projects, launched as part of Invest Kerala 2020 campaign, come in tandem with a series of efforts by the Government that had simplified, rationalized and fast-tracked investment rules and procedures in the last four years.



### Kerala's first Mega Food Park inaugurated

Kerala's first and nation's twentieth Mega Food Park in Palakkad district of Kerala was virtually inaugurated on 1<sup>st</sup> October by the Union Minister for Food Processing Industries, Agriculture and Farmers Welfare, Rural Development and Panchayati Raj, Shri Narendra Singh Tomar and Chief Minister of Kerala, Shri. Pinarayi Vijayan. The Kerala Industrial Infrastructure Corporation (KINFRA) Mega Food Park has been set up in 79.42 acres of land at a project cost of Rs. 102.13 crore. The project would speed up the State's development in the food processing sector and bring about a renewed verve to the agriculture sector in the State.



### Kerala launches online portal to support MSME sector

Government of Kerala launched an online portal for speedy and transparent delivery of concessions, including interest subsidy for the revival of MSMEs. The portal was inaugurated by Industries Minister Shri. E P Jayarajan on 16<sup>th</sup> October in the Investor Konnect Webinar Series-1st Edition – "Industry Interaction". The portal carries all the details of various measures under the Vyavsaaya Bhadratha Package. Principal Secretary, Industries, Dr K Ellangovan IAS, Secretary, Industries Shri. A P M Mohammad Hanish IAS, were among those present on the occasion. A dedicated interaction session was also a part of the webinar where investor queries were addressed.



### Launch of exclusive "Invest Kerala Primer" Investor Guide

The Industries Department has come out with a comprehensive investor guide to enable entrepreneurs to explore opportunities in multiple sectors. The guide aims at triggering a post-pandemic economic resurgence by positioning the State as a safe and sustainable investment destination. The compendium titled 'Invest Kerala Primer' was released by Minister for Industries Shri. E.P. Jayarajan at the Secretariat by handing over a copy to Dr K Ellangovan IAS, Principal Secretary, Industries & NORKA. Shri. V K Prem Kumar IAS, Director of Industries and Commerce, Shri NSK Umesh IAS, Executive Director, KSIDC, Shri Santhosh Koshy Thomas, MD KINFRA and Shri Suraj S, CEO K-BIP were also present.

## HEAR FROM OUR INVESTORS: SUCCESS STORY GLIMPSES

**CGR Metalloys Pvt Ltd** Ernakulam, started in 1995, as Chemmanur Gold Refinery, is the first venture in India in this segment and KSIDC supported us in our vision to bring in world class plant and technology to India in precious metallurgy. Over the years, we expanded capacities, to locations in other states as well. Pioneered gold hallmarking in India with a new company **CGR Hallmarkers Pvt Ltd**, at different locations. KSIDC extended us their support for each and every expansion and technology upgradation project, helping us to benchmark with the best in the world, in terms of technology, capacity and ISO certifications.



**James Jose**  
Managing Director

*"It was because of our association with KSIDC that we adopted financial discipline, regulatory compliances and international certifications right from the beginning of our journey"*

### Frequently Asked Questions:

**I wish to start a new project in Kerala. Where can I get information on how to go about it?**

**Answer:** You can go to [www.kswift.kerala.gov.in](http://www.kswift.kerala.gov.in) and sign up on the portal post which you will need to fill few fields indicating the type of project and amount of project investment. This will further provide details of approvals and clearances required for your project. Alternatively you can also visit the Investment Wizard page in Invest Kerala Portal (<https://invest.kerala.gov.in/investment-wizard/>) to get complete details of all processes, clearances and approvals required for starting a business in Kerala. This page will also be directed to the KSWIFT portal upon completion of fields mentioned in the wizard. To further understand details of approvals and clearances to be sought from different departments kindly refer "Know your approvals" page in Invest Kerala Portal (<https://invest.kerala.gov.in/investor-query/>).

**Where can I find details of land available for industrial purposes in Kerala?**

**Answer:** You can refer to ([www.invest.kerala.gov.in/land-bank/](http://www.invest.kerala.gov.in/land-bank/)) the land bank page in Invest Kerala Portal which provides details of land availability in industrial parks across the state district wise.

**I wish to start a business in Kerala. How can I get financial assistance for the same?**

**Answer:** KSIDC provides financial assistance to medium and large-scale projects proposed by Companies. The proponent shall essentially be a Company registered under the Companies Act. You can refer to <https://www.ksidc.org/services/innovative-products-for-project-financing/> for specific details.

You can also check your eligibility under Government of Kerala's Entrepreneur Support Scheme. For further details regarding ESS scheme you can visit the official website of Directorate of Industries & Commerce <http://www.industry.kerala.gov.in/index.php/schemes/ess>

Other than these KFC offers Term Loans, Working Capital Loans, Short term Loans, other schemes under the CMEDP program etc. for MSME projects. For further details on loans from KFC you shall submit loan enquiry through KFC website. [www.kfc.org](http://www.kfc.org). For more details of CMEDP program call toll free line 1800 425 8590 or mail to [cmedp@kfc.org](mailto:cmedp@kfc.org). For further assistance on any of your financial assistance related queries you may please mail your query to [investkerala@ksidcmail.org](mailto:investkerala@ksidcmail.org)

**DID YOU KNOW?**

#### KSWIFT

Registered entrepreneurs : 10140

CAF submitted : 961

Total services : 742

Services Approved ( Normal) : 175

Services Approved (Deemed) : 248

*(Rest are yet to process or under process or sent back for clarification or rejected)*

#### Acknowledgement Certificates in KSWIFT

MSME clearances : 4580

Investment : INR 1050 crores

#### State single window clearance board

Projects - 29

Investment – INR 3604.70 crores

Employment generated - 34786

#### ASCEND 2020

Total MOUs - 34

Total LOIs - 117

Total Investments involved: INR 5334 crores

Investments to be realised in 2020 : INR 243 crores

Investments to be realised by 2021 end : INR 4074 crores

## KINFRA SPEAK: FROM THE MD's DESK



**Shri. Santhosh Koshy Thomas**  
**Managing Director**  
**Kerala Industrial Infrastructure**  
**Development Corporation**

### *What are the flagship projects of KINFRA?*

There are many specialized parks under KINFRA that are at various stages of development. The construction of Mega Food Park at Palakkad aimed at the export of food items has been completed. Forty acres have been sanctioned for 30 projects in the park.

Defence Park, Ottapalam; Petrochemical Park, Kochi; Global Ayurveda Village, Thiruvananthapuram; Electronic Manufacturing Cluster, Kakkanad and an International Convention Centre at Kochi are currently the major five developing projects of KINFRA. Another ambitious project of KINFRA is the Kochi-Bengaluru industrial corridor that connects Kochi to the existing networks. Apart from these, Spices Park at Idukki, Rice Technology Parks, Carbon-Neutral Coffee Park at Wayanad and Rubber Park, Kochi

are also being established in the state using schemes from the Government of India. So far, KINFRA has acquired 3800 acres, of which 80 percent has been utilized. Through our 24 Industrial parks, KINFRA strives to make the State an attractive destination for industries

### *As a key facilitator of infrastructure promotion in Kerala, What would be the main focus of KINFRA?*

The key focus would be to become more investor-friendly by following global best practices. We are keen on implementing greener industry standards to reduce carbon footprints and other pollutants. Moreover we believe that creating jobs for skilled as well as unskilled people will lead to an inclusive growth of the State.

### *What are the contributions of KINFRA towards the Industrial Infrastructure development of the State?*

KINFRA is dedicated to catalysing Industrial growth in Kerala by providing the best industry-specific-infrastructure. Over the past 26 years KINFRA has developed 24 well-defined Industrial parks, paving the way for the launch of 715 units creating 20,590 direct jobs in the State. Each of these Parks offers a comprehensive infrastructure and support services to the clients.

## ACHIEVEMENTS GALLORE



Kerala has bagged the **"Top Performer"** rank in States' for developing a strong start-up ecosystem **for the second consecutive year.**

The States' Startup Ranking Framework 2019, prepared by the Department for Promotion of Industry and Internal Trade (DPIIT) of the Ministry of Commerce and Industry, recognized Electronics and Information Technology Department of the state government as an institutional leader, regulatory change champion, procurement leader, incubation hub, seeding innovation leader, and scaling innovations leader.

## Ease of Doing Business in Kerala: INVEST KERALA 2020 REFORMS

### **Dedicated Toll Free Call service**

The Toll Free number—1800 890 1030—set up by the Department of Industries will provide all information on investment related queries. Linked to a Call Centre hired for the purpose, the facility will also provide handholding support and act as a channel for investor community to access information. The Service of the Call Centre, to be provided in Malayalam and English, will be available from 8am to 8pm on all working days. The Call Centre will record the called contact details and the query.

The status of the queries resolved/ unresolved/ forwarded to line departments will be captured. The Call Centre will share the daily, weekly and monthly report to the Kerala State Industrial Development Corporation (KSIDC).

### **Investment Facilitation Centre**

The dedicated Investment Facilitation Centre set up in Kerala State Industrial Development Corporation Ltd. (KSIDC) will receive, track and resolve all investment related issues. A one-point centre for all investment related matters, it will serve as the back office for the Single-Window Board and the proposed Investment Bureau. It will be managed by a mix of KSIDC staff and experts outsourced.

### **Investor Konnect Newsletter**

The newsletter series Investor Konnect aims at strengthening the communication with leaders in various fields, investors, foreign consulates and embassies, trade bodies and other key stakeholders. It will provide the updates on events, changes in policies, new schemes, reforms and all other relevant information. The newsletter will be made available on the Official websites of KSIDC, KINFRA and Department of Industries and Commerce.

### **KSWIFT Version 2.0**

The upgraded version of Kerala Single Window Interface for Fast and Transparent Clearance portal (KSWIFT 2.0) will considerably reduce the strain of physical interaction by entrepreneurs for securing licenses and clearances. KSWIFT launched in 2019 had on board 16 departments and agencies in the system for issuing as many as 33 licenses, clearance and permits.

Now the revised KSWIFT Version 2.0 has included renewal of licenses in 16 departments. This will allow existing industrial units to register in the portal and get the renewals for the licenses and permits issued through the corresponding line departments.

**For all your queries, reach us at:**  
 [investkerala@ksidcmail.org](mailto:investkerala@ksidcmail.org)