



# KERALA CALLING

## RED CARPET TO INVESTORS





**INVEST  
KERALA**  
GLOBAL SUMMIT  
FEB 21-22, 2025 | KOCHI



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# Not Looking Away But Looking In

It began with a promise. And a plan. When investment interest worth over Rs. 1.75 lakh crore is channelled into a state repositioning itself as an emerging industrial destination, it marks a moment of quite significance.

Kerala is swiftly redrawing its place on the global investment map. The Invest Kerala Global Summit 2025 was not just another event. It was a declaration. A packed calendar of roadshows, sectoral sessions and global dialogues laid the groundwork. What followed was a wave of expressions of interest from over 400 companies. The result is not merely a headline. It marks a shift in perception.

The strategy is methodical. The state is adopting the tools of the fourth industrial revolution. It is focusing on artificial intelligence. It is investing in green energy. It is encouraging advanced manufacturing. Yet it has not lost sight of its roots. Traditional sectors like coir, handloom and cashew are being revitalised through design thinking, technology and global branding.

Under the Pinarayi Vijayan government, the entrepreneurial landscape has undergone a quiet transformation. The Year of Enterprises initiative has led to the creation of over 3.49 lakh MSMEs, drawing in Rs. 22,437 crore in investment and generating more than 7.42 lakh jobs. With trained professionals at every local body and help desks supporting entrepreneurs, enterprise has reached the grassroots.

The startup ecosystem has also come of age. Over 6,400 startups now thrive in Kerala. They are supported by innovation grants, fabrication labs, global market access and deep-tech hubs. This is not a scattered rise. It is structured, strategic and scalable.

Kerala's rise is not dramatic. But it is determined. What once seemed ambitious is now measurable. The message is clear. Kerala is not waiting to catch up. It is building forward. Investors are no longer looking away. They are looking in.



# KERALA CALLING

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# Kerala Launches War on Drugs



Kerala government has launched an anti-drug initiative



**T**he Government of Kerala has constituted a 'think tank' to closely monitor the use of intoxicating products and the consequential, increasing trend of violence among the youth.

Chief Minister Pinarayi Vijayan convened a meeting of student - youth organisations, organisations in the film, culture and media sectors, parent - teacher associations and experts in various fields to chalk out an action plan.

A web portal will be set up to help people confidentially share information regarding the sale and use of narcotics. The identity of the person providing

the information will not be revealed. Currently, there is a WhatsApp number for this (9497979794, 9497927797).

An action plan will be prepared in the months of April and May and implemented in schools and colleges when the academic year begins in June.

Chief Minister has proposed introducing Zumba sessions after classes in the state's schools to improve children's physical and mental health.

Chief Minister assured that necessary administrative measures will be taken to prevent drugs being smuggled in from many parts of the country. ■

# Come, Invest in Kerala



**P. Rajeeve**  
Minister for Industries and Commerce



**Kerala is striving to become the hub of Industrial Revolution 4.0 by focusing on innovative industrial sectors as targeted by the Kerala Industrial Policy. Through Invest Kerala Global Summit, the state has received investment promises worth over Rs 1.75 lakh crore.**

The Invest Kerala Global Summit organised by the state government was the most grand event in the history of Kerala. A packed audience, 5000 delegates, speeches that accurately marked the achievements of Kerala. At the summit, Kerala was presented as a brand in front of the world. We received expressions of interest worth Rs. 1,52,905 crore from 374 companies. When the investments received after the summit are added, the figures have reached over Rs. 1.75 lakh crore. This investment summit was also a platform where Union Ministers and representatives of Opposition acknowledged Kerala's progress, regardless of political affiliations. The great appreciation that we received for the Invest Kerala Global Summit

is the result of 8 months of diligent preparation. Kerala is on the path of becoming a destination for Industrial Revolution 4.0, proving that nothing is impossible. Kerala has been ranked first in Ease of Doing Business Reforms. In the 87-year history of the American Society for Public Administration, only one project from India has been recognised for Novel Innovation in Public Administration. It is Kerala's Year of Enterprise project. The same project was also recognised as the best project in the MSME sector in India in a meeting attended by the Prime Minister.

### **A Continuous Process**

We are building up on the decisions and steps taken by the first Pinarayi Vijayan government to create a business-friendly environment in a meaningful and far-sighted manner. From the launch of K-SWIFT, which eliminated the need to visit multiple offices to start businesses and created a single-window system, to changes in laws and regulations, that government helped lay a strong foundation for a business-friendly environment.



*Industries Minister P. Rajeev visits the graphene plant in Kakkannad*

As a culmination of these initiatives, this government achieved the honour of being the most investment-friendly state. Kerala received praise in international forums, including the World Economic Forum at Davos. Some of the world's best companies dealing with innovative technology have started operations here. And those who have come to Kerala have acknowledged our business-friendly environment and started more offices.

### **Systematic Follow Up**

The Invest Kerala Global Summit was a huge success and the government has decided to hold the summit every three years. The government is rapidly moving forward with the follow-up activities of the Invest Kerala Global Summit. As part of this, the Chief Minister interacted with various organisations that collaborated with the summit, representatives of organisations related to sectoral

meetings, conclaves, roadshows, etc., and KSIDC board members. We are making every effort to enable the steady progress of Kerala by including everyone.

The government is now trying to convert all the expressions of interest received at the Invest Kerala Global Summit into investments very

soon. A team led by the Directorate of Industries scrutinises projects related to industries worth less than Rs 50 crore. The Executive Director of the KSIDC acts as the nodal officer for those worth more than Rs 50 crore. These have been divided into seven sectors. Seven groups will be formed to implement the project under the managers in these seven sectors. Twelve experts will be appointed in different sectors so that all the seven groups can use them. There will be a separate dashboard for this. The government's work will be transparent by making all possible information available to the public.

Invest Kerala Global Summit has been approved by the Cabinet. Therefore, there will be a Secretary-level committee at the Chief Secretary level to expedite the clearances and permits related to the project. A special app has been made available on the Play Store specifically for summit-related matters. Taking into account the summit's recommendations, if anyone has land that can be provided for industrial purposes, information about such land shall be made available on the app. Industrialists in need of land can contact them directly through the app. The app will also provide information on KINFRA, KSIDC, government estates, and government-approved private industrial parks. Currently, 31 private industrial estates have been approved. Soon, this number will increase to

**Kerala's industrial sector received praise in international forums, including the World Economic Forum.**



50. 10 campus industrial parks have also been approved.

### **Structural Transformation**

Kerala, which topped the Ease of Doing Business ranking, has opened its doors to the world with the best talent pool, the best climate and the best connectivity facilities. Investment promises worth Rs 1.75 lakh crore have now been lined up. The state government is planning and moving forward with time-bound programmes to convert these promises into investments.

Since the second Pinarayi government came to power, the endeavour to transform Kerala into a knowledge-based economy has been progressing at an impressive pace. Even during the first Pinarayi government, work was done to make the primary education sector hi-tech. To create a knowledge economy, it is necessary to create a leap in higher education facilities in the state, promote innovative educational initiatives and startups on a large scale, and ensure access to digital facilities to maximum people. All efforts are underway for this. Innovative projects like the Campus Industrial Park project will pave the way for fostering entrepreneurship among students and strengthening industry-academic ties. And our ability to attract innovative industries to Kerala that are in line with the modern era will lead to progress in this field.

### **Wooing Investors**

IBM, which started with a goal of employing 100

people, has employed over 2,000 people in two years. UST Global is setting up its new campus in Kerala, and once it is completed, 20% of the company's global workforce will be in Kerala. Tata Elxsi already has 60% of its employees in Kerala.

Around fifty big companies that contribute to the knowledge economy, such as TCS, dSpace, Safran, Systrome have either started operations in Kerala or have made investment promises. IBM Senior Vice President Dinesh Nirmal stated that reverse migration is happening to Kerala. This means that we are now able to attract more knowledge-based industries that can provide jobs to our youth. The Invest Kerala Global Summit was also an important step towards this.

Kerala, with one of the best startups ecosystems in Asia, has received investment promises worth Rs 1.75 lakh crore, drawing on our unique talent pool. It is everyone's responsibility to provide the necessary support to make the investments a reality as quickly as possible. By converting maximum investment promises into investments, everyone can be a part of the government's efforts to make Kerala investors' own country. Let's create a new Kerala.

**Around fifty big companies that contribute to the knowledge economy have either started operations in Kerala or have made investment promises.**

# Tradition Meets Tech



**APM Mohammed Hanish IAS**  
Principal Secretary,  
Department of Industries



### **Kerala blends heritage with innovation as it prepares its traditional industries to be future-ready.**

**K**erala's industrial policy aims to build the state into an Industry 4.0-ready industrial ecosystem by 2028. The policy lists several focus sectors, including nanotechnology, biotechnology and advanced digital technologies, like 3D printing, artificial intelligence (AI) and the Internet of Things (IoT). In our efforts to be futuristic, Kerala is not losing sight of our strengths and core areas. The traditional industrial sector is getting an equally important attention from the government.

Traditional industries including Coir, Handloom, Cashew and Handicrafts play a key role in the inclusive development of Kerala. These industries provide employment in large numbers especially to women and marginalised sections. These industries are linked to the natural resources of the state and are part of our tradition and heritage. The strategic interventions of the state government have ensured that these sectors show signs of progress and remain a beacon of hope. Steps taken by the government in traditional industries to modernise, diversify and bring about innovation in marketing have brought positive changes.

### **Coir Sector – Bringing Sweeping Changes**

The coir industry of Kerala is witnessing many worker-friendly developments and historical achievements. More than 4 lakh people are employed in the coir-related sector, 80 percent of whom are women. The government is formulating long-term schemes to develop the coir sector. Schemes such as one coir

product in every household to make the coir industry more popular have already achieved great success.

There has been manifold growth in this sector in the last 9 years. The annual income of workers has also increased manifold. The Coir Department has been able to increase the number of profit-making groups.

Coir geotextiles slows down the flow of water and prevents soil erosion, absorbs five times its own weight in water, retains moisture in the soil and reduces the temperature in the atmosphere and provides organic matter to the soil by dissolving and adding to it. Kerala exports geo textile to mines and other areas of the country to prevent floods and sand sliding.

Coir mats, rugs and carpets play an important role in making homes and offices more attractive. Rubberised coir products, coir tiles and coir mats have a lot of market potential today. Kerala exports coir mats and mattings to European countries.

The Coir sector is making a huge transformation by forging collaboration with the National Institute of Design. This partnership focuses on the development of innovative products by ensuring that traditional crafts evolve with modern design sensibilities.

This helps us to have strategic partnerships with globally renowned retailers such as Walmart. These associations have placed indigenous coir products on the global map.

Steps have been taken to increase production efficiency in the coir sector through mechanisation. Financial assistance is provided to coir co-operative societies through the Production and Marketing Incentive Scheme. Government also provides financial assistance to coir workers through the Income Support Scheme. Price Stabilisation Scheme has also been implemented.



## Handloom Sector - Weaving Dreams

The Department of Handlooms & Textiles is undertaking several interventions to develop a strong handloom sector through infrastructure development assistance, assistance in sourcing raw materials, marketing assistance, welfare and training activities, re-capitalisation of primary/apex societies, revival of cooperative societies and mills and enhancement of production capacity.

### Free Uniform

The Free Handloom School Uniform scheme revitalised the handloom industry by ensuring fair wages and continuous employment for workers. The government implemented the scheme to provide quality uniforms to school children and to provide better income and more working days to handloom weavers. Two pairs of uniforms are being distributed to children in government schools from class 1 to 7 and to children in aided schools from class 1 to 4.

### Branding

With the aim to comprehensively revitalise the handloom sector by branding products at the national and international levels, the Kerala Handloom Mark

'Ka' registration is implemented for Value Added Handloom Products. As part of this, a website containing information about Kerala handloom products has been developed ([www.kit.kerala.gov.in](http://www.kit.kerala.gov.in)).

The government is also taking special initiatives to attract youth to the handloom and weaving industry through schemes

**Kerala exports coir mats and mattings to European countries.**

such as Yuva Weave Project

Powerloom co-operative societies are also being revived through various schemes and incentives.

Income support scheme is implemented in handloom sector to ensure a minimum daily wage of upto Rs. 150 for weavers. The benefit is extended to weavers upto 100 days in a year.

Handloom expert committee is constituted to formulate effective plans for the development of the sector and their recommendations are under the consideration of the government.

## Cashew Sector - Embracing Modern Times

In recent years, the Kerala cashew industry has demonstrated resilience and adaptability by implementing modern technologies and sustainable practices. The state has been actively promoting organic cashew cultivation, responding to the growing global demand for organic products. Moreover, the state government has been instrumental in supporting the cashew industry through various initiatives, including financial aid, skill development programmes and infrastructure development. These measures aim to strengthen the overall supply chain and enhance the competitiveness of Kerala's cashew sector in the international market.

The scheme for assistance for capital grants and interest subvention availed by small and medium cashew factory units have helped in rebuilding lost livelihood. The scheme aids partial modernisation, thereby improving productivity and turnover

**The Free Handloom School Uniform scheme revitalised the handloom industry**



substantially. The assistance also includes interest subvention to cashew factories for the loans taken from financial institutions for their working capital needs. This move made the cashew factories in Kerala sustainable and more competitive.

### Revival of Private Sector

A five-member expert committee was constituted by state government to sort out various issues and challenges in the sector, identify potential opportunities and suggest empirical solutions for the long-term viability of cashew industry sector. As per the recommendations of the expert committee, several short-term schemes were implemented for private cashew processing units to reduce the viability gap and help them sustain. These schemes ensure minimum number of working days and wages to the cashew workers. Some of the schemes that have proved highly beneficial are as follows:

Several short-term schemes were implemented for private cashew processing units to help them sustain.

#### Continued Operation Linked Stimulus Programme

This scheme envisages providing incentives to currently functioning processing units for their sustained operation, better productivity and encouraging restoration of employment and creation of new employment.

#### Women Friendly Physical Infra Creation / Upgradation

Under this scheme, women friendly physical infrastructure creation is envisioned so that productivity can be enhanced and more youth could be attracted to this industry.

### Modernisation / Upgradation of Shelling Units

This programme supports modernisation of shelling sections in the processing units.

### Handicrafts Sector - Enchanting Artistry

In Kerala it is estimated that there are about 1.7 lakh handicrafts artisans actively engaged in the sector. There are 32 different crafts in Kerala of which ivory carving, wood and horn carving, bell metal casting hand embroidery, coconut shell carving are important commercial items. The schemes implemented by the Government of Kerala intend to eliminate middlemen, improve the skill of artisans, productivity, increase market opportunities and strengthen co-operatives.

The government supports the handicraft sector through initiatives like the One District One Product (ODOP) scheme. Assistance Scheme for Handicrafts Artisans (ASHA) was implemented as a onetime support to handicraft artisans who invested in plant and machinery for a running handicraft unit. The Kerala government also offers a monthly grant to old crafts persons scheme, providing a monthly pension of Rs.1,500/- to artisans aged 75 and above, Rs.1,100/- to artisans aged 60-75 recognising their contribution to traditional crafts.

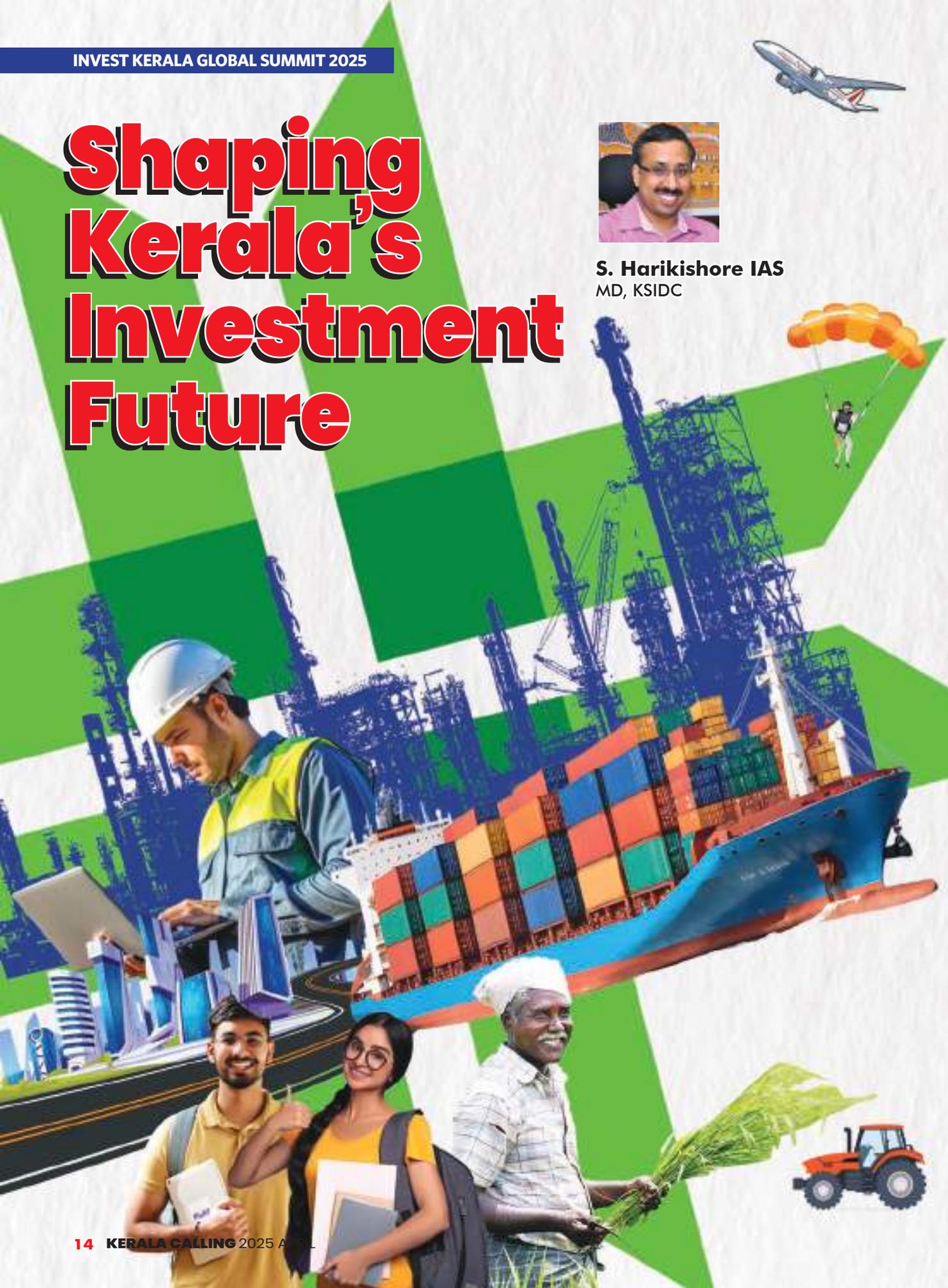
Through thoroughly deliberated and carefully crafted policies and measures, the Government of Kerala is revitalising the traditional sectors and handholding them towards sustainable development.

The government supports the handicraft sector through initiatives like the One District One Product (ODOP) scheme.

# Shaping Kerala's Investment Future



S. Harikishore IAS  
MD, KSIDC





**The Invest Kerala Global Summit 2025 was not just an event; it was a declaration of intent. An intent to lead, to transform, and to welcome the world to a state that is steadily scripting one of India's most compelling investment success stories.**

The Invest Kerala Global Summit (IKGS) 2025 marked a defining chapter in Kerala's journey to become India's premier investment hub. With a clear vision of economic transformation through sustainability and innovation, the summit brought together global investors, policymakers and business leaders to explore Kerala's vast potential across emerging and traditional sectors. Organised by the Kerala State Industrial Development Corporation (KSIDC) and the Department of Industries and Commerce, it was a confluence of ideas, intent and investment.

### **A Global Platform with a Strong Local Vision**

Under the theme 'Shaping Kerala's Investment Future', IKGS 2025 was not just an event-it was a strategic initiative aimed at unlocking long-term growth. With 3,359 participants from 26 countries, including 144 global delegates, the summit cemented Kerala's growing status on the global investment map.

The focus areas-IT/ITES, manufacturing, tourism, logistics, and renewable energy-highlighted the state's intent to foster sectoral excellence through 28 parallel sessions and 17 high-level committees.

Kerala's evolving business climate, with its emphasis on digital transformation and sustainable development, was showcased through engaging sessions and strategic networking. The summit served as a critical space for dialogue and policy framing, further amplifying investor confidence.

### **Strengthening Investor Relations & Reinvestment Strategy**

A central pillar of IKGS 2025 was to reinforce existing investor relationships while actively pursuing reinvestment opportunities. This was operationalised through an extensive project mapping initiative, which identified 223 reinvestment opportunities valued at over ₹14,000 crore, involving the state's District Industries Centres (DICs). Over 2,000 investors participated, leading to 500 expressions of interest (EoIs).

Kerala Industrial Infrastructure Development Corporation (KINFRA) also undertook an ambitious review of 140 industrial parks, evaluating their potential for reinvestment and expansion. Meetings with the Chief Minister and the Minister for Industries offered investors direct engagement with the government's top leadership. A series of



roadshows, sectoral summits, and promotional events helped reinforce Kerala's investment proposition.

### **48 Pre-Summit Events: Building Momentum**

The run-up to IKGS 2025 was as vibrant as the summit itself, with 48 pre-summit events held since July 2024. These spanned across India and abroad, designed to spark investor interest and demonstrate Kerala's readiness for large-scale investment.

Highlights included:

- Investment Promotion Programmes such as the Vizhinjam and Malabar Conclaves, and Startup and Automotive Technology Summits.
- Sectoral Engagements, including 11 focused meetings in cutting-edge areas like AI, robotics, biotechnology, and logistics, through events like International Gen AI Conclave and Bio Connect 2.0.
- Investment Roadshows across major cities-UAE, Chennai, Bengaluru, Mumbai, and Delhi.
- High-Level Business Meetings like the Ambassadors' Meet and focused investor roundtables.
- Ease of Doing Business (EoDB) initiatives such as "Kerala Leads the Way", highlighting reforms for seamless business operations.
- International Engagements at platforms including the World Economic Forum and GITEX Global,

reinforcing Kerala's international presence.

### **Strategic Campaigns: Rebranding Kerala for Investment**

To support the summit's global outreach, five major campaigns were launched to reposition Kerala as an investment magnet:

1. 'Unbox Kerala'-Unveiled the state's wide-ranging opportunities, emphasising business-friendly policies, infrastructure, and human capital. It gained visibility through leading publications
2. 'Changing the Nature of Business' – Highlighted Kerala's pivot to sustainability and technology-driven industries including green energy and digital transformation.
3. 'Kerala is Inviting' – Focused on Kerala's proactive governance and Ease of Doing Business, enriched by compelling investor testimonials.

### **Inaugural Session: A Powerful Statement**

The summit was officially inaugurated by Chief Minister Pinarayi Vijayan, who spotlighted the state's strategic initiatives such as the Kochi-Bengaluru Industrial Corridor and the upcoming Hydrogen Valley Project. The inaugural session featured an impressive roster of speakers:

- P. Rajeev, Minister for Industries, and Sarada Muraleedharan IAS, Chief Secretary, who spoke on reforms in MSMEs, medical devices, and



industrial growth.

- Union Ministers Nitin Gadkari and Piyush Goyal, who endorsed Kerala's growth in infrastructure, tourism, and manufacturing.
- Corporate leaders like Karan Adani, who announced an investment of ₹30,000 crore, mainly focused on Trivandrum International Airport's expansion.
- M.A. Yousuf Ali revealed plans for investments in the Twin Tower Project and a food processing plant.
- Sanjiv Puri reaffirmed ITC's intent to expand its operations in Kerala.
- H.E. Abdulla Bin Touq Al Marri (UAE) and H.E. Abdulla bin Adel Fakhro (Bahrain) highlighted new partnership avenues in healthcare, food processing, and pharmaceuticals.

In a rare bipartisan gesture, Leader of the Opposition V.D. Satheesan endorsed the state's industrial vision and advocated for continued collaborative growth.

### **Sectoral Sessions: Mapping the Future**

The summit featured 32 sessions across various themes—from Aerospace to Sustainable Energy, Startups to Tourism. There were 22 parallel sessions and six dedicated country sessions with nations such as Australia, Germany, Vietnam, Norway, France, and Malaysia.

Key features included:

- Plenary sessions like “Kerala-A Small World of Big Opportunities” and “Kerala 2047-Way Forward”.
- Roundtable discussions with top leadership, encouraging sector-specific dialogues and collaborative investments.
- Focus areas: medical excellence, marine sector development, automotive tech, emerging industries, and startup incubation.

### **Outcomes That Matter: From Vision to Value**

The summit was not just about discussions—it delivered tangible results. IKGS 2025 secured Expressions of Interest (EoIs) totalling ₹1,65,928 crore from 418 companies. Notably, 20 leading IT companies proposed an additional ₹6,300 crore investment in Kerala, promising 60,000 new jobs—a significant boost for the youth and the state's digital economy.

### **Global Recognition, Local Transformation**

With CII as the official partner and 190 distinguished speakers including Amitabh Kant (G20 Sherpa), Bernd Szukay (Elac, Germany), and Abraham John Tharakan (Amalgam Group), IKGS 2025 became a benchmark for state-led investment summits.

Kerala's message was loud and clear: the state is open for business—with the right policies, people, and promise.

# Landing on Ingenuity



**Mir Mohammed Ali IAS**  
Director of Industries and Commerce



**One of the major constraints to industrial growth in Kerala is the lack of land suitable for industrial needs. The government has devised imaginative projects to overcome this limitation and boost industrial growth. The two schemes, Private Industrial Estate and Campus Industrial Park, are enabling private entrepreneurs to invest in major industries equipped with all amenities.**

### **Private Industrial Estate**

The Private Industrial Estate scheme is a government policy initiative to address the scarcity of industrial land, boost industrial

development, create more job opportunities for the youth of the state and attract more investment in the industrial sector.

Entities (companies, cooperatives, partnerships, consortium of MSMEs) and families with a minimum of ten acres of land can apply to set up a private industrial estate. Those with a minimum of five acres of land can apply to set up a Standard Design Factory (SDF). Entities and families can also apply to set up an SDF.

Those who have leased land for a term of 30 years or more can also apply for developer permit.

A single-window clearance board is established in each private industrial estate. It is this clearance board that issues the building permit in private



industrial estates.

The industrial land for which a private industrial estate developer permit has been granted will be eligible for all the benefits provided under the Kerala Single Window Clearance Board, Industrial Township Area Development Act 1999.

The government will provide financial assistance to the developer for setting up basic facilities like electricity, water, gas, drainage, ETP/ CETP, laboratory, testing certification etc. The government will provide financial assistance of up to a maximum of ₹3 crore to a private industrial estate by earmarking ₹30 lakh per acre. The amount will be reimbursed as soon as the private industrial estate completes the development of basic infrastructure.

The land on which a private industrial estate is proposed to be established should not fall under the categories of Ecologically Sensitive Area (ESA), Coastal Regulation Zone (CRZ) and Plantation, Kerala Conservation of Paddy Land &

Wet Land Act 2008. In the said estates, land may be allotted to industries except RED category.

The application for this project shall be submitted through the web portal <http://pie.industry.kerala.gov.in/public/index.php/industrialist>. The district level committee reviews the applications and submits it to the Director of Industries and Commerce and then the decision to grant the private industrial estate permit is taken by a high-level committee consisting of 7 Department Secretaries. The chairman of this committee is the Principal Secretary, Industries and the convener is the Director of Industries and Commerce. The other members are the Secretaries of Finance, Revenue, Local Self Government, Water Resources, Power and Environment.

### **Campus Industrial Park**

The Campus Industrial Park Project is an innovative project launched by the government to utilize the unused land under the jurisdiction of higher educational institutions across the state



for industrial purposes. This project will help to overcome the shortage of land for industrial purposes, to develop industrial awareness among the student community and to strengthen the linkages between industrial institutions and educational institutions. The project also envisages the industrial production of products developed through research in educational institutions.

Government/private educational institutions (Arts & Science Colleges, Professional Colleges, Technical Colleges, etc.) having at least five acres of land can set up a campus for industrial parks. A minimum of two acres of land is required for setting up a Standard Design Factory (SDF). The permit is granted for 30 years.

The government will provide financial assistance up to ₹1.5 crore (₹20 lakh per acre) to the educational institution for developing essential infrastructure, including roads, electricity, drainage, and laboratory facilities. Additionally, a financial aid of ₹1.5 crore is available for setting

up Standard Design Factories (SDFs) and related basic amenities. This funding will be provided on a reimbursement basis upon the completion of infrastructure facilities.

The land on which a campus industrial park is proposed to be established should not fall under the categories of Ecologically Sensitive Area (ESA), Coastal Regulation Zone (CRZ) and Plantation, Kerala Conservation of Paddy Land & Wet Land Act 2008.

The application for this project shall be submitted through the web portal <https://cip.industry.kerala.gov.in/index.php/public>. The district level committee reviews the applications and submits it to the Director of Industries and Commerce and then the decision to grant the private industrial estate permit is taken by a high-level committee consisting of 8 Department Secretaries. The chairman of this committee is the Principal Secretary, Industries and the convener is the Director of Industries and Commerce.

# Driving Kerala's industrial growth



**Santhosh Koshy Thomas**  
MD, KINFRA





Thanks to the government's initiatives, 31 industrial parks have been established across various sectors. To date, 90% of the land and 82% of the Standard Design Factory (SDF) buildings have been allocated to entrepreneurs, with the government facilitating these efforts. Through these initiatives, approximately 70,000 job opportunities have been created, and private investments worth nearly ₹5,000 crores have been attracted to Kerala. During this government's tenure, KINFRA has allocated 322.6 acres of land and 6.9 lakh square feet of multi-story building space for 464 units. Through this, around 28,649 job opportunities have been created, and private investments amounting to 2907.26 crores have been brought to Kerala.

• **Industrial Investments from Prominent Companies:** During this period, prominent companies such as TCS, Tata Elxsi, V-Guard, Agappe Diagnostics, Hykon, Win-Wish Technologies, Trans Asian Shipping Company, Jolly Coats, D-Space, and Genrobotics were allotted space.

• **KINFRA Spices Park:** The first phase of development activities for the KINFRA Spices Park has been completed, and the park was inaugurated on October 14, 2023. 80% of the land has been allotted.

• **Kochi-Bangalore Industrial Corridor:** This industrial corridor, which is supported by the government, aims to boost industrialization in the region. The government, through KINFRA, is overseeing the project's implementation. The construction of the first phase of the Puducherry Central – Palakkad node is set to begin in 2025-26. This project will bring in ₹10,000 crores in investments and create approximately 22,000 direct and 80,000 indirect job opportunities. The government expects the corridor to generate ₹600 crores annually for Kerala's treasury. NICDC has provided an equity of 104.50 crores in the first phase, and the state government has also provided 104.50 crores equivalent in land as equity for the SPV.

• **TCS Innovation Park:** TCS Limited intends to set up an electronic manufacturing cluster with an investment of approximately 700 crores



at Kakkanad, covering 36.84 acres. The campus will support electronic hardware and IT/ITES operations and employ about 10,000 people. The designated project will be named ‘TCS Innovation Park’.

- **International Exhibition and Convention Center (IECC):** A significant achievement in the state’s infrastructure development, the Exhibition Center at Kakkanad, Kochi, was completed and inaugurated on February 4, 2024. The construction of the Convention Center was completed and inaugurated on January 18, 2024.

- **Graphene-Friendly Ecosystem Promotion:** The Kerala government has developed a graphene policy to promote a graphene-friendly ecosystem. The Digital University Kerala is the implementing agency for setting up the Graphene Park Pilot Production Facility (GPPF). KINFRA has allocated 55,088 square feet of built-up area and 10 acres of land at the KINFRA Defense Park at Ottappalam. An agreement has been signed between KINFRA and the Digital University Kerala for this purpose.

- **KINFRA Mattanur Industrial Park:** Spread

across 128 acres with essential infrastructure such as water, electricity, and drainage, the Mattanur Industrial Park saw the inauguration of a Standard Design Factory (SDF) building with an area of 48,686.18 square feet on October 1, 2024.

### **Awards and Recognitions**

KINFRA’s Palakkad Integrated Industrial and Textile Park and Kalamassery Hi-Tech Park were recognized for environmental sustainability and infrastructure under the “Swachh Industry Park Awards” organized by FICCI, aimed at promoting cleanliness and waste management in industrial parks across India. Industrial parks with a minimum area of 100 acres and 50% of the land allotted, which are owned by state governments or Union Territories, were considered for the award.

### **Key Projects**

- **Development of Industrial Parks:** Aimed at attracting diverse industries and boosting economic activities in these sectors, approximately ₹500 crores worth of projects will be developed in various strategic locations.



Sl no.	Park Name & Location	Area	Thrust Sector
1	KINFRA Industrial Park, Perumbavoor	30 acres (Phase 1)	Electronics
2	KINFRA Integrated Industrial Park, Palakkad (Phase II)	220 acres	General Industries
3	Unity Mall, Trivandrum	2 lakhs sq. ft in 2.5 acres of land	Promotion and sale of the state's own "ODOPs (one district, one product)
4	Petrochemical Park	489 acres	Petrochemical and allied industries
5	Advance Technology Park, Puzhakkal, Thrissur	30 acres	General Industries
6	Standard Design Factory (Phase-II) KFVP, Trivandrum	1.78 lakh sq. ft	IT/ITES
7	Land Bank at Kannur	2 parcels of 500 acres each at Mattanur and Dharmadam	General Industries

The aforementioned projects are expected to create approximately ₹2,000 crores in investments and 7,500 job opportunities in Kerala.

# Kerala, the Land of Enterprises



**Shabeer M.**  
Deputy Director  
Directorate of Industries and Commerce



**Kerala's Year of Enterprises initiative has successfully fostered over 3.49 lakh MSMEs, generating Rs 22,437 crore in investments and 7.42 lakh jobs, with strategic support systems, financial aid, and branding efforts to sustain and scale up businesses.**

The Government of Kerala had declared the Financial Year 2022-23 as the Year of Enterprises (YoE) with the motto 'My enterprise, Nation's pride'. The main objective of this initiative was to encourage and promote Micro, Small and Medium level entrepreneurs in the state by creating one lakh new enterprises in Kerala during the FY 2022-23. The Government was able to achieve the ambitious target of commencing one lakh new enterprises within a remarkable period of 250 days from 1st of April to 7th of December, 2022. 1,39,840 enterprises are registered in the state, as of March 2023, bringing in an investment of Rs. 8422 Crore and creating 3,00,051 new employment opportunities.

In view of this remarkable success of the Year of Enterprises initiative, the state government decided to continue all the activities carried out as part of the initiative in the financial year 2023-24 as well. The initiative was conducted under the name Year of Enterprises 2.0. The main objectives

of this initiative was to create 1,00,000 MSMEs in the state with special focus to increase the per unit investments and job creation, also ensuring sustainability of the units formed as part of the initiative, providing marketing and financial support and enhancing the skills and knowledge of entrepreneurs. Using the systems established as part of the Year of Enterprises initiative, 1,03,595 units were established in the state with an overall investment of Rs.7,048. 56crores from April 1st, 2023, to March 31st, 2024. These units were able to create 2,18,178 jobs in the state.

Further, the initiative is continued in the FY 2024-25 as Year of Enterprises 3.0. As part of this, more than 1,06,339 enterprises have been registered in the state during April 1st, 2024 to March 17th 2025 with an overall investment of Rs.6967 Crores. These units were able to create 2,23,990 jobs in the state.

In total, more than 3,49,781 MSMEs have been registered in the state as part of the Year of Enterprises initiative with an investment of Rs.22,437 Crores and creating more than 7,42,232 jobs. The YoE initiative was able to meet the objectives to reach to all the sections of the society, including the weaker sections with 60% (2,09,814) of the units being formed by entrepreneurs from OBC category, 7% (25,802) from minority categories, 3.6% (12,514) from SC category and 0.3% (1009) from the ST categories. Around one third of the units (1,11,409units) were formed



by the women entrepreneurs, thus contributing significantly to the women empowerment initiatives of the government.

### **Path-breaking Measures towards Success**

This achievement was made possible by introducing various sustainable systems at all levels. As part of the Year of Enterprises 2022-23, to assist the entrepreneurs in every aspect of setting up an enterprise, the following systems were put in place.

1. 1153 professionals with B. Tech / MBA qualifications were recruited and deployed as Enterprise Development Executives (EDEs) at all 1034 local bodies across the State. The EDEs were given continuous capacity building trainings from time-to-time, in all aspects of industrial facilitation to provide awareness to entrepreneurs on the various services available, and to assist the entrepreneurs in aspects of application for licenses, subsidies, loans, etc. in coordination with various agencies and departments.
2. Help desks were established at all the 1034 local bodies across the State. Through these help desks, the public could avail the services of the interns in all industry / enterprise setting-up related matters.
3. Continuous campaigns starting from General Orientation Training to potential entrepreneurs,

Loan, License, Subsidy mela for entrepreneurs, Marketing festivals for providing marketing avenues to newly formed enterprises were conducted at all local bodies.

4. Enterprise loan scheme was introduced which provided interest subvention to make finance available at 4% interest rate. Under this scheme, MSME units that were established after 01.04.2022 (evidenced through UDYAM Registration) could avail term loans and working capital loans at an effective interest rate of 4% after interest subvention from the Government.
5. MSME Clinics were established to give support to those enterprises requiring consultancy. Through this facility provided in each District Industries Centre, all entrepreneurs could interact with the already empanelled experts in each sector (Law, Marketing, DPR preparation, Export, GST, Technology, Consents, Licenses and Banking) in a pre-assigned date and time and clear their queries/doubts.
6. The Department set up MSME facilitation centres in all the 59 Taluk Industries Offices across the State with the posting of Taluk Resource Persons with qualification B.Tech/MBA/MCA and knowledge in computer data entry. The role of these TRPs is to assist the entrepreneurs to file online applications for clearances, registration, assistances etc.
7. District Resource Persons (DRPs) were appointed



at all District Industries Centres to provide support to the people availing the help desks established. Call centres were also operated in these help desks through which the beneficiaries could avail the services of the DRPs without visiting the Office.

### **MSME Scale up Mission**

The initiative is aimed at scaling up 1000 Micro, Small and Medium Enterprises (MSMEs) in the State into businesses with an average annual turnover of Rs. 100 crores within a span of four years. MSMEs were selected through an objective criteria-based process. Any MSME that has valid UDYAM registration, operating in Manufacturing or Services sector and has been functional for the past 3 years are eligible for applying for assistance under the initiative. The assistances offered to selected enterprises include:

- Assistance to prepare scale up DPR up to Rs. 1 lakh per enterprise
- Fixed capital assistance up to 40% limited to Rs. 200 lakhs for the cost of expansion/ scaling up
- Reimbursement of 50% of interest paid for Working Capital loan limited to Rs. 50 lakhs
- One to one handholding by assigning an officer from the Industries Department to each selected enterprises to assist them in their various scaling-up related activities

As of March 17th, 2025, 292 enterprises have been enrolled under the Mission 1000 scheme and are

in the process of scale up DPR preparation. Of the selected units, DPRs prepared by 44 units for scaling up activities have also been approved.

The Enterprise Development Executives (EDEs) visited all the units that were formed as part of a sustainability survey. The study revealed that only 15% of enterprises in Kerala shut down within their first year, which stands in contrast to the national average of 30%.

### **Kerala Brand (Made in Kerala)**

Kerala Brand is envisaged to deliver an appealing image of Kerala's products/ services to the global customer. It will project Kerala's commitment to quality, ethical and responsible industrial practices and enable Kerala's enterprises in tapping into the global market potential by creating a unique identity for the indigenous products "Made in Kerala".

Products/ services which are being produced/ offered in an environmentally sustainable way, following ethical practices and conform to specific quality standards and certifications, will be identified from selected sectors for identifying under the Kerala Brand. In the initial phase, the government has introduced Kerala Brand for Coconut Oil manufacturers in the state. As part of receiving applications for Kerala Brand, an online portal has been developed ([www.keralabrand.industry.kerala.gov.in](http://www.keralabrand.industry.kerala.gov.in)). As of March 17th, 2025, 11 coconut oil manufacturing units in the state have been awarded Kerala Brand.

# Thus Say They...

**Voices on Kerala's Business Potential**

## **M. A Yousuf Ali**

**Chairman & Managing Director, Lulu Group International**



The presence of investors from all over the world in the Invest Kerala Global Summit was the result of the dedicated work of the state government. The state's competitive advantage lies in favourable location, excellent infrastructure, connectivity, progressive policy and large pool of skilled, educated and dedicated workforce. As an investor, I can say without doubt that Kerala has great potential and immense opportunities for investors in many sectors including IT, traditional industries, medical device industries, agro processing, logistics, artificial intelligence, robotics, defence equipment, tourism and health tourism.

## **Karan Adani**

**MD, Adani Ports and SEZ Limited**



Kerala's growth as leader in Ease of Doing Business and a global start-up hub is testament to the government's vision. Kerala is a prime example of how strategic investments can fuel progress. Our journey with Vizhinjam started back in 2015 and under Pinarayi Vijayan's administration it became a reality. Vizhinjam port made history before commissioning by docking the largest container vessel ever to touch Indian shore with a capacity of 24,000 teu. Adani group is going to invest 30,000 crores in Kerala in the next five years in seaport, airport, logistics and e-commerce hub in Cochin.

## **Deepak Ushadevi**

**MD & CEO, Ciel & Terra India Group**



The support available in Kerala for investors wishing to start a business is unparalleled elsewhere. This has been made possible through educational and social background development, which has paved the way for social engineering. The industry-friendly state is attracting foreign investors across various sectors.

## **Dr. Ram Mohan M.K.**

**JD (QC) Marine Products Export Development Authority**



Being a state with a 600 km coastline, Kerala has immense opportunities to develop its fishing sector and enhance aquaculture production. There are more than 100 units engaged in seafood processing, and with a seafood-consuming population, there are opportunities to develop value-added products for domestic and international markets.

## **Dr. Sajkumar S.**

**MD, Dhathri Ayurveda Pvt Ltd**

Kerala has the advantage of becoming a global healthcare destination. It has natural beauty, a geographical advantage, and highly skilled staff with ancient Ayurvedic wisdom. Combining these will make Kerala a gateway to medical excellence and wellness tourism.



## **Dr. Shankar Venugopal**

**VP, Mahindra Research Valley**

Firstly, in terms of absorbing new technologies and implementing these products, and secondly, in integrating software and hardware components, Kerala has significant potential. One can focus on both individually or integrate them to cater to customer needs. Enhancing the skills of students by incorporating technologies related to electric vehicles into the curriculum is an area in which Kerala needs to focus now as part of its preparation for the future.



## **Venkitaram Anand**

**Advisor, Harrison Malayalam**

I have personally witnessed the transformation of Kerala over the last 12 years, and it has been tremendous. I am sure this progress will continue at a much higher rate, considering the developments and measures taken in the state's industrial sector. Forums like IKGS are essential for attracting more investments to Kerala so that we can achieve even greater success in the future.



## **V. K. Mathews**

**Founder & Executive Chairman, IBS Software**

Kerala has come a long way, but the investor community may not be fully aware of its progress. When it comes to the ease of doing business, Kerala is now ranked number one, resembling a developed-world economy. The range of businesses Kerala can cater to is immense.



## **Sidarth Dominic**

**Director, CGH Earth**

The initiatives the government is taking in the investment sector are fantastic in unleashing Kerala's potential. Kerala will claim the space it deserves, using the fertile ground it has to become a world leader in wellness tourism and the health sector.



## **Sharafuddin Sharaf**

**VC, Sharaf Group**

Kerala is a very promising state. It has been developing rapidly and introducing new initiatives for economic growth. The state is well-educated, ranking number one among other states, especially in female literacy. As an investor, this makes us consider further investments in Kerala, harnessing all the available resources.



## Rajiv Vasudevan

MD & CEO, AyurVAID Hospital

Kerala has introduced reforms that have resulted in it being rated number one in the ease of doing business. It has a clear vision for the future, focusing on strengthening all sectors.



## K. Paul Thomas

MD & CEO, ESAF Bank

Kerala is the right place to do business, and the environment is highly conducive to all enterprises. With access to a highly educated workforce and a high Human Development Index, the state ranks highly for its commitment to sustainable development goals. Industry 5.0 is centred on sustainability and human-centric business, and in Kerala, you can reach out to any officer or minister if you face any challenges. That is the kind of business environment Kerala provides.



## Manoj Gupta

CEO, Tata Power

There is a huge change in the investment environment of Kerala. I was impressed with Kerala's achievements in Ease of Doing Business Reforms where it became number 1 in 8 or 9 parameters. I am personally keen on Kerala's strides in ecotourism. With an abundance of natural resources, Kerala can tap into renewable energy and bring sustainability. Cochin International Airport's achievement of 100% solar energy consumption is highly appreciable.



## His Excellency Abdulla Bin Touq Al Marri

Minister of Economy, UAE

This beautiful part of India, blessed with strategic location, skilled workforce and investment friendly policy, stands as a beacon for international collaboration. Kerala's focus on sustainable technology, innovation and Industry 4.0 allies seamlessly with UAE's vision for diversified and knowledge-based economy. UAE is interested in investing in food and food processing, tourism, technology, healthcare and health tech and space sectors of Kerala. We also want to go beyond these sectors.



## Anish Achuthan

Co-founder & CEO, Open Finance Technology

In Kerala, the government support and the incubation ecosystem has worked really in favour of the budding start-ups. In the last ten years, Kerala Start-up Mission has become a globally recognised start-up incubator. For Open Finance Technology to become a billion dollar start-up, the first breakthrough came from the Fund of Funds of Kerala Startup Mission. Kerala has innovative start-ups across various sectors.



## Sanjiv Puri

President, CII, Managing Director, ITC Limited

Kerala is emerging as a very important investment destination in the country. The industry is not surprised that Kerala has the top rank in Ease of Doing Business because industry has been witnessing the terrific amount of work happening in the state.



# Voices of Organisations

Kerala is a pioneer among states to create a focused policy for start-ups and link it with incentives to students. It is first of a kind largest electronic incubator and Electronics System Design and Manufacturing (ESDM) facility in the country. The support to micro entrepreneurship, especially under Kudumbashree is remarkable. Given its policy focus, strategic location, natural resources and the availability of talent, Kerala gets positioned extremely well.

## V.P. Nandakumar

**Chairman, FICCI Kerala State Council**

Invest Kerala Global Summit organised by Government of Kerala was a spectacular event to attract investments to the state. The event could attract investments worth ₹1.52 lakh crore from 374 companies at the two-day mega summit. FICCI was a partner to the Industries Department in mobilising the participation of diplomats for the event.

Ambassadors/Consul Generals/Senior officials of 23 countries participated in the mega event. FICCI also organised 6 partner country sessions during the mega event. FICCI as the apex Body of Chambers of Commerce and Industry in the country is of firm opinion that deregulations, reforms and opening up of the economy is the only way to take Kerala to growth trajectory. FICCI shall always render our support and co-operation to the Government of Kerala for all sincere efforts to attract investments to the state and thereby stimulate economic growth and prosperity.

## Divya Thalakklat

**Associate Director - TiE Kerala**

Kerala has been making significant strides in fostering a robust industrial and entrepreneurial ecosystem, backed by progressive policies, skilled human capital,

and a strong innovation-driven approach. The Invest Kerala Global Summit has reinforced the state's commitment to attracting high-value investments and creating a conducive environment for startups and enterprises. Organizations like TiE Kerala play a crucial role in this landscape by mentoring, supporting, and connecting entrepreneurs with global networks, fostering a culture of innovation and enterprise growth. While Kerala stands out for its social infrastructure and talent pool, continuous efforts in regulatory ease, market access, and scalable business opportunities will be key to sustaining this momentum. Strengthening industry-academia collaboration and sector-specific policy interventions can further enhance Kerala's position as a preferred investment destination. The collective vision of stakeholders across government, industry, and entrepreneurial communities will determine the pace at which Kerala evolves into a global business hub.



## A. Nizarudeen

**President, Kerala State Small Industries Association**

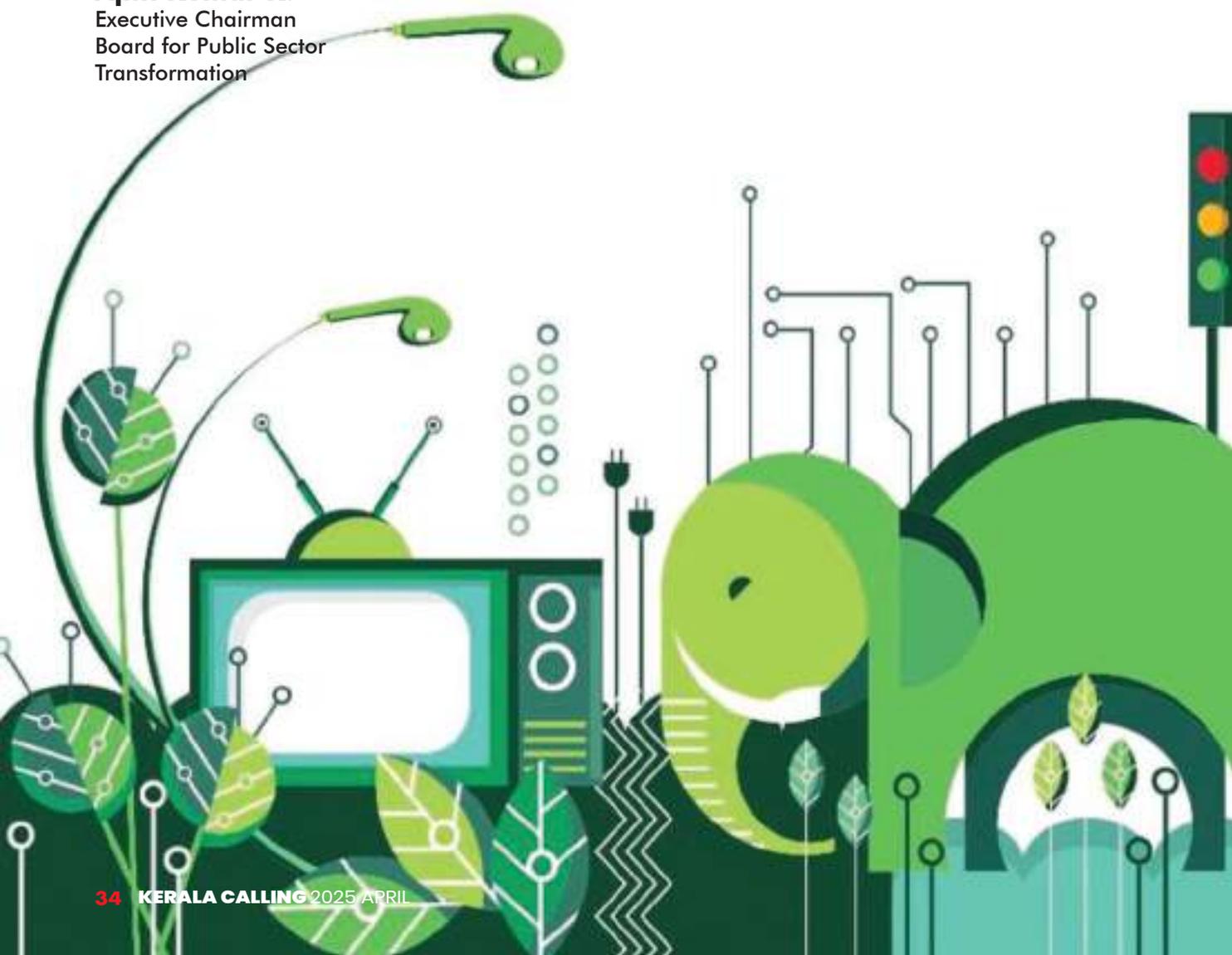
The Invest Kerala Global Summit Conference organized by KSIDC on 21st and 22nd February 2025 in Kochi became a milestone in the industrial history of Kerala. The programs were organized in a grand manner that made investors from different parts of the world understand that Kerala is an ideal investment-friendly state. More than 5500 investors participated in this mega fair. Investment promises of Rs. 1,60,000 Crores have been received. KSSIA offered investments of Rs. 6000 crores. SSIA members were actively present throughout this fair, which heralded a major change in the industrial sector of Kerala, witnessed a great upsurge. This is certainly a very proud achievement for industrial Kerala. KSSIA also happy to join in this success.



# Revival Run of PSUs



**Ajith Kumar K.**  
Executive Chairman  
Board for Public Sector  
Transformation





**Kerala's public sector undertakings are undergoing a major transformation with strategic reforms, global market expansion, technological advancements, and innovative marketing initiatives, driving efficiency, profitability, and sustainability across industries.**

Public sector transformation has been a key focus area of the state government aiming to enhance efficiency, transparency, human resource development and sustainability. As part of these changes, Government has revamped the Public Sector Restructuring Internal Audit Board (RIAB) to Board for Public sector Transformation (BPT) and also formed a new selection board called Kerala Public Enterprises Selection & Recruitment Board (KPESRB) for all positions in PSUs (except post referred to Kerala PSC)

through a transparent selection process.

As part of the initiatives of BPT, MoU and Business plan has been implemented in all PSUs for the first time. The performance evaluation system instead of merely evaluating the efforts of a PSU or its management in a given business environment, focussed on reflecting the economic performance in terms of profitability/return on the invested capital, competitiveness/usefulness in the given commercial space. Based on these effective planning and review the performance of the PSUs under Industries Department is improving.

### **Keltron Going Global**

Government is making an ambitious plan of developing Kerala as an 'Electronic Hub' by effectively utilising the highly educated and technologically skilled manpower. One of the premier industries in Kerala, Kerala State Electronics Development Corporation Ltd



(KELTRON) is leading the way by focussing on major thrust area like Defence, Aerospace, Electronics, Intelligent Traffic Management and Surveillance Systems. KELTRON and its subsidiary companies also focus on AI enabled technologies and positioning as a leader in underwater electronics systems for ships, submarines to leading defence companies in India including exports to countries like Vietnam and Africa.

KELTRON bagged orders worth more than Rs.1000 Crores during the current financial year and signed an MoU with ELTORQUE, Italy for designing and manufacturing of electric, hydraulic and electro-hydraulic actuators for Control systems. Keltron Component Complex Ltd, Kannur commissioned India's first Super Capacitor manufacturing facility and started production in the current financial year. Keltron Electro Ceramics Ltd also bagged many defence orders for production of transducers in under

water system and improving the profitability to highest level.

### **Strong Market Presence of Steel Industry**

Engineering Industries viz. Steel Industrial Forgings Ltd are expanding their footprint in the international market by obtaining API (American Petroleum Institute) registration and collaboration with Gas companies based in Qatar and started bagging prestigious orders from CERN (European Organisation for Nuclear research). The company also executed speciality forgings for BARC and the Railway Sector in India and US Company Miller.

Also, Steel industries Kerala Ltd are engaging with the Cochin Shipyard for supplying major components of ship viz. Hatch Coaming, under water manways and sub-assemblies. SILK facility at Azheekkal also developed dry docking system and slip way and increasing its business not only in small ship fabrication but even started



breaking big Submarines of Indian Navy at their facility.

### **Building on Popularity**

Kerala soaps under the banner of KSIE started exports of their popular sandal and bath soaps to European countries and also started production of liquid soaps/ toiletries. After taking over of HNL as KPPL, company made a significant turnaround with the state government support and started receiving more orders from leading newspaper houses such as Dainik Bhaskar, Dinathanthi, Dinakar, The Hindu, Malayala Manorama and Mathrubhumi.

Another initiative by the Government to revamp the textile industry is the formation of Cotton Board for the centralised procurement of quality cottons through common procurement system which ensure sustainability of textile industry.

### **Marketing Through K-Shoppe**

For a centralised marketing of Kerala PSU

products, Government of Kerala launched an e-commerce portal K-Shoppe with the support of India Post for door to door delivery throughout India. Further steps are in progress for reaching Middle East and European markets and engaging more PSUs in its fold. Also, steps are being taken to distribute FMCG products of PSUs in Civil Supplies K store for more reach in rural areas. Kerala Clays and Ceramics Products Limited is leading the way in FMCG by producing and marketing coconut based products like coconut powder, coconut milk, virgin coconut oil and develop even own farms for producing products from passion fruits. This is a significant change from their traditional clay mining and even diversified in to petrol bunk operations. Cashew development corporation also tie up with Milma for developing new health drinks cashew vita pista/ cardamom/ chocolate and milk shake powder.



# Revitalising Kerala's Plantation Sector



**Nishand S.**  
Deputy Director  
Directorate of Industries and Commerce



**The Directorate of Plantations, established in 2021, enhances productivity, promotes sustainability, and drives innovation through key initiatives like tourism, carbon trading, and expos.**

In recent years, Kerala's plantation sector has received significant attention from the government, recognising its potential to contribute to the state's economic growth. The establishment of the Directorate of Plantations in 2021 marks a crucial step in revitalising this sector. With a focus on improving productivity, promoting value addition, and exploring new markets, the Directorate aims to provide comprehensive support to the plantation industry and build a more sustainable, resilient ecosystem.

### **The Establishment and Role of the Directorate of Plantations**

In 2021, the Directorate of Plantations was established as part of Kerala's efforts to give the

plantation sector a major boost. Located at Vikas Bhavan in Thiruvananthapuram, the Directorate functions under the Department of Industries. This unique body focuses on creating a supportive environment for plantation operations by improving productivity, ensuring better labour welfare, and enhancing the processing, harvesting, and marketing of plantation products. Additionally, it aims to help plantations integrate modern mechanisation techniques and provides a single window for statutory compliance and grievance redressal mechanisms.

The Directorate oversees a broad range of activities in Kerala's plantation industry. It collaborates with various stakeholders to ensure the sector's growth and modernisation through targeted policies and initiatives that benefit both large-scale plantations and small farmers.

### **Key Initiatives for Sector Growth**

To further elevate the plantation sector, the Directorate has rolled out several initiatives



*Industries Minister P. Rajeev Inaugurating the second edition of Kerala Plantation Expo 2024 organized by the Plantation Directorate of the State Industries Department. S. Harikishore IAS, Mayor M. Anil Kumar and Tej. Vinod MLA are also seen.*

designed to address the industry’s key needs. These initiatives aim to integrate value addition, promote sustainable practices, and improve the livelihoods of those in the plantation industry.

### 1. Promoting Plantation Tourism

The Plantation Expo provides a platform for stakeholders in the plantation sector to showcase their products and innovations, facilitating networking, knowledge sharing, and market expansion.

The Directorate has launched seminars and workshops to promote plantation tourism as a viable and sustainable industry. These seminars aim to educate stakeholders on responsible tourism practices while highlighting Kerala’s scenic plantations as tourist destinations. By diversifying the plantation industry’s offerings, this initiative creates new economic opportunities for rural communities.

### 2. Carbon Trading Awareness

In recognition of the vital role plantations play in carbon sequestration, the Directorate

has initiated seminars on carbon trading. By educating plantation owners about the potential benefits of carbon credits, this initiative presents an opportunity to make plantations not only a source of revenue through traditional produce but also an asset in global climate action.

### 3. The Plantation Expo

The Directorate organised the first-ever Plantation Expo in India in Thiruvananthapuram in 2021, followed by a second edition in Kochi in 2022. These events have proven to be significant in connecting stakeholders from the plantation sector, allowing them to showcase products, exchange ideas, and expand their market reach. The expos serve as a platform for networking, business development, and sharing knowledge that drives the sector forward.

### 4. A New Digital Platform

To streamline operations and provide accessible information, the Directorate has launched a dedicated website. This online portal offers essential resources, updates, and details about



ongoing schemes, making it easier for plantation owners, investors, and other stakeholders to access relevant information and stay informed about the latest developments in the sector.

### **Policy and Research for Sustainable Growth**

The Directorate of Plantations has also formulated a comprehensive Plantation Policy for Kerala, aimed at ensuring sustainable growth and resilience within the sector. The policy emphasises sustainable development, the introduction of value-added products, improved market access, support for small farmers, and enhanced labour welfare. It also underscores the importance of climate resilience and research and development to maintain the sector's long-term viability.

Additionally, the Directorate collaborated with IIM Kozhikode to conduct an in-depth study on the future of Kerala's plantations, titled Diversification and Modernisation of the Plantation Sector in Kerala. The findings of this

study, along with feedback from local farmers, have played a critical role in shaping the new policy, which is now under consideration for approval.

### **Looking Ahead: The Road to Growth and Sustainability**

The efforts of the Directorate are setting the stage for a brighter future for Kerala's plantation sector. By supporting innovation, enhancing market access, and fostering sustainability, the Directorate is playing a pivotal role in ensuring that the state's plantations continue to thrive. Through its focused initiatives and commitment to sectoral growth, the Directorate aims to transform Kerala's plantations into a globally competitive and environmentally sustainable industry.

The Directorate of Plantations has formulated a comprehensive Plantation Policy for Kerala, emphasising sustainable development, value addition, improved market access, and labour welfare

# Pioneering Kerala's Startup Revolution



**Anoop Ambika**  
CEO, Kerala Startup Mission

**Kerala Startup Mission continues to be a driving force behind Kerala's emergence as a leading startup destination in India.**



**K**erala Startup Mission (KSUM), the nodal agency of the Government of Kerala for entrepreneurship development and incubation activities, has been at the forefront of transforming the state into a thriving startup ecosystem. With a mission to foster innovation, support entrepreneurs, and drive technology-led growth, KSUM provides end-to-end support through funding, infrastructure, mentorship and business development programmes, making Kerala a hub for startup excellence.

## Innovation Grant: Fueling Ideas into Impact

KSUM offers Innovation Grants to empower early-stage startups and innovators to transform their ideas into viable products. These grants provide crucial financial assistance for prototype development, product validation, and

market testing. Through flagship schemes like Idea Grant, Productisation Grant and Scale-up Support, KSUM ensures that startups receive the necessary capital to accelerate their growth and innovation journey.

## Infrastructure for Startups

To foster innovation and collaboration, KSUM has built a robust network of infrastructure facilities across Kerala:

- **LEAP Coworks:** A premium coworking space under KSUM's LEAP (Launch, Empower, Accelerate, Prosper) initiative, offering startups flexible workspace, incubation support and networking opportunities.

**6400+**  
**Startups**



- **Fab Lab Kerala Network:** Consisting of one Super Fab Lab and 23 Fab Labs across the state, these labs provide access to advanced prototyping equipment, enabling startups to develop and test their products with minimal training.

**31.33 Crore Innovation Grant in last 9 years**

- **Emerging Technology Hub:** An upcoming facility dedicated to fostering deep-tech innovation, offering startups access to cutting-edge technology and R&D resources.

- **Global Incubation Centers:** As part of the Startup Infinity Program, KSUM has established incubation centers in Dubai, Belgium and Australia, offering startups a platform for global expansion and market access.

### Market Expansion

KSUM actively supports startups in expanding their market reach through strategic business development initiatives:

- **Government as a Marketplace (GaaM):** KSUM facilitates startups in securing government contracts, providing them with opportunities to scale their solutions through public sector partnerships.
- **Global Exposure Programme:** This initiative offers startups the chance to participate in international exhibitions, investor meets and industry delegations, enabling them to showcase their products, gain global visibility, and attract investments.

### Mentorship Programmes

KSUM offers comprehensive mentorship programmes to guide startups through their growth journey. Through sector-specific mentorship, industry experts and startup advisory sessions, entrepreneurs gain insights into market strategies,

fundraising, product development and business scaling. These mentorship initiatives help startups overcome challenges and accelerate their progress.

### Innovation through Educational Institutes

KSUM drives entrepreneurship at the grassroots level by collaborating with educational institutions through initiatives like:

- **Innovation and Entrepreneurship Development Centres (IEDC):** Operational in over 525 academic institutions, these centres nurture student startups, providing them with mentorship, funding support and exposure to real-world challenges.
- **Research Innovation Network Kerala (RINK):** A collaborative platform that connects researchers, innovators and startups, fostering interdisciplinary innovation and driving technology commercialisation.
- **Freedom Square:** An upcoming initiative designed to create a public innovation space for entrepreneurs, students and the general public, promoting creativity and collaboration through interactive installations, events and knowledge-sharing sessions.

As KSUM expands its initiatives, Kerala is poised to become a national leader in entrepreneurship and innovation. With over 6,400+ registered startups, KSUM's comprehensive support system—including innovation grants, cutting-edge infrastructure, business development programs and educational collaborations—ensures that startups have the resources and opportunities they need to thrive. With the continued support of KSUM, Kerala is well on its way to becoming a leader in the startup ecosystem in India.

**5,983 Crores investment in last 9 years**

# The Future is Here

Staff Reporter





**The last nine years saw monumental changes in the IT sector in Kerala. Kerala has become the preferred destination for global IT companies.**

Information technology has been a major sector strengthening the economic growth of the state since the Ninth Five Year Plan. Even as our country started thinking about IT-based job opportunities, Kerala implemented it. Kerala stepped into the world of information technology and digitalisation in the 1990s. Technopark, envisioned by the then Chief Minister E.K. Nayanar and the Industries Minister K. R. Gowriamma in 1990, is the first IT industrial park in India.

In 1998, the IT policy was announced and a department was formed exclusively for IT in the state, and then in 1999, the State IT Mission was formed.

Kerala has become a major IT hub in the country thanks to the developmental activities

of the government and the excellent service quality of IT parks. Substantial progress has been attained in the infrastructural development of IT sector. In addition to the major IT parks, the government has envisioned an IT corridor connecting the entire state of Kerala. The state's first IT corridor came into existence on 764.19 acres of land in Thiruvananthapuram. With the completion of four IT corridors - Kazhakoottam-Kollam, Cherthala-Ernakulam, Ernakulam-Koratty, and Kozhikode-Kannur - IT sector is all set for revolutionary changes.

Kerala is becoming the favourite destination for global IT companies. The availability of skilled workers, excellent research facilities and quality, high standard of living, excellence in health and education sectors, and low operating costs are the factors that attract companies to Kerala.

In 2016, exports through Kerala's government IT parks were Rs 9,753 crore. Today, it is over Rs 21,000 crore. Kerala is also becoming



a future hub for technologies including Generative AI that are needed by the new generation. The IT sector in Kerala is growing day by day, centered around major IT parks such as Technopark, Infopark and Cyberpark.

### **Breaking New Ground**

The country's first IT park, Thiruvananthapuram Technopark, is growing year by year. New companies and new construction activities have fuelled the development of Technopark. In the last nine years, the number of companies has increased by 32.43%. It has increased from 370 to 490. Technopark has become an IT hub with an area of 8.5 million sq ft to 12.72 million sq ft. Export earnings have increased from Rs. 5,000 crore to Rs. 13,255 crore, i.e., a growth of 165.10%. There has also been a 44.62% increase in direct employment generation. The number of employees has increased from 51,860 to 75,000 in five phases.

Technopark has achieved an A+/Stable

rating from the leading rating agency Credit Rating Information Services of India Limited (CRISIL). It was first awarded a CRISIL A+/Stable rating in 2021. It has since maintained this rating for four consecutive years.

The Quad Project, TCS IT/ITES Campus, and Downtown Thiruvananthapuram Project are some of the flagship projects under construction on the campus. In addition, a Memorandum of Understanding (MoU) has been signed with Brigade Group to set up a World Trade Centre in Technopark Phase 1. The second World Trade Centre in Kerala is being planned with an area of 1 million square feet.

In the next three years, it is expected to add 4.284 million square feet of built-up space. 30,000 new jobs will also be created.

Armada, one of the leading AI and edge computing companies in the US, has opened its first office in India at Technopark. Armada is a company that collaborates with large companies including Starlink. The entry of



such a company is an example of Kerala's growth as a major power in the IT industry.

### **Global Village of IT**

Infopark is playing a crucial role in the country's IT development. In the financial year 2016-17, the number of companies in Infopark was 328. Today, it has grown to 582. IT export revenue was Rs 3,000 crore. It has increased to Rs 11,417 crore at a record pace.

Area of operations expanded from 70 lakh sq ft to 92.6 lakh sq ft. The number of employees has increased from 32800 to 72000.

Global IT giants have set shop in Infopark. Leading global IT companies like IBM Software, HCL, MSC, Strada, TNP, BT Pierian, Adesso have started operations here.

The second campus of Thiruvananthapuram-based IBS Software has been established in Kochi Infopark. IBS has made an investment of Rs. 300 crore in Kerala. The growth of IBS in the global IT industry is a clear testament to the business-friendly environment in Kerala.

### **Decentralisation of IT**

The government is trying to spread the IT ecosystem to all parts of Kerala without concentrating it in a particular place. Apart from Kochi, Infopark has campuses in Koratty and Cherthala.

The role of the Kerala government is no small one in ensuring that Techgentsia, operating in Cherthala Infopark, has established a position at the international level. As the IT sector continues to advance, the IT company that grew out of Kerala has gained a foothold across India, thanks to the support given to the company by the state government.

### **Heralding Progress**

Kozhikode Cyber Park, which has given wings to Malabar's IT dreams, has endless possibilities ahead. In the last 8 years, the number of companies has grown from four to 83. A total of 2200 IT professionals are employed here, and the export revenue has increased from Rs. 2.97 crore to Rs. 121 crore. Construction work on a new building with an area of four lakh square feet is also underway.

# Homegrown Enterprises with Global Impact

Kerala is more often associated with high literacy and social development than with industrial prowess. Yet a quiet economic shift is taking place. A group of firms based in this southern Indian state is gaining global recognition. These companies operate in fields as varied as power electronics, medical technology, robotics and seafood exports. Most began with modest means. Through specialisation, quality and adaptability, they have built strong international footprints. Their rise suggests that global competitiveness need not be confined to India's better-known industrial centres.

## Hykon India

Hykon India, a pioneering entity in the field of power electronics, was established in 1991 by Mr Christo George. Initially operating



with a small team of just five employees, the company has since expanded significantly, with over 450 employees and a multi-crore turnover. Headquartered in Thrissur, Hykon

has made impressive strides not only in the power electronics sector but also in various other fields, including medical transcription, information technology and solar energy, thus diversifying its operations.

Hykon India is particularly renowned for offering innovative and reliable power solutions such as uninterruptible power supply (UPS) systems, inverters, stabilisers, and solar lights. Moreover, Hykon manufactures solar water heaters designed for residential, institutional and industrial use, alongside lithium-ion battery packs tailored for electric vehicles and backup power applications. Hykon was ranked as the 6th largest Indian manufacturing company by Soft Disk for the period 2015–16.

## Dhathri Ayurveda

Dhathri Ayurveda, established in 2003 by Dr.Sajikumar, is a leader in the Ayurvedic personal care and wellness sector. Located in Kochi, Dhathri is known for offering a diverse



array of products that encompass hair care, skin care and overall wellness solutions. These products are developed using traditional Ayurvedic practices, catering to the growing consumer demand for holistic wellness.

The success of its initial products inspired Dhathri to diversify its offerings, introducing additional items to address various customer needs. Dhathri Ayurveda has established a strong presence in the South Indian market and continues to expand through the introduction of new and advanced products.

## ABAD Fisheries

ABAD Fisheries, a trailblazer in the seafood industry, was founded in 1931 by Usman Mohamed Hashim. Headquartered in Kerala, it stands as one of India's largest processors of premium-quality quick-frozen seafood, with



a network of 11 accredited factories and a production capacity of 300 metric tonnes per day. The company has gained significant traction in global markets, including Europe, the USA and Japan.

ABAD Fisheries has earned a variety of prestigious certifications, such as HACCP, EU, US FDA, and BRC, reflecting the company's strict adherence to international food safety and quality standards. ABAD Fisheries serves a diverse array of market segments, including retail, foodservice and industrial sectors. Its clientele includes multinational corporations, quick-service restaurants and high-end retailers.

### **Terumo Penpol**

Terumo Penpol, a globally recognised leader in the medical industry, was initially incorporated in 1983 as Peninsular Polymers Private Limited in Thiruvananthapuram, Kerala. Today, the company is the world's third-largest blood bag manufacturer and the largest producer of blood bags in India and Asia (outside Japan).

Terumo Penpol exemplifies the successful commercialisation of a research and



development initiative by the Sree Chitra Tirunal Institute for Medical Sciences and Technology (SCTIMST). The company's main product portfolio includes a variety of blood bags designed for safe and efficient blood collection, storage and transfusion.

Terumo Penpol has become a flagship company of Kerala, exporting its blood bags to over 65 countries and accounting for 12% of the global blood bag market.

### **Synthite Industries**

Synthite Industries, founded in 1972 by C. V. Jacob, has grown into a global leader in the production of value-added spices, natural spice products and essential oils. Headquartered in Kochi, Synthite is renowned for being the world's largest manufacturer and exporter of spice oleoresins—a product derived from spices used in food and beverage, cosmetics and pharmaceutical applications.



Synthite's portfolio includes more than 500 products, including spice oleoresins, essential oils, natural colours and herbal extracts. With exports to over 70 countries, Synthite continues to dominate the spice oleoresin market globally. The company's impressive annual turnover of USD 220 million and its workforce of over 3,000 employees highlight its strong position within the industry.

### **VKC Footwear**

VKC Footwear, based in Kozhikode, is one of India's leading footwear manufacturers. Established in 1984, the company has grown to become a major player in the Indian footwear market, renowned for its durable and affordable products. VKC operates modern manufacturing facilities and has established a significant presence both in domestic and international markets, exporting its products to around 18



countries worldwide. VKC Footwear plans to expand its franchise network to 2,000 stores by 2028.

### Asimov Robotics

Asimov Robotics, a groundbreaking robotics company based in Kochi, was founded in 2012 to address the rising demand for digital workforce transformation across various sectors. The company specialises in designing, manufacturing and maintaining advanced robotic systems, including humanoid robots, robotic manipulators



and intelligent actuators.

Asimov Robotics operates from its principal business and development centre at Kinfra Hi-Tech Park, Kalamassery, Kochi, which houses a software development unit, hardware assembly stations and a fully equipped mechanical workshop. Asimov Robotics provides customisable robotic platforms and solutions across a wide range of sectors, including healthcare, hospitality, retail, banking and defence.

### Genrobotics Innovations

Genrobotics, a startup founded by young

engineers, is now one of India's leading robotics companies. Genrobotics introduced the world's first robotic scavenger, Bandicoot. This sewer-cleaning robot is in use in urban bodies across four countries, in addition to 19 states and three union territories within India. Genrobotics



also launched G-Gaiter, a robotic gait trainer, ensuring faster recovery from paraplegic and gait disabilities.

### Techgentsia

Techgentsia, a company formed in 2009 by Joy Sebastian, is recognised as one of the most respected and innovative players in the multiparty video conferencing domain. The company has clients in the US, Europe and Asia. Techgentsia's product Vconsol won the national award from the Union Government. Vconsol became India's official video conferencing solution under the brand name BharatVC. The Government of Kerala also adopted Vconsol as their official video conferencing solution under the brand name VMMeet.





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### Chief Minister's Distress Relief Fund Account

No.	Bank	Account Number	IFSC Code
1.	State Bank of India	39251566695	SBIN0070028
2.	South Indian Bank	0721053000003020	SIBL0000721
3.	Federal Bank	10210100422271	FDRL0001021
4.	HDFC Bank Ltd	50100350210557	HDFC0002485
5.	ICICI Bank	626201089884	ICIC0006262
6.	CSB Bank Ltd	00 9603981212190001	CSBK0000096
7.	Axis Bank	920010023834712	UTIB0000784
8.	Dhanalakshmi Bank	003700100156782	DLXB0000037
9.	IDBI Bank Ltd	0889104000111454	IBKL0000889
10.	Indian Overseas Bank	009901000002020	IOBA0000099
11.	Union Bank of India	502902010900782	UBIN0550299
12.	Canara Bank	5842132000007	CNRB0005842
13.	Kotak Mahindra Bank	1815162037	KKBK0009206
14.	Bank Of Baroda	29860100006714	BARB0PEROOR
15.	Standard Chartered Bank	43710072419	SCBL0036099
16.	Kerala Gramin Bank	40341101051311	KLGB0040341
17.	IndusInd Bank	159900002020	INDB0001599
18.	Bank Of India	853810110007599	BKID0008538
19.	Punjab National Bank	3301000104118534	PUNB0330100
20.	Kerala Bank	110110801000339	KSBK0000101
21.	Central Bank of India	5652206185	CBIN0280937
22.	UCO Bank	02880110077641	UCBA0000288
23.	Indian Bank	7839343398	IDIB000P030
24.	Covid-TSB A/c (1475)	799010100191475	
25.	Special Treasury Savings Bank	799010100193172	

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