



# Investor Konnect

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## FROM THE EDITOR'S Desk



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Principal Secretary  
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Government of Kerala

Kerala is an MSMEs haven now with about 90 per cent of all the enterprises in the State being MSMEs. They have played a critical role in increasing the economic growth of the State and offering large-scale employment opportunities. The State Government is prompted to create a conducive atmosphere for the MSMEs. The industrial sector, especially the MSME sector, faced a significant crisis in the lockdown. The Government has announced a special package of INR 1416 crore on World MSME day. The package includes the extension brought in for the "Vyavasaya Bhadratha" scheme, various entrepreneurship-related subsidies for backward districts and priority enterprises. The Government plans to give special assistance to the nano units and healthcare industries. Furthermore, special restructuring has been done for loan issuance and repayment to entrepreneurs in the State.

The MSME facilitation Act has been a landmark bill and along with Entrepreneurship Support Scheme and Single Window clearance system (KSWIFT), these reforms will trigger revolutionary changes in the Industrial sector in Kerala. The increased interaction with industrialists has bought in a lot of reform ideas. The Government is adopting the best practices from around the world to promote the Kerala Brand as an investment haven and a consumer market. Hope you find this edition of MSMEs insightful.

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

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

കേരളത്തിലെ വ്യവസായങ്ങളെ ബി2ബി വെബ് പോർട്ടലിൽ രജിസ്റ്റർ ചെയ്യുവാനായി ക്ഷണിക്കുന്നു  
**രജിസ്ട്രേഷൻ സൗജന്യം**

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### കേരള ഇ-മാർക്കറ്റ് പോർട്ടലിന്റെ സവിശേഷതകൾ

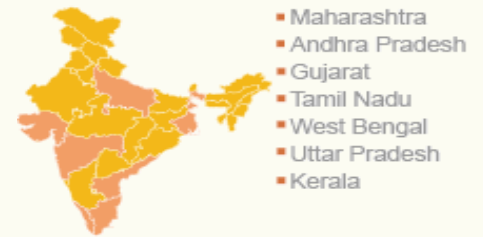
- കേരളത്തിലെ വ്യവസായ സംരംഭങ്ങൾക്കും, പൊതുമേഖല സ്ഥാപനങ്ങൾക്കും ഓൺലൈൻ സംവീധാനം വഴി ബി2ബി വിനിയോഗ സാധ്യമാക്കുന്നതിന് സഹായിക്കുന്നു.
- ദേശീയ - അന്തർദേശീയ രംഗങ്ങളിലെ ഉപഭോക്താക്കൾക്ക് കേരളത്തിൽ രജിസ്റ്റർ ചെയ്യപ്പെട്ട വ്യവസായ സംരംഭകരുമായി ബന്ധപ്പെടാൻ കഴിയുന്നു.
- കമ്പനിയുടെ വിവരങ്ങൾ, പ്രൊഫൈലുകൾ, ഉൽപ്പന്നങ്ങളുടെ വിവരങ്ങൾ എന്നിവ ഈ പോർട്ടലിൽ ഉൾക്കൊള്ളിക്കാൻ കഴിയും.
- രജിസ്റ്റർ ചെയ്യപ്പെട്ട വ്യവസായ സംരംഭങ്ങൾക്ക് യൂസർ ഐ.ഡി.യും പാസ്‌വേഡും അനുവദിക്കും.

## WORLD MSME DAY: A look at the Sector Boom

- The United Nations observes Micro, Small, and Medium Enterprises (MSME) day on June 27 to recognize the contribution of these industries in the implementation of the Sustainable Development Goals (SDGs).
- The MSME sector contributes 29% to India's GDP and provides employment to more than 11 crore people, it also contributes 48.1% to India's total exports in 2018-19.
- The number of MSMEs in the country increased by a CAGR of 18.5 % from 2019 to 2020. The Government of India has announced funds worth INR 10000 crore for 'Guarantee Emergency Credit Line'(GECL)

Source: Invest India Portal

MSME CLUSTERS



## KERALA: The MSME Haven

### Transformative Reforms

The Kerala Investment Facilitation Act 2019

The Kerala MSME Facilitation Act 2018

The Kerala MSME Facilitation Ordinance 2020

Entrepreneur Support Scheme 2012

### User-Friendly Government Interfaces

KSWIFT Portal

Invest Kerala Portal

Kerala e market

11630 Acknowledgement Certificates granted via KSWIFT for MSMEs As on 25 June 2021

Since January 2020, KSWIFT has helped in grounding MSME investments of approx. INR 2105 Cr

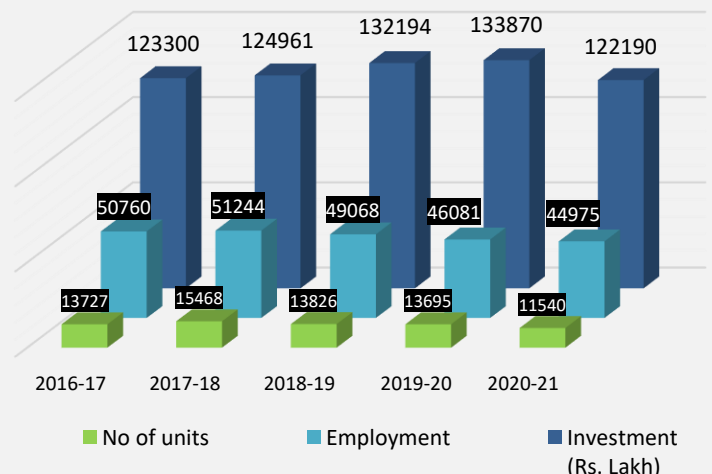
Infrastructure upgradation across 38 Development Area and Development Plots

During last five years, under ESS, more than 5200 units were assisted with over Rs. 236 Crore disbursed to MSMEs



## ACHIEVEMENTS GALLORE

- Owing to several business-friendly reforms and initiatives the size of Kerala's manufacturing sector, in value terms, saw double digit growth of 11.2% for the first time in 2019
- As per the MSME Annual Report 2018-19, Kerala has the 12th largest number of MSMEs in India - around 23.79 lakh units of which, 23.58 are micro-enterprises, generating employment for approximately 44.64 lakh people.
- During the last five years, a total of 68256 MSMEs have been setup in the State which constitute more than 47 per cent of total MSMEs in the State with investment of over Rs. 6,365 Crore and employment of over 2.4 lakh people.
- Kerala presently has 2200+ startups and 40+ accelerators & incubators.



## EASE OF DOING BUSINESS : Central Inspection System

The CIS framework aims at bringing transparency and accountability in inspections while ensuring that the enterprises follow the requisite legal & regulatory framework and minimise risk for the employees. Department of Labor, Kerala State Pollution Control Board, Department of Factories and Boilers, Department of Legal Metrology and Local Self Government inspections have been incorporated in the System.

### Key Features

- The inspections would be scheduled based on this framework will be based on the risk profile of the establishment being inspected.
- Each Department has defined various risk criteria, and based on them, all the state establishments have been allocated a risk rating.
- The online System identifies the establishments randomly based on the risk profiles allotted to them for inspections.
- The inspections scheduled based on this framework will be based on the risk profile of the establishment being inspected.
- Allocation of inspectors to inspect the establishment is decided by the online system in a random manner and the same inspector cannot undertake inspection of the same establishment twice consecutively.
- After the schedule is created by the online system, to further ensure the transparency and smooth proceeding of the process, prior intimation will be sent to the establishments via their registered mobile numbers and email addresses.

Further, **the inspection reports are to be made available on the online portal for the establishment to login and download, within 48 hours of completion of the inspection ensuring a timely completion.**

## PRODUCTION LINKED INCENTIVE SCHEME : Pharmaceuticals (PLI 2.0)

**Production Linked Incentive Scheme for Pharmaceuticals (PLI 2.0)** to enhance India's manufacturing capabilities by increasing investment and production in the sector and contributing to product diversification to high-value goods in the pharmaceutical sector. One of the further objectives of the scheme is to create global champions out of India who have the potential to grow in size and scale using cutting-edge technology and thereby penetrate the global value chains. The manufacturers of pharmaceutical goods registered in India will be grouped based on their Global Manufacturing Revenue (GMR) to ensure wider applicability of the scheme across the pharmaceutical industry and at the same time meet the objectives of the scheme.

[Guidelines](#)[More Details](#)[Submit Application](#) **INVEST INDIA.GOV.IN****Application Deadline:  
15 August 2021**

## PLI Scheme for Bulk Drugs

**Aims to boost manufacturing of 53 bulk drugs**

**~INR 8,500 Cr**  
Expected investment

**~25,500**  
Direct employment generation expected





# KSWIFT DASHBOARD : Swift processes to start a Business



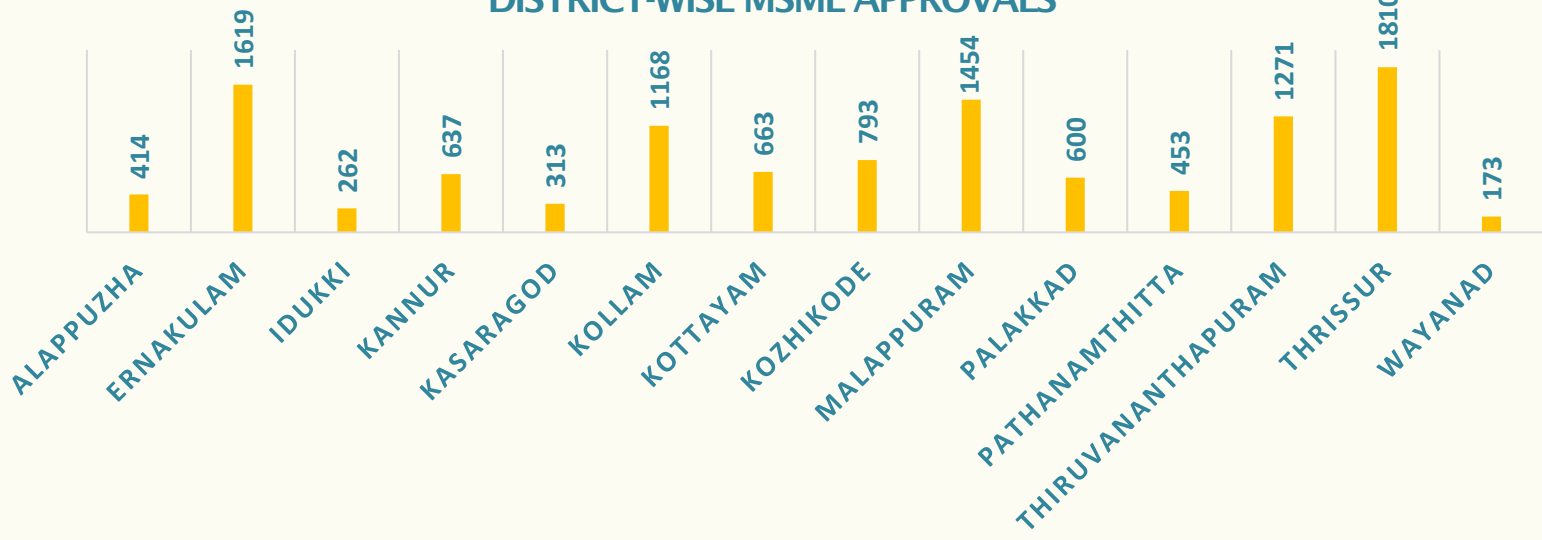
## K-SWIFT

Single Window Interface for Fast & Transparent Clearance



Registered Entrepreneurs <b>23597</b>	CAF Submitted <b>2314</b>	Total Services <b>1550</b>	Services yet to Process <b>146</b>
Services Under process <b>235</b>	Services Approved <b>879</b>	Services Rejected <b>290</b>	MSME Clearances <b>13048</b>

### DISTRICT-WISE MSME APPROVALS



### FDI INFLOWS TO KERALA: Did you know?

**INVEST INDIA.GOV.IN**

**Kerala**  
Accelerating  
New India's Growth



**USD 270 Million**  
FDI inflow (Oct 2019 - Mar 2021)



#StateFocus



**INVEST KERALA**  
GOVERNMENT OF KERALA



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