



KSIDC

UPDATE

On Industry and Investment Promotion

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GI products
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EDITORIAL



It is very gratifying to see an increasing number of women setting up enterprises in the state. Women are starting more enterprises in the food processing and garment manufacturing sectors. At the same time, fewer women venture into the manufacturing sector.

'KSIDC UPDATE' is introducing a woman who has achieved success in the machinery manufacturing field, this time. Thrissur native Julie Soni's success story is certainly an inspiration for all budding women entrepreneurs.

The Coconut Food Processing Park to be set up by KSIDC at Manimala in Kuttyadi will be a milestone in the industrial development of the Malabar region. The decision to establish the park was taken in 2008. Later 116 acres of land were acquired in Manimala. The construction work of the park is fast progressing, aiming to complete it on time.

KSIDC's new website provides easy access to the information needed by entrepreneurs. Entrepreneurs can learn about KSIDC's schemes and apply for them through the new website.

**S Harikishore IAS
KSIDC MD**



'Chat with Minister' for direct interaction with authorities

The State Industries Department has introduced a new system under which entrepreneurs can directly raise doubts and complaints regarding their ventures with the authorities.

The programme titled 'Chat with Minister' was inaugurated by Industries Minister P. Rajeeve. Under the new facility, entrepreneurs can send their enquiries and complaints as text messages to the WhatsApp number '9846441445'. Upon receiving the messages, remedy measures will be initiated through district-level resource persons and Industries Department officials,

who are part of the system.

A maximum of seven days is allotted to the officials entrusted with the programme to find remedies to complaints and provide apt replies to entrepreneurs. The Industries Department plans to further shorten the time window to 48 hours within a year, Minister P. Rajeeve said.

Entrepreneurs can send messages to the WhatsApp number on all working days from 10 am to 5 pm.

The system has been put in place to facilitate the entrepreneurs to carry on their business activities without any hurdle, the minister said.

Keltron basks in the glory of 50 years

Kerala State Electronics Development Corporation Limited (Keltron), the country's first public sector enterprise under a state government to make a mark in the electronics sector, is basking in the glory of 50 years of functioning.

From being a pioneer in 1973 to that of a trendsetter today, Keltron will complete 50 years of successful functioning, giving a big push to the state's electronics industry all along the way, on August 30, 2023. Chief Minister Pinarayi Vijayan inaugurated the golden jubilee celebrations on January 19 in a grand function, presided



over by Industries Minister P. Rajeeve. The ceremony saw the launch of several new projects/products being rolled out by Keltron in its 50th year of functioning. They include the commissioning of the Keltron hybrid data center with the Amazon web service outpost, the technology exchange initiative with C-DAC (Centre for Development of Advanced Computing) for setting up a digital forensic kiosk,

and the Vehicle Presence Detector using Artificial Intelligence. The PSU is introducing a total of eight new products in the period between January 19 to August 30, 2023, as part of the celebrations. Keltron is currently engaged in activities aimed at building an electronics ecosystem, one of the State Government's declared policies. It includes the development of its Kannur factory into a hub of electronics passive components manufacturing. Simultaneously, the corporation has initiated measures to set up a Semiconductor Park and a connected Design Centre.

Kerala's GI products set to create global impact

The Geographical Indication (GI) products from Kerala have the potential to make a big impact in global market and the state government will provide all support to the producers to achieve this goal said Minister P. Rajeeve. He was speaking while launching the website for GI products (www.gikerala.in) developed by the Department of Industries & Commerce, Government of Kerala. The website will give access to all GI products of Kerala in a common place.

The Department of Industries & Commerce is taking measures to give widespread popularity and marketing of products having GI tags in the state. Besides, GI products can be registered on the e-commerce website for the marketplace of products by ventures (www.keralaemarket.com)

P.Rajeeve said producers of GI products will be given legal backup to insulate them from spurious products flooding the market, besides facilitating working capital for coming out with value-added items derived from GI products. A nodal officer will also be appointed for the coordination of GI activities in the state.

The products that have got the GI status include Balaramapuram Handloom, Aranmula Mirror, Alappuzha Coir, Cen-



Minister for Law, Industries & Coir P. Rajeeve unveiling website for GI products. Director of Industries and Commerce, S Harikishore, IAS, Principal Secretary (Industries & Norka), Suman Billa, IAS, Additional Director of Industries and Commerce, K Sudheer are nearby

tral Travancore jaggery, Marayur jaggery, Alappuzha green cardamom, Chendamangalam dhothis, Pokkali rice, Vazhakkulam pineapple, Kuthambulli dhothis and saris, Chengalikkodan banana, Palakkad madhalam, Navara rice, Palakkadan matta rice and Nilambur teakwood etc.

Over 400 GI products are there in India and 35 are from Kerala

The website was unveiled at the GI conclave held as part of the initiatives to encourage products to have GI Tag in the state and to scale up their brand value, business and marketing techniques.

KSIDC Coconut Food Processing Park at Kuttiady

Construction work of the KSIDC coconut food processing park at Manimala near Kuttiady in Kozhikode district was inaugurated by Industries Minister P. Rajeeve. The coconut processing park that KSIDC is starting at Kuttiady is a step to create a new awakening for the industrial development of the Malabar region. MLA K. P Kunhammed Kutty Master presided at the event. APM Muhammad Hanish, Principal Secretary, Industries Department and KSIDC MD S. Harikishore also participated.



Industries Minister P.Rajeeve inaugurating the construction work of coconut food processing park

Success Story

A woman **Success** saga in the **construction machinery** business

Women foraying into construction machinery manufacturing is rare, but Thrissur native Julie Sony has scripted an amazing success saga in the field. Her venture Newmatic Engineering Solutions has grown into a leading manufacturer, supplier, and exporter of high-performing construction machinery. The enterprising entrepreneur has won the VBA Navaratna Business Excellence Award 2020 for her outstanding achievement in her field of activity.

Julie started her own business with the experience she had working with Newmatic Engineering Company set up by her husband Sony Joseph two-and-a-half decades ago. She was an MBA student when her spouse started the venture. The company faced a uncertainty with employees quitting unexpectedly and Julie stepped in to lend a helping hand to her husband, even while continuing her studies. Her phenomenal achievement is the result of her determination and hard work and the learning of lessons from initial business setbacks. Her success saga is an inspiration for many.

Newmatic Engineering Solutions

Julie, who started off working as a Manager in her husband's firm, set up her own venture Newmatic Engineering Solutions 13 years ago, foreseeing ample scope in the Construction machinery market. The company, manufacturing machinery needed for construction activities, is functioning out of the Industrial estate in Ollur, Thrissur. Besides the two firms, the couple also runs another enterprise Hydro Newmatic Engineering Company. And it's





Julie who is entrusted with the task of running all three companies. The management wing of Newmatic Engineering Solutions is an all-women team. Out of total 15 employees, all six deployed in the management section are women. The company also extends internship opportunities to Business Management students.

Products

The company produces a wide range of products used in construction activities. The main ones include brick-making machines, concrete-mixer machines, ladder lifts, winch lifts, and trolleys. The company gets orders from across the country. Besides Kerala, it procures raw materials for machinery manufacturing from Coimbatore and North India. While the Newmatic Engineering Company owned by her husband focuses on high-quality automation products, the Hydro Newmatic Engineering company, jointly owned by them, manufactures customized products based on consumer requirements.

The success secret

The success mantra of the company is the timely delivery of high-quality products. The marketing strategy adopted is to make consumers aware of the products and enable them to choose as per their needs. Feedback is collected from every

customer and necessary changes are incorporated into product design based on this.

Expansion plans

The company aims to expand its operations to Tamil Nadu and Andhra Pradesh.



For this, the process of setting up a new manufacturing unit at Coimbatore, Manufacturing unit at Coimbatore is progressing.

Government aid

Newmatic Engineering Solutions, like everyone else, was affected by the financial crisis in the aftermath of Covid. However, a special Covid relief fund received from the KSIDC (Kerala State Industrial Development Corporation) helped it tide over the bad times. The support that KSIDC extends to women entrepreneurs

is noteworthy. The low-interest rate and the six-month moratorium proved to be really beneficial.

Julie's message to aspiring entrepreneurs

Gender doesn't matter in business and women too can excel in the activities. You shouldn't fall short of confidence and harbour thoughts like whether you are capable of running a business or not. My experience says that women enjoy much prominence in the entrepreneurship sector. Try to make the best of all available resources in your land and proceed with confidence. I could give jobs to 15 women from the nearby areas itself. When we run a venture, it should be ensured that the people around us should be able to rise up in life. The biggest challenge faced by the new generation is the lack of



work experience. So, another dream of mine is to start an institution to provide job-oriented training to students passing out of courses. I used to take classes free of cost during entrepreneurship development programs at various colleges to fulfill my long-cherished dream to be a college teacher and also to develop entrepreneurial abilities among future citizens. The aim is to help generate more entrepreneurs.

KSIDC website revamped

The revamped website of the Kerala State Industrial Development Corporation (www.ksidc.org) was launched by P. Rajeeve, Minister for Law, Industries, and Coir, at a function held at Hotel Hyatt Regency in Thiruvananthapuram.

The minister also released the new logo for 'Invest Kerala', a new internal tracking portal of KSIDC, and its corporate/project-financing brochure during the function. Suman Billa IAS, Principal Secretary, Industries & NORKA, and S. Harikishore, KSIDC MD and Director of Industries and Commerce G. Ashoklal, GM KSIDC, also spoke on the occasion.



Minister P. Rajeeve releasing the new logo for 'Invest Kerala'



Minister P. Rajeeve speaking at Business Alliance Meet

RIAB – Business Alliance Meet conducted

P. Rajeeve, Minister for Law, Industries and Coir inaugurated Business Alliance Meet organized by the Public Sector Restructuring and Internal Audit Board (RIAB) at Kochi Marriott Hotel.

The State Government will prepare an inclusive master plan of Rs 10,000 crore, aimed at the diversification and expansion of PSUs in the state. A final decision on this will be taken after consulting with Industry experts, trade unions, and officials, said Minister P. Rajeeve. The business alliance meet was organized under the leadership of RIAB as part of the increased approach on the part of the government to promote efforts to expand the market for various equipment, machine parts, castings, and forgings produced in the public sector industrial establishments operating in the engineering / electrical/electronic sectors under the state government. High-ranked officials from close to 20 Central Government-run public sector institutions, attended the meet. A.P.M Mohammed Hanish, Principal Secretary, Industries Department, presided over the function. RIAB Chairman Dr R. Ashok, RIAB Member Secretary K. Padmakumar, Master plan advisor Roy Kurian among others, took part in the meet.

Industries Minister holds talks with Tonino Lamborghini on investments

Industries Minister P. Rajeeve has held talks with Italian business tycoon Tonino Lamborghini to explore the scope of investment in Kerala.

Tonino is the son of Ferruccio Lamborghini, the founder of the popular super luxury car brand Lamborghini. He is also the founder and president of 'The Tonino Lamborghini' Group.

During the meeting held at Nedumbassery, Lamborghini informed the minister that he would conduct detailed follow-up discussions on possible investments in the state in sectors like luxury flats, apartment complexes, and hotels. He added that the Italian Group was considering partnering with local brands to make possible its entry into the luxury segment market in the state.



Pact with Australia over cooperation in rubber, ayurveda & manufacturing sectors

The KSIDC (Kerala State Industrial Development Corporation) has held discussions with the Australia-India business council over bringing to Kerala the benefits of the Australia-India Economic Cooperation and Trade Agreement.

Jodi McKay, former NSW Opposition Leader and Cabinet Minister, Australia, took part in the meeting, which was presided over by P. Rajeeve, Minister for Industries, Law, and Coir. Representatives from 30 prominent trade sectors of the state took part in the meeting and expressed their views. The Government of Australia has agreed to cooperate with Kerala in the fields of rubber, health and welfare, wellness, manufacturing, food processing, and ayurveda.



Minister P Rajeeve speaking at the meeting with KSIDC and Australia-India business council



Now Inkel to be Total Solution Provider

Inkel, the first company formed under the auspices of the State Government in the 'Public-Private Partnership' mode, will henceforth be a 'Total Solution Provider.'

A meeting of the Board of Directors of the company held in Thiruvananthapuram decided to expand the scope of the company from being a project management consultant to providing all types of services. State Industries Minister P. Rajeeve released a new website and logo denoting the company's makeover. Minister Rajeeve, who is also the Chairman of Inkel, said that the company will take up projects with an emphasis on the renewable energy sector and providing infrastructure for the industrial sector as part of expanding its operational area. Logistics Parks will be established at selected centers near the National Highway. More non-resident investments will be made available in Kerala. Joint ventures will also be formed to use private land for public industrial projects. The minister also said the board meeting had prepared the action plan for the next three years. Working as a project management consultant, Inkel has executed projects worth Rs.4000 crore in the past 15 years. It completed many projects in the fields of health, education, transport, and solar sectors.

Kerala Automobiles launches electric pickup van

Kerala Automobiles, a public sector undertaking under the ownership of the Kerala Government, has launched an electric pickup van. The e-cart vehicles were flagged off by P. Rajeeve, Industries Minister, in Thiruvananthapuram.

The pickup vans have been brought out under the name 'Kerala Green Stream'. The electric vehicles, coming under the 'e-cart' category, have a load-bearing capacity of 300 kilograms. They will run up to 90 km on a single charge. The vehicles are designed such that they can be charged at home as well as at charging stations.

The vehicle is most suited for waste removal works of local bodies, minister P. Rajeeve said. Orders were received from various local self-government bodies in the state for the pickup vans even before their launch in the market. A purchase order for 100 pickup vans was received from Sunlight Power Private Limited, which is the main distributor in Kerala and Maharashtra.



Meet the Minister program held in Wayanad



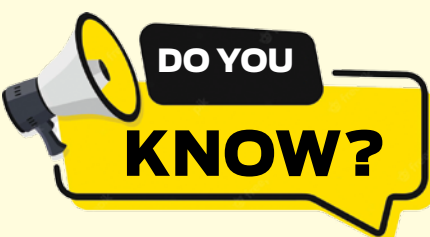
Meeet the Minister program was held in Kalpatta under the leadership of Minister P. Rajeeve to discuss the problems of entrepreneurs and intervene in their complaints. Wayanad district should make maximum use of the opportunities in the field of entrepreneurship said P Rajeeve. Steps would be expedited to establish the proposed carbon-neutral coffee park in Wayanad, he added.

38 complaints were received at the meet and 14 among them are settled. 24

cases were transferred for further proceedings. The minister said that 25 newly received complaints will be examined and action will be taken.

Principal Secretary, Industries Department and KSIDC MD S. Harikishore, Sub Collector R. Srilakshmi, KINFRA MD Santhosh Koshy Thomas, KSIDC General Manager G. Ashok Lal, Joint Director Industries and Commerce Department C.S Simi, ADM N. I Shaju, District Industries Center General Manager Lisiyamma Samuel etc. attended.

Minister P Rajeeve speaking at the 'Meet the Minister' program



How to apply?

Interested artisans can apply either online, by logging into the official website of the Department of Commerce & Industry, or through the offline mode.

Project specialty

Assistance for Fixed Capital Investments, i.e the cost of constructing the workshed/workshop, essential tools, machinery, and accessories. They will also receive financial aid for electrification, technology support, design, and product development.

Assistance Scheme for Handicraft Artisans (ASHA)

The Government of Kerala has introduced the Assistance Scheme for Handicraft Artisans (ASHA) to extend financial assistance in the form of a one-time grant to artisans in the handicraft sector for setting up handicraft enterprises.

Who is an 'Artisan'?
Those handicraft artisans who have registered themselves with the office of the Development Commissioner (Handicrafts), Kerala State Handicrafts Apex Cooperative Society Ltd (SURABHI), Kerala State Bamboo Development Corporation (KSBC), Kerala Artisans Development Corporation (KADCO), Handicraft Development Corporation of Kerala Ltd (HDCK), and the Kerala State Palmyrah Products Development and Workers Welfare Corporation Ltd (KELPALM), are included under the project.

Assistance amount

An artisan belonging to the General Category will receive an assistance of 40% of the fixed capital investment of the micro-enterprise set up in the state, subject to a ceiling of Rs two lakh. However, the micro-enterprises set up by artisans belonging to Women, Scheduled Castes/Tribes, and Young entrepreneurs shall be eligible for assistance of 50% of the fixed capital limited to Rs three lakh.