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UPDATE

On Industry and Investment Promotion

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**Target achieved:
Year of Enterprises**

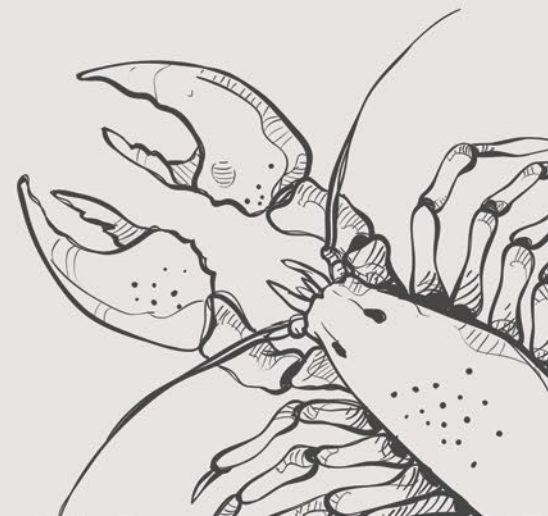
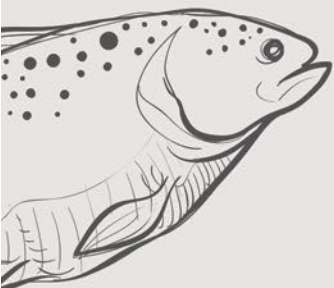
Kerala Industrial & Commercial policy (Draft) released

Success Story

Craze biscuits back to pamper Keralites' taste buds!

KERALA'S BLUE ECONOMY

value-added seafood industry set to ride the high waves





EDITORIAL



When the state and its over 3.5 crore population goose-step into 2023, the State Industries Department is gratified over crossing a major milestone in the industrial history of the state. A project aimed at launching one lakh enterprises in one year achieved the goal in just eight months, making all of us extremely happy. We congratulate all those who worked tirelessly to fulfill this stupendous goal.

Everybody knows that Kerala is a state which is rich in fish resources. This wealth also sustains a large chunk of our population. The coastal state has advanced a lot in the export of processed fish products as well. The KSIDC is partaking in this growth through the Mega Seafood Park at Cherthala, spread in over 68 acres. However, the endless possibilities of generating value-added products from marine resources largely remain untapped.

This issue also introduces a Malayali entrepreneur who revived a halted biscuit brand that made waves in the Kerala market in the 1990s. Abdul Aziz Chowanchery is an entrepreneur who took over Craze Biscuits, which everyone remembers with nostalgia. He transplanted it into the soil of Kerala. The State Government and the State Industry Department fully supported the entrepreneurial initiative. Craze Biscuits created quite a stir in the market within a few months of its relaunch. Asco Global, headed by Abdul Aziz, is gearing up to make more investments in Kerala in the coming years. The return of Craze Biscuits underscores and cements Kerala's position as an investment-friendly state.

**S Harikishore IAS
KSIDC MD**



Give wings to your business dreams through 'Dreamvestor'

Kochi: The 'Dreamvestor' contest, being held by the State Industries and Commerce department for entrepreneurs and prospective business aspirants as part of celebrating the financial year 2022-23 as the 'Year of Enterprises', is receiving a good response.

Over 800 contestants aged, between 18 and 35 years, have submitted their innovative business ideas.

The selected ideas would be provided all required support for their realization, including access to incubation space in government-owned Business Incubation Centres, mentoring support, seed capital assistance, and market linkages.

The programme aims to encourage the setting up of successful business ventures based in Kerala, while enabling entrepreneurs to take maximum advantage of global business opportunities.

The final event of the contest, being held in four rounds, will be held in Thiruvananthapuram on March 1, 2023.

The first prize winner will receive a cash prize of Rs five lakh while those adjudged for the second and third prizes will be given Rs three lakh and Rs two lakh, respectively. The 4th to 10th place winners will get Rs one lakh each while those in the 11th to 20th place will be extended Rs 25, 000 each. Besides, certificates and mementos will be presented to all 20 finalists.

DREAMVESTOR

The selected ideas would be provided all required support for their realization, including access to incubation space in government-owned Business Incubation Centres, mentoring support, seed capital assistance, and market linkages.



Kerala's Blue Economy

Value-added seafood industry set to ride the high waves

The south Indian state of Kerala is blessed with a coastline of 595 kms, the fifth largest in the country. It's only natural that the fishing sector acts as the mainstay of its economy. The state, which has the largest number of fish processing centers in the country, has for long topped the seafood exports list.

According to the figures provided by the Marine Products Export Development Authority (MPEDA), the state exported 1,82430 MT of seafood worth Rs 6971.56 crore (US\$ 958.17million) in 2021-22, with frozen shrimp being the largest exported item (83073MT; Rs 4174.11 crore).

There are 218 registered seafood exporters and 123 seafood processing plants in the state. While the industry has clocked continuous growth compared to previous years, (seafood export worth Rs 5623.12 crore in 2020-21), experts point out that the entrepreneurs in Kerala stand to gain much if they deal with the hitherto unexplored segment of value-added products.

Kerala's export of value-added products, including breaded products, stood at 21395 MT in quantity and was worth Rs 1148.51 crore (USD 159.43 million) for 2021-22. This forms only 21.05 per-

Number of seafood exporters registered in Kerala

Office	Kochi
Manufacturer Exporter	122
Merchant Exporter	70
Route-through	
Merchant Exporter	14
Ornamental Fish Exporter	12
Total	218

Number of seafood processing plants in Kerala

Office	Kerala
Freezing Plants	117
Fresh/Chilled Fish	
Handling Centre	7
Live Fish Handling Centre	3
Dried/Salted Fish	
Handling Centre	7
Pre Processing	123

Data source : MPEDA



cent of the total VAP exports of the country, according to MPEDA data.

The KSIDC has developed a 68-acre Mega Sea Food Park at IGC (Industrial Growth Centre) Pallipuram, Cherthala, focusing on the seafood processing sector. So far, land has been allotted to 31 companies. Six have started their seafood processing units, while five set up only the cold storage facilities now.

A few other units are under implementation while the rest are yet to start construction activities.

Salim Abdulla, the Director of Pro-tech Organo Foods Pvt Ltd which operates out of the Pallipuram Mega Food Park and deals with Finished Sea Food products, reckons the Value-added products have huge scope, citing his own experience.

There is a whole new segment of urban consumers for 'Value-added' seafood products that can be heated and used instantaneously. Kerala, with its extensive sea wealth, promises much in the seafood processing sector, especially the under-explored finished food category.

Continued on 5th page

Success Story

Dream of Cream Fantasy

Craze biscuits back to pamper Keralites' taste buds!



Craze biscuits was once a household name in Kerala, with kids and elderly alike humming to the jingle ta..ta..tara..ta..ta..rara composed by none other than the great A R Rahman. It decorated the kitchen shelves in the late 80's and 90's, before fading away in the face of a financial crisis.

Now the Indian brand is back, ready to serve your palates with nearly two dozen flavours and take you to that 'dream of cream fantasy'.

The revival is made possible with the Azcco Global Group, which has interests in the retail hyper-markets in Gulf Cooperation Council (GCC) Countries . Abdul

Azeez Chovanchery, chairman of the Group, opens his mind as to what emboldened him to make the big business decision and the factors that made his dream a reality...

The journey

All my businesses were abroad when I first thought of investing in Craze biscuits. I started working towards my unfulfilled dream of starting a venture in Kerala when the rest of the world was locked up in their homes.

I wanted to do something for my homeland, one that would provide jobs to the natives. This was what excited me while heavily investing in the yesteryear sensation biscuit brand and making its

revival possible.

When I thought of a new venture here, the name Craze biscuit came rushing to my mind. I bought the brand name and started the operations by setting up the biggest biscuit factory in the state boasting imported state-of-the-art machinery from Germany and Turkey.

The whole idea was to come out with a brand that offers high-quality tasty products, matching international players. I was confident I could market the brand through my supermarkets and business networks across the world.

Support from Kerala Government

The Kerala Government has been ex-



tending all possible support all along. Its nodal agency KSIDC played a major role in the project realization, guiding us in all matters, from land to technical support. Our one-lakh sq ft factory stands on 3.3 acres inside the KSIDC Industrial Park, Kozhikode. The agency stood as a coordination point in obtaining the required permissions and all expeditiously. It is only because of the KSIDC's support, we could sort out many issues at different phases. They even appointed a manager-level official to help us in the process.

The project was first unveiled at the 'Meet the Investor' event held by Industries Minister P Rajeev in October 2021. He directly evaluated the project's progress and held a number of meetings with us to sort out hurdles and challenges. In fact, Craze was the first approved project under the programme and we could start the operations in the quickest possible time window. I could figure out one thing. The Industries department is striving its maximum to attract investments to the state. Kerala, under Chief Minister



The Craze biscuit has introduced 39 varieties in the first phase, which we sell through 70,000 shops in Kerala. Presently, we are giving direct employment to 500 people and indirect employment to another 500. We aim to double the figure in two years through our expansion plans. Our plan is to achieve a turnover of Rs. 100 crore in one year. For the first six months

Abdul Azeez Chovanchery
Chairman

Pinarayi Vijayan, is now an investment-friendly state by all means.

The rise

The response to our reentry is heartening. We could sell products through

10,000 outlets in just two months and the numbers are growing. We aim to double the outlets by the end of this year and achieve a monthly turnover of Rs 10 crore. Our aim is to garner a 10 percent market share by the end of 2023, which will translate to 300 plus crore of business.

Future plans

The biscuit market is growing at 11.27% per annum. We are planning to invest a sum of Rs 500 crore in Kerala by 2030. Out of this, Rs 350 crore is planned to set up our supermarket chains and eatery-cum-rest rooms as part of the expansion drive by Azcco Global.

The Craze biscuit has introduced 39 varieties in the first phase. The plan is to launch a new variant every month. We are giving direct employment to 500 people and indirect employment to another 500. We aim to double the figures by next year.

Our plan is to achieve a turnover of Rs. 100 crore a year.

Kerala's Blue Economy ...

From 3rd page

It is estimated that the coastal state produces over 6.73 lakh tons of marine fish and 1.89 lakh tons of inland fish.

Some of the key players and major seafood exporters in the state include the Kochi-based Amalgam Foods Ltd, Abad Group, Choice Group, and VTJ Exports, to name a few.

The big players, too, have started coming forward to invest heavily in the promising sector. UAE-based retailer Lulu Group is set to open its seafood processing and export hub at Aroor soon. The state-of-the-art, export-oriented center will initially export 2,000 tons of processed seafood every month. The new facility will be focusing on producing val-



"It's true that the investment is higher compared to the standard seafood processing unit. But so are the returns, too. The local market for value-added products is yet to develop,"

Salim Abdulla

Director,
Protech Organo Foods Pvt Ltd

ue-added seafood products like squid rings, buttered shrimp, and shrimp

salad.

As per the Cochin port figures, Sea Foods contributed 1.91 percent of the total export at 150640 tons during the year 2020-21, registering an increase over the 2019-20 figure of 146759. This is, even as the exports in containers showed an increase of 25.87% during 2020-21 to 21.36 lakh tons from 16.97 lakh tons in the preceding year.

The state is blessed with 595 km of rich coastline, with many species of fish and other aquatic living organisms occupying a wide variety of habitats. A slight concern may be over the gradual diminishing of raw materials. Deep-sea fishing, where a lot of hope resided, has started showing its limitations. But there are a wide lot of promising solutions like sustainable aquaculture, exploration of new fishing

grounds, augmentation of fish production, and value addition of fish products. It's up to the visionary entrepreneurs to assess various factors and make the most of the hitherto largely unexplored Value-added seafood products and the growing segment of urban consumers for the 'ready to cook' ready-to-eat fishery products.

Seafood is one of the most traded food categories in the world today. Though the pandemic had its effect on the seafood sector as well, it has revived well in the



The US is the top importing country for processed seafood products from Kerala. Then comes China, Italy, European Countries, and Japan in that order. However, the share of value-added products is marginal.

K.K. Pillai

Chairman, Southern regional, Export Promotion Council for EOUs and SEZs (EPCES).

last quarter and is poised to grow at 14 percent to reach 202 million MT by 2030. The Food and Agriculture Organization of the United Nations put the figure for seafood exports at 59.8 million

Export from Kerala for last three years

STATE WISE EXPORT DETAILS				
Q: Quantity in M T, V: Value in Rs. Crore, \$: US Dollar Million				
State		TOTAL EXPORTS		
		2019-20	2020-21	2021-22
KERALA	Q	163563	157698	182430
	V	5672.27	5623.12	6971.56
	\$	810.44	766.76	958.17

Data source : MPEDA

MT (USD 151 billion) in 2020, the most recent year for which the data is available, down from the record high of USD 165 billion in 2018.

As per the UN body's biennial 'The State of World Fisheries and Aquaculture report, the bulk of the world's growth in exports will originate from Asia, which will account for about 52 percent of the additional exported volumes by 2030. While China is expected to continue to be the world's top seafood exporter, India too could enjoy a sizable share upon giving a renewed focus on the sector.

India has shown tremendous growth in marine products exports in the last decade, from USD 3511.67 million during 2012-13 to an all-time high of USD 7759.58 million in 2021-22. The country's CAGR for the last five years in the seafood export trade is 6.34%, much above the world's CAGR of 4.36% during the same period.

Item-wise exports from Kerala for the last three years

Q: Quantity in M T, V: Value in Rs. Crore, \$: US Dollar Million

ITEM		2019-20	2020-21	2021-22
FROZEN SHRIMP	Q:	66669	64640	83073
	V:	3222.57	3352.68	4174.11
	\$:	461.21	456.60	573.82
FROZEN FISH	Q:	27277	36441	32170
	V:	395.28	469.11	452.53
	\$:	56.30	64.07	61.62
FROZEN CUTTLE FISH	Q:	25237	19408	22088
	V:	830.71	607.95	829.21
	\$:	118.30	82.95	113.03
FROZEN SQUID	Q:	26233	23142	26882
	V:	771.79	844.47	1057.06
	\$:	109.91	115.42	146.19
DRIED ITEM	Q:	136	1026	282
	V:	24.21	19.47	5.08
	\$:	3.50	2.68	0.69
LIVE ITEMS	Q:	155	38	81
	V:	16.07	8.36	12.58
	\$:	2.29	1.14	1.72
CHILLED ITEMS	Q:	768	340	1061
	V:	34.10	14.27	46.04
	\$:	4.87	1.97	6.25
OTHERS	Q:	17088	12662	16793
	V:	377.54	306.81	394.95
	\$:	54.06	41.92	54.85
Total	Q:	163563	157698	182430
	V:	5672.27	5623.12	6971.56
	\$:	810.44	766.76	958.17

Data source : MPEDA

Sea-food processing units in the state

State	Kerala
Freezing Plants	117
Fresh/Chilled Fish	
Handling Centre	7
Live Fish Handling Centre	3
Dried/Salted Fish	
Handling Centre	7
Pre Processing	123

Data source : MPEDA



Kerala Industrial & Commercial policy (Draft) released

The Government of Kerala's new draft industrial policy was unveiled by Minister for Industries P Rajeeve in a ceremony held in Thiruvananthapuram. The new draft policy has been prepared by amending the existing policy of 2018 with changes in tune with time. The financial incentives in the draft document of the industrial and commercial policy have been envisaged with the aim of further encouraging the high-priority industries in the sunrise category with high potential in the state and thereby creating more employment opportunities.

Prior to the implementation of the draft policy, the minister met with industrial and commercial organizations such as FICCI, CII, KSSIA and stake-



Industries Minister P. Rajeeve unveils draft Industrial and Commercial Policy

holders from Electronics, Maritime, Medical devices-life sciences, Aerospace-defense sectors.



Industries Minister P. Rajeeve speaks at the Medical Devices and Life Sciences Stakeholder Meeting held as part of the draft Industrial policy. Industries Department Principal Secretary Suman Billa and KSIDC MD S Harikishore among the dais.

22 Priority Sectors

1. 3D Printing
2. Robotics, Artificial Intelligence, and other breakthrough technologies
3. Ayurveda
4. Biotechnology & Life sciences
5. Designing
6. ESDM (Electronic System Design & Manufacturing)
7. Electric Vehicles
8. Engineering and R&D
9. Food tech
10. Graphene
11. Hi-tech farming
12. High-value-added rubber products
13. Logistics & Packaging
14. Maritime cluster
15. Medical Devices
16. Nanotechnology
17. Renewable energy
18. Retail
19. Robotics
20. Aerospace & Defense sector
21. Tourism & hospitality
22. Pharmaceuticals

14 Incentives

1. Investment Subsidy on Fixed Capital
2. SGST Reimbursement
3. Apprenticeship Incentive (Manufacturing sector)
4. Electricity Duty Exemption
5. Access to Finance for MSMEs through IPO route
6. Waiver of Stamp Duty & Registration charges
7. Waiver of Stamp Duty & Registration charges (Women & SC/ ST entrepreneurs)
8. Interest Subvention
9. Reduction in Land Conversion charges
10. Incentive for exporters for participation in international trade fair
11. IP creation incentive
12. Quality Certification incentive
13. Incentives for sustainability and responsible industrialization
14. Incentive for introducing IR 4.0 initiatives in manufacturing process

Target achieved: Year of Enterprises

By starting one lakh enterprises in eight months, the Kerala Government has achieved the objectives of its flagship 'Year of Enterprises' programme well ahead of target.

The project 'One Year, One Lakh MSMEs (Micro, Small, and Medium Enterprises), was inaugurated by Chief Minister Pinarayi Vijayan on March 30, 2022, and has achieved its goal in just eight months. The Food and Agriculture sector saw the most number of new enterprises being set up. A total of 17,958 new ones were started.

As per the figures till December 2022



1,01,353 new enterprises



Rs 6,282 crore in investment



2,20,500 new jobs



Over 25,000 women entrepreneurs

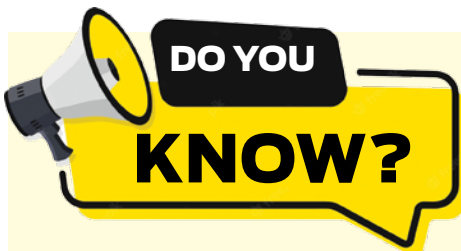


Over 10,000 enterprises in Malappuram and Ernakulam districts.



Congratulations

KSIDC Congratulates Shri. Ashik Sheikh. P for getting his PhD in Management from Prist University, Tanjavur. Ashik sheikh now working as Manger (Projects) in KSIDC Kochi office. Ashik is the son of Shri. Abdul Aziz and Smt. Saina Aziz of Palasseril, Pathanamthitta. His wife is Shalu Shajahan, Development Officer in LIC. Children: Insha Sheik, Isha Sheik.



How to get Pollution Control Board License

A license from the Pollution Control Board is mandatory before starting any type of enterprise that causes or is likely to cause pollution. **Industries here been categorised into White, Green, Orange, and Red categories.** The license is issued by the state pollution control boards in the respective states.

How to apply

- * Submit applications through keralapcb.nic.in or www.kswift.kerala.gov.in
- * **Consent to Establish permit** shall be obtained before setting up the establishment
- * Permit shall be obtained by comply-

ing with the distance limits stipulated by PCB rules and paying a fee for five years

- * On completion of construction, the application for **Consent to operate permit** can be submitted following the installation of machinery
- * Upon receiving the permit, an application for a permit from the local self-governing body can be submitted
- * The fee is Rs 500 for businesses falling in the white category
- * For businesses falling in all other categories,

the fees are commensurate with the capital investment

Documents required to apply

Identity card, property tax receipt, self-attested site plan, 100-meter radius plan, an affidavit on Rs 200 stamp paper, machinery quotation, Articles of Association of the company, and partnership deed in case of a partnership firm shall be submitted online.

White Categories	Green Categories	Orange Categories	Red Categories
Soda making, Akshaya center, textile manufacturing, Photostat, LED manufacturing, etc	Ayurveda products manufacturing, bakery products, beauty parlor, four mills, poultry farm, engineering workshop, etc	Spray painting, Ayurveda medicine, chicken stall, dairy products, fish processing, ice making, M-sand, printing press etc.	Poultry waste treatment, paint manufacturing, slaughterhouse, etc