

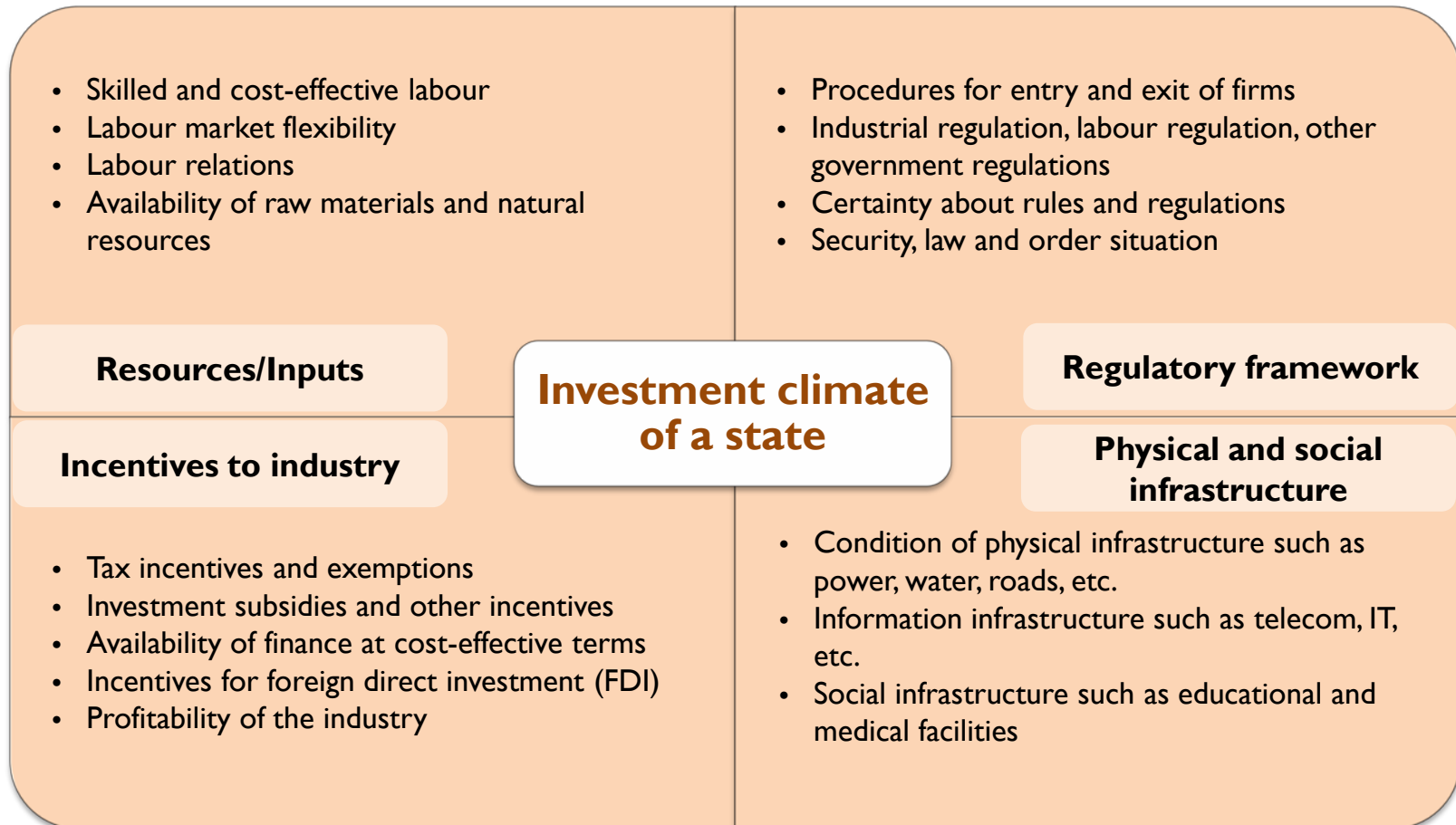


KERALA

April 2010



Investment climate of a state is determined by a mix of factors



Contents

- ❖ **Advantage Kerala**
- ❖ State economy and socio-economic profile
- ❖ Infrastructure status
- ❖ State policies and incentives
- ❖ Business opportunities
- ❖ Doing business in Kerala

Kerala – State profile

- Covering an area of 38,863 sq km, Kerala has a coastline of 590 km and inland water spread of over 400,000 hectares.
- Thiruvananthapuram is Kerala's capital city. The state has 14 administrative districts. Kochi, Kozhikode, Kollam, Thirissur, Alapuzha, Palakkad, Thalassery, Ponnani and Manjeri are the other key cities in the state.
- There are 44 rivers flowing through Kerala, the major ones being the Periyar (244 km), the Bharatapuzha (209 km), and the Pamba (176 km).
- Kerala has diverse soil types, including red-loamy, laterite, coastal alluvium, peaty and saline-peaty. These types of soils support a variety of agricultural crops such as rice, spices, coconut and rubber.
- Malayalam is the most commonly spoken language. Hindi, English and Tamil are the other languages used.



Source: Maps of India

Advantage Kerala ... (1/2)

Agricultural and IT centre

Kerala is a leading agricultural state in the country, specialising in rubber, spices and coir production. It has also been promoting knowledge-based industries such as IT/ITeS, computer hardware, and biotechnology.

Policy and fiscal incentives

The state offers a wide range of fiscal and policy incentives for businesses under the Industrial Policy, 2007. Additionally, the state has well drafted sector-specific policies.

Rich labour pool

Kerala has a large base of skilled labour, making it an ideal destination for knowledge-based sectors. The state has the highest literacy rate among all states of the country.



Source: Maps of India

Advantage Kerala ... (2/2)



Source: Maps of India

Facilitating infrastructure

The state has well-developed social, physical and industrial infrastructure and virtual connectivity. Physical infrastructure includes power, airport and port infrastructure.

High economic growth

The state has set a target of 8 per cent annual economic growth for the Eleventh Five-Year Plan period (2007-12). To achieve this the Government plans to develop infrastructure such as special economic zones (SEZ) and attract investment in the tertiary sectors.

Cultural diversity and well-developed tourism sector

Known as “God’s own Country”, Kerala is one of the few states to have marketed its natural beauty successfully to the leisure tourism sector. Its unique heritage and cultural diversity have helped attract tourists from the world over.

Kerala in figures ... (1/2)

Parameter	Kerala	All-states	Source
Economy			
GSDP as a percentage of all states' GSDP	4.2	100.0	CMIE, as of 2006-07
Average GSDP growth rate (%)	12.3	7.5	CMIE, 1999-2000 to 2007-08
Per capita GSDP (US\$)	1,199.0	998.1	CMIE, 2007-08
Physical infrastructure			
Installed power capacity (MW)	2,319.0	98,996.4	Central Electricity Authority, as of March 2009
GSM cellular subscribers (No)	15,701,082	367,328,179	Cellular Operators Association of India, as of November 2009
Broadband subscribers (No)	249,909	4,981,976	As of October 2008
National highway length (km)	1,457.0	70,548.0	Ministry of Road Transport & Highways, 2007-08
Major and minor ports (No)#	1+17	12 + 187	Ministry of Shipping
Airports (No)	3	133	Industry sources
Social indicators			
Literacy rate (%)*	90.92	65.38	Kerala Economic Review, 2008
Birth rate	14.7	23.1	National Health Profile, 2008

#Minor ports include intermediary ports

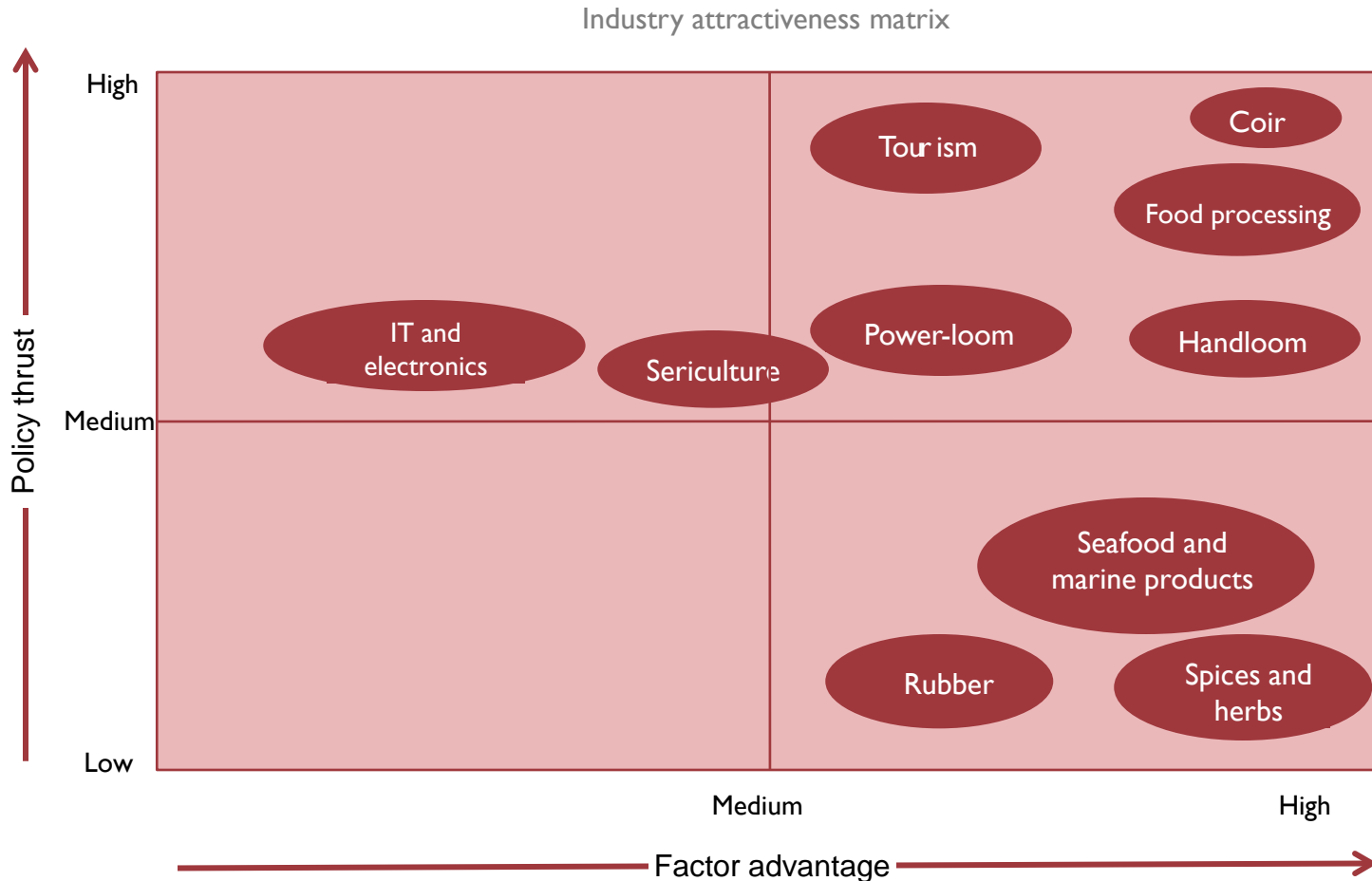
*Census 2001

Kerala in figures ... (2/2)

Parameter	Kerala	All-states	Source
Ease of doing business			
FDI inflows (US\$ million)	275.4	124,184	Department of Industrial Promotion & Policy, April 2000 to October 2009
Outstanding investments (US\$ billion)	29.2	1,709.7	CMIE, as of December 2008
Industrial infrastructure			
PPP projects (No)	12	460	www.pppindia database.com
SEZ (No)	24	578	Formally approved as on January 2009, www.sezindia.nic.in

PPP: public private partnership, SEZ: special economic zone

Key industries with policy thrust and factor advantages



*Factor advantages include benefits due to geographical location and availability of factors such as talent pool, natural resources and capital

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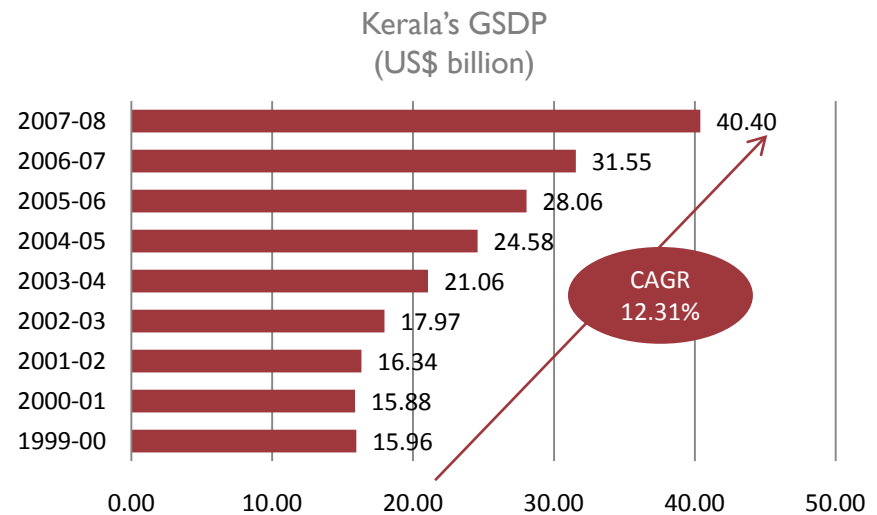
Socio-economic snapshot of Kerala

Parameters		Kerala
Capital		Thiruvananthapuram
Geographical area (sq km)		38,863
Administrative districts (No)		14
Population density (persons per sq km)		819
Total population (million)		31.83
Male population (million)		15.46
Female population (million)		16.36
Population growth rate 1991-2001 (%)		0.91
Sex ratio (females per 1,000 males)		1,058
Literacy rate (%)		90.92
Male (%)		94.2
Female (%)		87.86
Average life expectancy (years)		73.9

Source: Economic Survey of Kerala, 2007-08, Directorate of Economics and Statistics

Kerala's GSDP

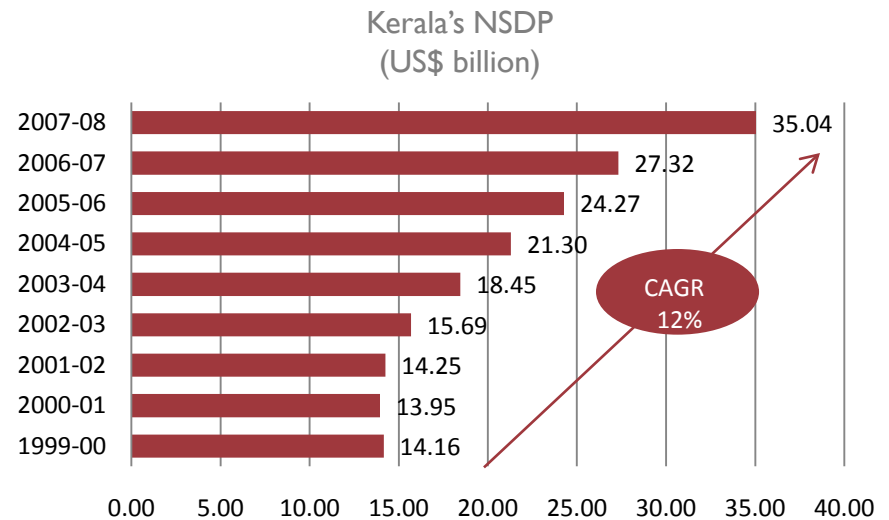
- At current prices, the Gross State Domestic Product (GSDP) of Kerala was about US\$ 40.4 billion in 2007-08.
- The state's GSDP grew at a CAGR of 12.3 per cent between 1999-2000 and 2007-08.
- Kerala recorded higher GSDP growth rates in the last decade as compared to other states.



Sources: CMIE

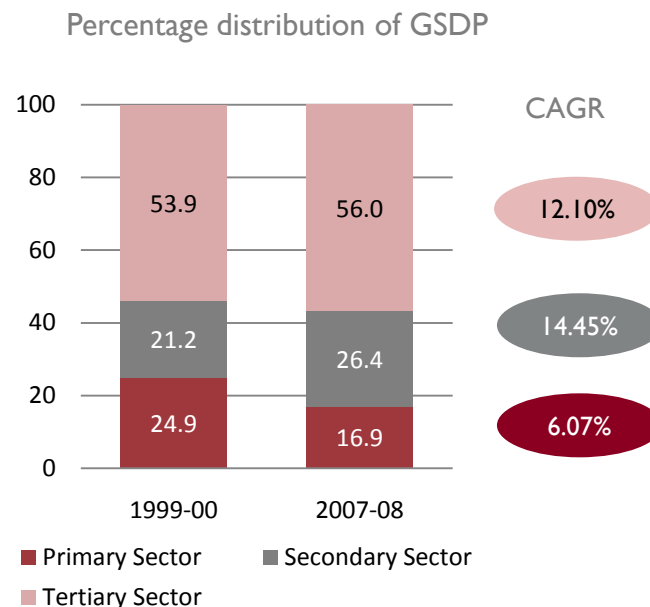
Kerala's NSDP

- At current prices, the Net State Domestic Product (NSDP) of Kerala was about US\$ 35.0 billion in 2007-08.
- The NSDP grew at a CAGR of 12 per cent between 1999-2000 and 2007-08.



Kerala's economy is driven by the secondary and tertiary sectors

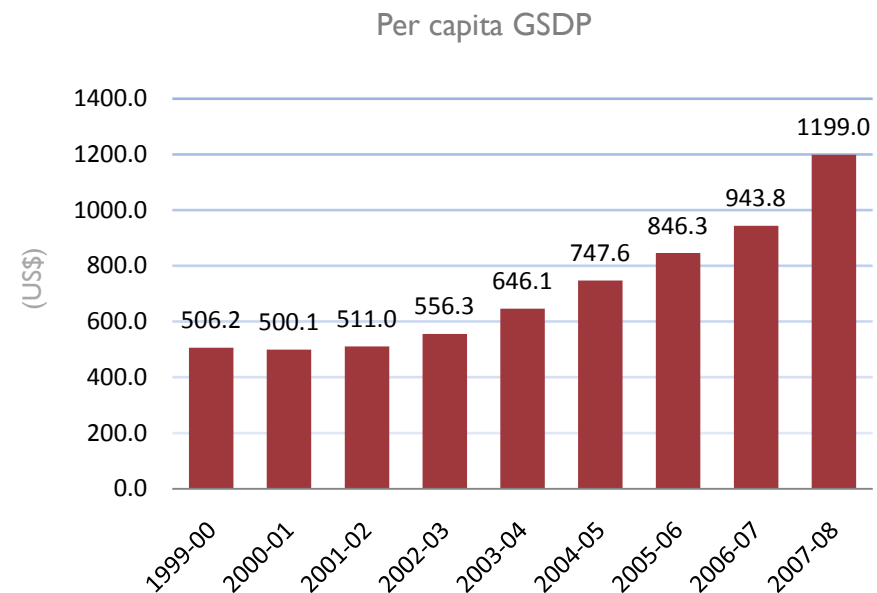
- The secondary sector has been the fastest growing, at a CAGR of 14.5 per cent and driven by manufacturing, construction, electricity, gas and water.
- The tertiary sector, the largest contributor to Kerala's economy, grew at a rate of 12.5 per cent in 2007-08 over the previous year; it was driven by trade, hotels, real estate, transport and communications.
- While the primary sector's share in the GSDP has been declining, the mining and quarrying segment in this sector registered a high growth rate of 39.8 per cent in 2007-08 over the previous year.



Sources: CMIE

Per capita GSDP

- The state's per capita GSDP in 2007-08 was US\$ 1,199 as compared to US\$ 506 in 1999-2000.
- The per capita GSDP increased at a CAGR of 10.4 per cent between 1999-2000 and 2007-08.
- District-wise distribution of per capita income indicates fairly equitable distribution across all districts.
- Trade, tourism, transportation and agriculture have been the key sectors, driving the increase in per capita GSDP.

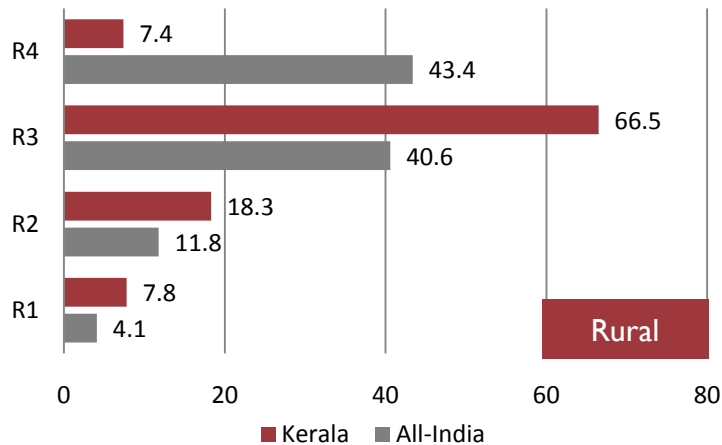


Source: CMIE

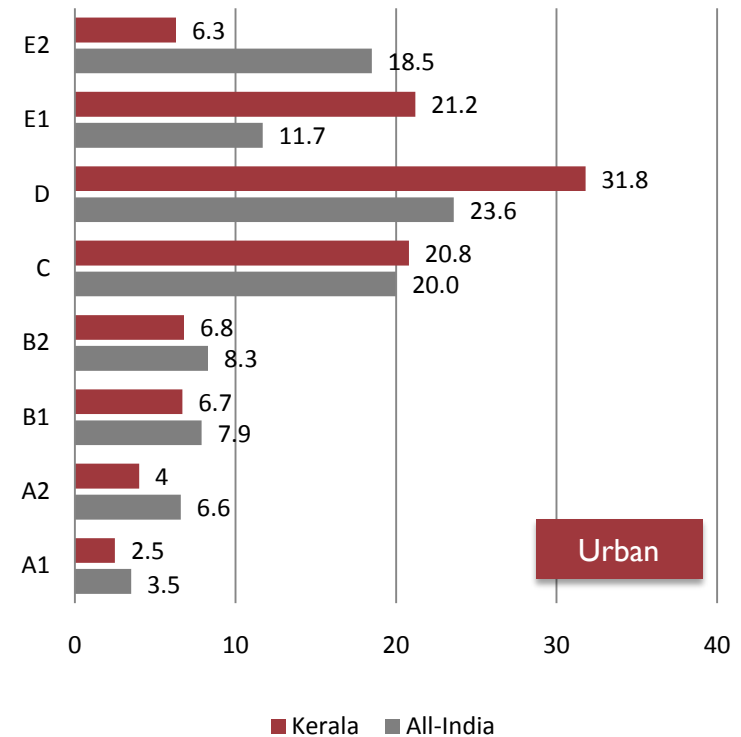
Distribution of households by income ... (1/3)

- The distribution of households by socio-economic classification (SEC) shows that Kerala has a higher percentage of urban households with education as compared to the all-India average; in rural households, too, the level of education is higher than the all-India level.

Percentage distribution of rural households by SEC



Percentage distribution of urban households by SEC*



Source: BW Marketing Whitebook, 2009-2010

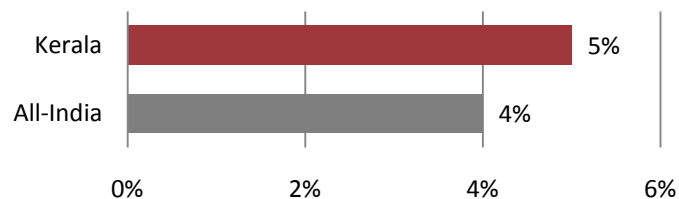
*See Annexure for SEC Classifications

Distribution of households by income ... (2/3)

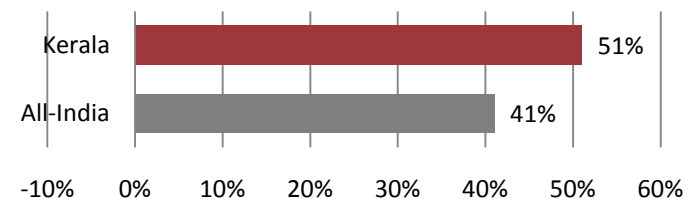
- In terms of ownership of household goods such as four-wheelers and consumer electronics, and amenities such as electricity, Kerala is ahead as compared to the all-India average.

Percentage ownership of household goods, vehicles and electricity consumption

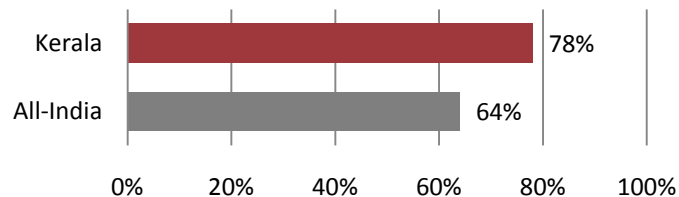
Percentage of households with four-wheelers



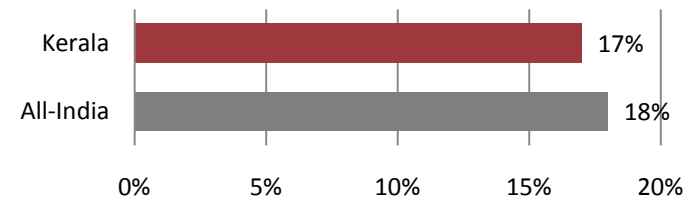
Percentage of households with TV



Percentage of households with electricity



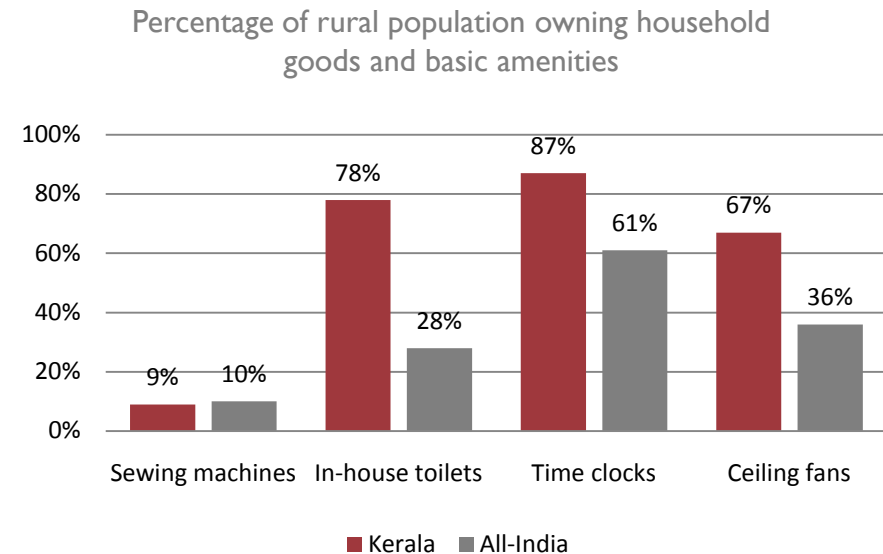
Percentage of households with two-wheelers



Source: The Market Skyline of India 2006 by Indicus Analytics

Distribution of households by income ... (3/3)

- In ownership of household goods and amenities such as clocks, ceiling fans and in-house toilets, rural Kerala is ahead as compared to all-India levels.



Source: BW Marketing Whitebook, 2009-2010

Brief profiles of key cities

- Thiruvananthapuram, Kochi and Kozhikode are the three major cities of Kerala with over 58 per cent of urban population.
- Thiruvananthapuram is the largest urban metropolis of the state. It is home to the Technopark with world-class infrastructure and facilities. It is also a major hub for tourism, including medical tourism.
- Kochi is the economic capital of Kerala and also a major port. It has the Cochin SEZ and Kerala Industrial Infrastructure Development Corporation (KINFRA)-Export Promotion Industrial Park (EPIP).
- Kozhikode is a booming commercial area with various IT and industrial parks being built in the city.

Key industries in Kerala

- KINFRA, KITCO Limited (formerly, Kerala Industrial and Technical Consultancy Organisation Limited), the Directorate of Industries and Commerce, and the Small Industries Development Corporation are jointly responsible for the development of industrial infrastructure in the state.
- Kerala's traditional industries include handloom, cashew, coir and handicrafts.
- In terms of industrial growth, the state's average growth from 1999-2000 to 2007-08 was 4.9 per cent.
- As of March 2009, there were 730 large and medium industrial units in Kerala, of which 600 units were in the private sector.
- The small-scale sector contributes 40 per cent to industrial production and 35 per cent to exports.
- Around 195,960 small scale industry (SSI) units were registered in Kerala, as of March 2008.

Key industries in Kerala
Handlooms and power-looms
Rubber
Bamboo
Coir
Khadi and village industry
Sericulture
Seafood and other marine products
Cashew
Beedi
Mining
Tourism
Food processing
Spices and spice extracts

Tapioca, rubber, rice, tea, coffee and spices are the key agricultural products

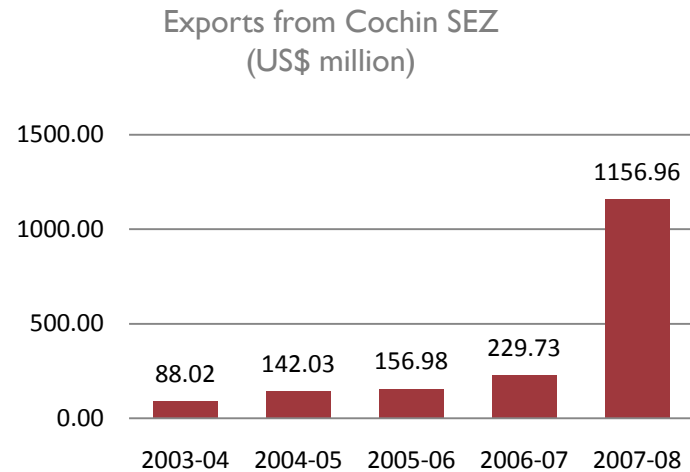
- In 2007-08, the state recorded an annual growth of 1.4 per cent in agricultural income.
- Agriculture and allied sectors contribute 14.4 per cent to the GSDP of Kerala.
- Kerala enjoys monopoly in pepper production in the country, contributing 98 per cent of the total produce.
- India is the fourth-largest producer of natural rubber and Kerala accounts for 81 per cent of the total rubber production in the country.

Crop	Annual production ('000 tonnes)
Tapioca	2,409,327
Rubber	753,000
Rice	528,488
Banana	442,930
Other plantains	408,634
Arecanut	108,487
Pepper	63,901
Tea	61,831
Cashewnut	50,910
Coffee	48,650
Ginger	28,026
Turmeric	8,070
Cardamom	7,030
Coconut	5,564
Pulses	3,399

Source: Kerala Economic Review, 2007-08

Kerala's exports trends

- Historically, Kerala has been a major exporter of commodities such as tea, cashew kernel, seafood, coir products, spices and coffee.
- The Cochin SEZ is a multi-product SEZ with companies from the software, computer hardware, engineering, readymade goods, food processing, rubber products and gems and jewellery sectors.
- In 2007-08, the major exports from the Cochin SEZ were gems and jewellery, worth US\$ 951.4 million, and electronic hardware, worth US\$ 65.9 million.
- An airport-based SEZ by Cochin International Airport is one of the seven SEZs approved to be developed by the Central Government.

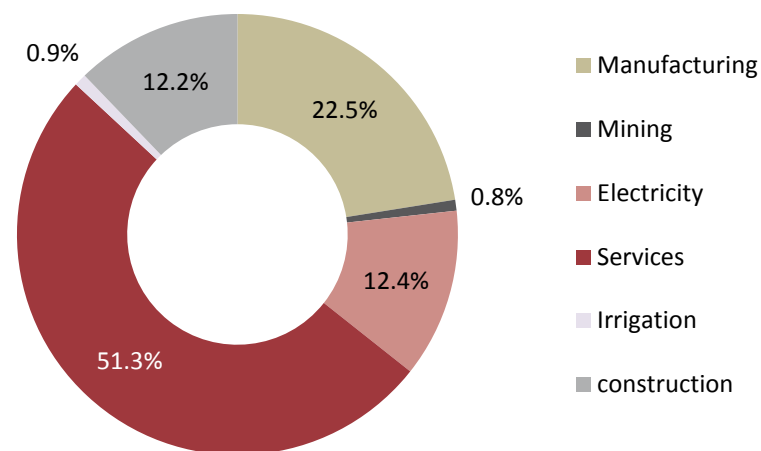


Source: Economic Survey of Kerala, 2007-08

Investments and FDI inflows

- As of December 2008, the outstanding investments in the state amounted to US\$ 29 billion, with the services sector accounting for a major share of the investments.
- Between April 2000 and October 2009, the cumulative FDI inflow in the state was US\$ 275.4 million.
- Recent investments in the state have been the Integrated Infrastructure Development Centre at Kidangoor, Kinfra International Apparel Parks Ltd (KIAP) at Thiruvananthapuram, Kinfra Film and Video Park at Thiruvananthapuram, International Convention Centre Complex (ICCC) at Thiruvananthapuram, Technocity (Phase-IV expansion programme of Technopark in Thiruvananthapuram), Technopark Phase-III and a deep water port at Vizhinjam, near Thiruvananthapuram.

Break-up of investments by sector



Source: CMIE

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Road network

- Kerala has a total road length of 173,592 km with a road density of 446 km per 100 sq km.
- The state is well-connected to its neighbouring states and other parts of India through eight National Highways.
- Agencies maintaining roads in the state include the Public Works Department (PWD), *panchayats*, municipalities, corporations, the departments of forests, irrigation, railways and the Kerala State Electricity Board (KSEB).
- PWD roads constitute 16 per cent of the total road network and carry 80 per cent of the total road traffic.

Road type	Road length (km)
National Highways	1,524
State Highways	4,137
District roads	24,066

Road network

- The Kerala State Transport Project (KSTP) was established in June 2002 to improve the 1,600 km of state roads and 77 km of inland-canals with the use of geographic information system.
- The Kerala State Road Transport Corporation (KSRTC) provides road transport services in Kerala and operates 4,900 buses.

Road map of Kerala



Source: Maps of India

Ports

- There are 18 ports in Kerala, of which Kochi is the major port. In addition, there are three intermediate and fourteen minor ports.
- In 2007-08, the total trade volume handled at the Kochi port was 15.2 million tonnes.
- The Kochi port handled 3.25 million tonnes per annum (MTPA) of containers, 10.8 MTPA of liquid-bulk, 1.08 MTPA of dry-bulk and 0.137 MTPA of break-bulk cargo.
- Kerala is constructing the Vizhinjam deep-water international container trans-shipment terminal at Vizhinjam, 7 km south of Thiruvananthapuram, under the public private partnership (PPP) mode.

Ports	
Major ports	<ul style="list-style-type: none"> • Kochi
Intermediate ports	<ul style="list-style-type: none"> • Neendakara • Alappuzha • Kozhikkode
Minor ports	<ul style="list-style-type: none"> • Izhinjam • Valiyathura • Thankasserry • Kayamkulam • Manakkodam • Munambam • Ponnani • Beypore • Vadakara • Thalasserry • Manjeswaram • Neeleswaram • Kannur • Azhikkal • Kasaragode

Airports

- The state has three airports, handling both domestic and international flights. They are located at Thiruvananthapuram, Kochi and Kozhikode.
- Together, they handled 38,646 international flights, carrying 4.2 million passengers and 39,734 domestic flights, carrying 2.3 million passengers, in 2007-08.
- The Cochin International Airport Limited (CIAL) is the first green field airport in India, set up in the PPP mode.
- CIAL is developing 450 acre of area around the airport as an aerotropolis to support the IT/ITeS park with residential and commercial space.



Airport

Railway network

- Kerala is well-connected to the other parts of the country via the railways. As of 2007-08, it had a railway network of 1,148 km with 200 railway stations.
- In June 2008, the Ministry of Railways and Department of Industries and Commerce, Government of Kerala signed a memorandum of understanding (MoU) to form a joint venture company for fabrication of bogie frames for passenger coaches and side walls for the wagons of the Indian Railways. The new joint venture will use the existing land and other assets of Steel Fabrication Unit (SFU) and Autocast located in Kerala.

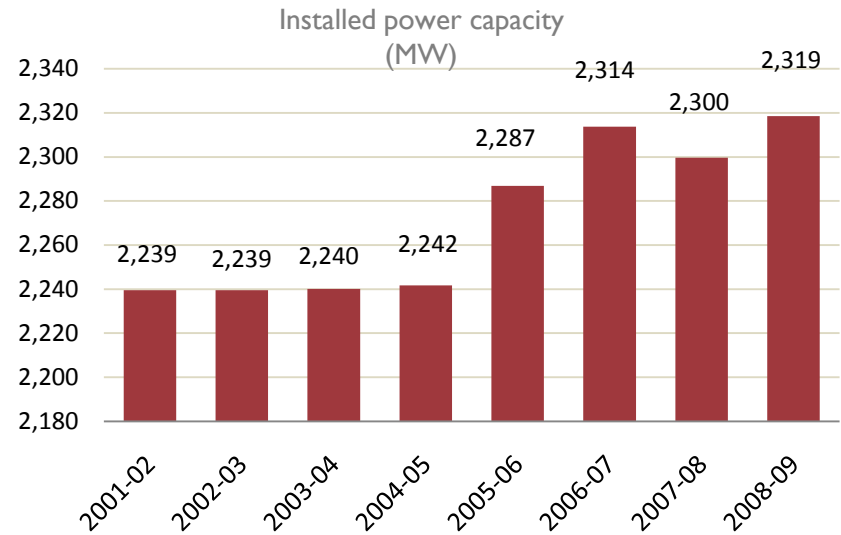
Source: Economic Survey of Kerala, 2008-09



Source: Maps of India

Power ... (1/2)

- Kerala has 27 power generating stations.
- The Kerala State Electricity Board (KSEB) and private utilities have an installed capacity of 2,319 MW.
- The state receives another 350 MW from NTPC taking the total capacity to about 2,670 MW, as of March 2009.
- Kerala produces 70 per cent of its energy through hydro electric power plants, and the remaining 30 per cent through thermal and captive power generation plants.
- KSEB has capacity augmentation plans and new installations are underway to add 460.6 MW of power by 2012, through hydro electric power and wind power plants.



Source: Central Electricity Authority, March 2009

Power generating stations in Kerala	
•	Hydel plants under KSEB: 20
•	KSEB thermal plants: 2
•	Central-sector (NTPC) owned thermal plant: 1
•	Private hydel stations: 2
•	Private thermal plants: 2

Power ... (2/2)

- The Kerala Government has planned to set up a 4,000 MW power project in the next 10 years. This would help in reducing energy shortage and in promoting new industrial investments.
- KSEB manages the state's power generation, transmission and distribution. It has 9.2 million domestic, commercial, agricultural and industrial consumers.
- The Kerala State Power and Infrastructure Finance Corporation Limited is involved in financing the operations of KSEB. It has floated three bond issues so far and provided finance of about US\$ 255 million to KSEB.
- The Energy Policy of Kerala lays down the need to develop renewable energy sources and provides government support for the same.

Telecom

- Kerala has a tele-density of 52 per cent as compared to an all-India average of 36.9 per cent.
- The state has 1,242 automatic telephonic exchanges. About 98 per cent of Kerala's telephone exchanges have Internet connectivity through the national Internet backbone.
- VSNL has an international communication gateway at Kochi, with two high-speed submarine cable landings (SEA-ME-WE-3 and SAFE), offering 15 Gbps bandwidth.
- According to estimates by the Telecom Regulatory Authority of India, Kerala had nearly 18 million wireless subscribers, as of June 2009.
- The state is planning to build a telecom city near Technopark with an investment of around US\$ 109 million.

Gbps: Gigabit per second

Telecom infrastructure (2007-08)

Cellular subscribers: about 18 million
 Internet/broadband subscribers: about 0.25 million
 Tele-density: 520 per 1,000 population
 Post offices: 5,070
 Telephone connections: 2,610
 Telephone exchanges: 1,242

Sources: Economic Survey of Kerala, 2007-08; Cellular Operators Association of India

Telecom operators in Kerala

- BSNL
- Bharti Airtel
- Aircel Limited
- Vodafone Essar
- IDEA Cellular
- Reliance Communications
- Tata Indicom
- Virgin Mobile

Urban infrastructure ... (1/2)

Water supply

- The average per capita supply of water in major cities is 150-200 litres per capita day.
- There are 1,745 *pucca* rural water supply schemes and 69 urban water supply schemes.

Sewerage

- Waste water sewerage is available only in Thiruvananthapuram and in some parts of Kochi; work on waste water and sewerage treatment is underway in Guruvayoor.
- “Kudumbashree”, the State Poverty Eradication Mission, is involved in “clean Kerala business”, to collect door-to-door household waste and process it for economic benefit.
- Around 155 Kudumbashree solid waste management groups are in operation in 18 urban local bodies of the state.
- Twenty two municipalities have implemented solid waste processing plants and nine municipalities are nearing the completion of the same.

Urban infrastructure ... (2/2)

- Under the Jawaharlal Nehru National Urban Renewal Mission (JNNURM), 10 projects worth US\$ 215.6 million have been approved in the period 2006-09 for the development of urban infrastructure in Thiruvananthapuram and Kochi.
- JNNURM projects have been sanctioned for improvement of water supply, sewerage, solid waste management, traffic and transportation, tourism, drainage, land use, heritage and basic services to urban poor.
- The Kerala State Urban Development Project (KSUDP) is an Asian Development Bank assisted project covering the five municipalities of Thiruvananthapuram, Kochi, Kozhikode, Kollam, and Thrissur. With an investment of US\$ 315 million, the project focusses on urban infrastructure improvement, community upgrading, local government infrastructure development and capacity building and implementation assistance.

Public private partnership projects ... (1/2)

- Kerala has 12 active PPP projects, valued at US\$ 3 billion. Investments are spread across sectors such as airports, roads, tourism, urban infrastructure and ports.

Project name	Sector	PPP type	Contract authority	Project cost (US\$ million)
Kochi international airport	Airports	BOOT	Airport Authority of India	75.4
Coimbatore bypass road	Roads	BOT-Toll	Department of Road Transport and Highways	24.6
Development of water supply project at Bekal Kasargod district	Tourism	BOT-Annuity	Bekal Resorts Development Corporation	4.2
Development of new bridge connecting Mattancherry and Willingdon island at Kochi	Roads	BOT-Toll	The Greater Cochin Development Authority	6.7
Development of a super-market at Vadakara	Urban development	BOT-Annuity	Vadakara Municipality	3.7
Development of resorts at Bekal Kasaraode district	Tourism	BOOT	Bekal Resorts Development Corporation (BRDC) and Kerala Tourism Development Corporation (KTDC)	13.7
Kochi metro-rail project	Urban development	BOT-Annuity	Kerala Industrial Infrastructure Development Corporation	758.2

Public private partnership projects ... (2/2)

Project name	Sector	PPP type	Contract authority	Project cost (US\$ million)
Six-laning of Vadakkancherry Thrissur section	Roads	BOT-Toll	National Highways Authority of India (NHAI)	153.5
Thrissur-Edapalli	Roads	BOT-Toll	NHAI	77.6
Trivandrum city road improvement project	Urban development	BOT-Toll	Kerala Road Fund Board	27.9
Vallarpadam container transshipment terminal	Ports	BOT-Toll	Cochin Port Trust	526.9
Vizhinjam port international	Ports	BOT-Annuity	Directorate of Ports, Government of Kerala	1,330.3

Source: ppiindiadatabase.com

BOOT: Build-own-operate-transfer, BOT: Build-operate-transfer

Education sector ... (1/2)

Kerala is home to several premier institutions such as:

- Indian Institute of Management
- Indian Institute of Space Science and Technology
- National Institute of Technology, Calicut
- National University of Advanced Legal Studies
- Central Institute of Fisheries Nautical and Engineering Training
- Central Institute of Fisheries Technology
- Central Marine Fisheries Research Institute
- Institute of Human Resource Development

Educational infrastructure	
Schools	12,646
Universities	7
Engineering institutions	84
Arts and science colleges	189
Polytechnics	49
ITI	34

Source: Economic Survey of Kerala, 2007-08

Education sector ... (2/2)

- Kerala has the highest literacy rate among all states in the country. The male literacy rate was 94.2 per cent and female literacy rate was 87.9 per cent, as of the Census 2001.
- About 30.3 per cent of total students are enrolled in government schools, 61.6 per cent in government-aided private schools and 8.1 per cent in unaided private schools.
- Girl students constitute 49.3 per cent of total student enrolments in the state.

Literacy rate (%)	
Total	90.9
Male	94.2
Female	87.9

Kerala primary education statistics	
Schools (No)	Lower primary: 6,801 Higher primary: 3,042 High schools: 2,083
School dropout rate (%) (2006–07)	Lower primary: 0.59 Higher primary: 0.52 High school: 1.38
Pupil-teacher ratio	27:1

Source: Economic Survey of Kerala, 2007-08

Health infrastructure

- Kerala has 929 primary health centres, 5,094 sub-centres and 114 community health centres.
- There are 136 hospitals with 23,871 beds under the Directorate of Health Services.
- The state has low death rate and declining birth rate, leading to a slowdown in the population growth rate.

Health infrastructure
• Primary health centres: 929
• Community health centres: 114
• District/taluk/women and children hospitals: 136
• Dispensaries: 59
• T.B. clinics: 18
• Grant in institutions: 29
• Leprosy control units: 18
• Sub-centres: 5,094

Source: Economic Review of Kerala, 2008

Health indicators	
Beds (per 100,000 population)#	159
Birth rate*	14.7
Death rate*	6.8
Infant mortality rate**	13
Life expectancy at birth (years)	
Male	71.3
Female	76.3

Sources: Ministry of Health and Family Welfare; Economic Survey, 2007-08

#Government hospitals

*Per thousand persons

**Per thousand live births

Cultural infrastructure ... (1/2)

- Kerala has been rated as one of the “Ten Paradises of the World” by National Geographic Traveller; it has been promoted as “God’s Own Country”.
- Kerala recorded a tourist population of 515,808 in 2007, a 20.4 per cent increase compared to the previous year.
- Health and wellness tourism in *ayurvedic* medicine has grown tremendously in the recent past.
- Temples in Kerala such as Guruvayoor and Sabarimala are the major religious attractions.

Popular tourist locations	
Beaches	Kovalam, Varkala, Marari, Bekal and Kannur
Backwaters	Kumarakom, Alappuzha, Kollam, Kochi and Kozhikode
Hill stations	Ponmudi, Munnar, Wyanad and Wagamon
Wildlife reserves	Periyar Wildlife Sanctuary, Eraviikulam National Park, Thattekad Bird Sanctuary, Parambikulam Wildlife Sanctuary

Cultural infrastructure ... (2/2)

- Art and culture are being fostered and promoted through various bodies, such as, the following:
 - Kerla Sahitya Academy – to promote Malayalam literature
 - Sangeetha Nataka Academy – to promote traditional arts
 - Kerala Lalithkala Academy – to promote painters and sculptors
 - Kerala Folklore Academy – to promote Kerala folklore
 - Chalachitra Academy – academy for motion pictures
 - Kerala Kalamandalam – to teach traditional dances.
- The cities of Kerala have modern amenities for recreation such golf courses, shopping malls, theatres, café-lounges, resto-bars, etc.

Industrial infrastructure

- Twenty four new SEZs have been approved by the Central Government, of which 11 are notified SEZs. Kochi has five SEZs. A cyber-park, spread over a 43 acre campus, is being developed in Kozhikode.

Infrastructure	Project description
Technopark	<ul style="list-style-type: none"> • The Technopark at Thiruvananthapuram is spread over 300 acres • Technopark currently hosts over 150 IT and ITeS companies, together, employing over 20,000 IT professionals. • Technopark Phase-II has been declared an SEZ by the Government of India • Technopark will become a 10 million sq ft technology park, once its Phase-III is complete. Technopark's Phase-III development is being implemented as an IT/ITeS SEZ, spread over 92 acres • As part of the Phase-IV, named Technocity, Technopark is developing 450 acres of land in Pallippuram, 5 km north from the main campus on the National Highway-47 to Kollam.
Infopark	<ul style="list-style-type: none"> • The Infopark at Kochi is best suited for ITeS due to its proximity to the submarine optical-cable landings. • The total land available with Infopark is 98.3 acres, of which 75 acres has been notified as an SEZ by the Ministry of Commerce, Government of India.
Special economic zones	<ul style="list-style-type: none"> • Apart from the SEZs in Technopark and Infopark, the other SEZs in Kerala include the KINFRA Electronics Park SEZ in Kalamassery; a multi-product SEZ at Kochi; two port-based SEZs at Vallapadam and Puthuvypeen, at Kochi; a biotechnology SEZ at Kochi; a food processing SEZ near Calicut; a pulp and paper SEZ at Kottayam and a non-conventional energy sources SEZ at Kalamassery.

Industrial clusters ... (1/2)

District	Industries
Kannur	Handlooms, power-looms, beedi
Allepey	Coir products
Idukki	Agriculture and forest based
Thiruvananthapuram	Handlooms, IT
Thrissur	Power-looms, handlooms, textile, timber, tile, canning
Palakkad	Power-looms, sericulture
Kollam	Minerals and mining
Kozhikode	Rubber
Wayanad	Minerals and mining
Kasargod	Minerals and mining
Kottayam	Rubber, food products, engineering
Ernakulam	IT

Industrial clusters ... (2/2)



Industries	Symbol	Industries	Symbol
IT	↑	Canning	🗑️
Engineering	➡️	Coir products	🌿
Minerals and mining	↓	Agriculture and forest-based	↔️
Handlooms and power-looms	★	Sericulture	🐛
Textile	↩️	Rubber	📦
Tiles	▭	Food products	🍷
		Beedi	—

SEZs in Kerala



KSITI, Kasargode

- Kerala State Information Technology Infrastructure Limited (KSITI)
- Kerala Industrial Infrastructure Development Corporation Limited (KINFRA)

KSITI, Kannur

KINFRA, Kakkancherry

Sutherland Global Services
Infopark
Cochin Port Trust, Puthuvypeen
Cochin Port Trust, Vallapadom
KINFRA, Kochi
Unitech Real Estate
Parsavnath Developers
TCG Urban Infrastructure
Smart City Infrastructure
Carborundum Universal Limited
MM Tech Towers, Alwaye
Emmar MGF, Alwaye

Hindustan News print Limited

KSITI, Pallipuram
KSITI, Purakkad

Electronics Technology Park
KINFRA
Techno Park
Technopark Pallipuram
Technopark

KSITI, Kollam

Major infrastructure projects being implemented

- As of December 2008, over US\$ 8.7 billion of investments have been made towards ramping up Kerala's industrial infrastructure.
- Over 85 percent of investments in infrastructure have been made in the area of power (both generation and distribution, and in crude oil and natural gas), roads and shipping.

Infrastructure type	Investments (US\$ million)
Power and energy*	2,701.8
Roads	2,300.9
Shipping	2,714.3
Railways	421.9
Air transport	395.7
Hotels and tourism	200.1
Total	8,734.7

*Power generation and distribution, crude oil and natural gas

Source: CMIE

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Sector-specific policies ... (1/8)

Tourism Policy, 2008

Objectives: Kerala has adopted the stipulations under The National Tourism Policy, 2002, and formulated the Tourism Policy, 2008, to focus on encouraging private-sector participation in promoting tourism in the state and increasing the share of tourism in the state economy as well as the level of employment.

Key initiatives:

- Establishing responsible tourism in places of tourist interest through better infrastructure and other measures.
- Formation of destination management committees for every tourist destination.
- Setting up tourist information offices in West Bengal and Mysore.
- Introducing schemes for promoting souvenir industry.
- Reconstituting district tourism promotion councils.
- Identifying lesser-known and unseen places for developing into tourist centres with necessary infrastructure.
- Developing more dormitory accommodations at major tourist centres.

Sector-specific policies ... (2/8)

SEZ Policy, 2008

Aim: To make Kerala's economy more export-oriented.

Key features:

- Policy adopted to aid the setting up of SEZs in Kerala.
- This policy applies to the development of SEZs other than the Cochin SEZ.
- The SEZs to be governed by the Panchayat Raj Act; the Single Window Clearance Act will also be applicable to the zones.
- PPPs and special purpose vehicles to be promoted to develop these SEZs.
- SEZs to be declared industrial-townships so that they can act as self-governing autonomous bodies.

Incentives and concessions:

- Power generated within the SEZ shall be exempted from paying electricity duty for a period of 10 years from commissioning.
- Sales tax and local tax exemption to be provided to the SEZ units for a period of 10 years.

Sector-specific policies ... (3/8)

Industrial & Commercial Policy, 2007

Aim:To make Kerala an investment-friendly destination and to achieve a high economic growth.

Key targets and initiatives:

- Attract investments in manufacturing, agro-processing, health services, knowledge-based industries and services.
- Enable growth, revival and diversification of state-level public enterprises.
- Strengthen and modernise traditional industries.
- Assist sectors registering fast growth, such as, services and commerce.
- Strengthen small and medium enterprises as ancillary to large scale industries.
- Develop Kerala as a global centre of excellence with state-of-the-art education and skill sets.
- Prepare a pool of multi-skilled and technically-competent individuals and organisations.
- Develop world-class infrastructure in the state through KSIDC, KINFRA and DIC, with the participation of non-resident Keralites.
- Create additional employment of 500,000 in the manufacturing and service sectors.
- Sustain industrial and economic growth by facilitating accelerated flow of investment.

Sector-specific policies ... (4/8)

Industrial & Commercial Policy, 2007 (continued)

Incentives and concessions:

- Subsidy up to 50 per cent of the cost of capital equipment used in pollution control, effluent treatment and other allied functions, subject to a maximum of US\$ 54,000.
- Special incentive packages for investments above US\$ 21.7 million.
- Incentives for all type of enterprises in line with the Micro, Small and Medium Enterprises (MSME) Act of the Union Government.
- Price preference policy for micro- and small- enterprises, as stipulated in the MSME Development Act.
- Financial assistance to acquire state-of-the-art tooling and to improve productivity in the handicrafts and souvenir industry.
- Create common facility-centres to cater to the need of costly processing equipment.
- Revamp de-fibering mills, set up under Integrated Coir Development Project (ICDP) program.
- Establish primary processing centres at the place of cultivation for bamboo.
- Set up incubation centres and common test laboratories for tile manufacturers.

Sector-specific policies ... (5/8)

IT Policy, 2007

Aim: To facilitate growth of the IT sector through incentives, some of which have been in force since December 2005.

Key features:

- To make IT and its benefits accessible to every citizen of the state.
- To spread the knowledge of information and communication technologies at a rapid pace.
- To develop knowledge content in the local language.
- To implement e-governance and e-procurement in the state.
- Support private companies interested in setting up in IT parks.
- Set up knowledge centres, viz., Indian Institute of Information Technology and Management in Technopark and Centre for Development of Imaging Technology.

Sector-specific policies ... (6/8)

IT Policy, 2007 (continued)

Incentives and concessions:

- IT industry units, government IT parks, certified IT parks and “Akshaya”, e-centres, are entitled to subsidised power tariff.
- Standard investment subsidy (SIS) of 30 per cent on fixed capital investment, subject to a limit of US\$ 33,300 for companies located in the Thiruvananthapuram and Ernakulum districts.
- For companies located outside these districts, the applicable SIS is 40 per cent, subject to a limit of US\$ 55,500.
- A floor area ratio (FAR) of five has been stipulated for government and certified IT parks.
- IT units in government IT Parks have been exempted from paying stamp duty and registration fee upon executing lease/sale agreement with the park for lease/sale of land and built-up space.
- Exemption from entry-tax for goods such as machine equipment, capital goods and construction material, procured for implementation of infrastructure projects.
- IT infrastructure developers in government IT Parks are exempted from stamp duty and registration fee, and transfer duty of land.
- Price preference provided on government contracts, for companies having registered office in Kerala and employing a minimum of 30 per cent of local workforce.

Sector-specific policies ... (7/8)

Kerala Biotechnology Policy, 2003

Objectives: The policy focuses on catalysing the development and application of biotechnology while taking advantage of the state's resources and keeping global requirements in perspective.

Key targets:

- Enhancing value with adequate assurance of quality in the state's export-oriented resources, such as, spices and related plantation crops, sea foods and marine resources.
- Upgrading productivity and evolving new applications for rubber, coconut and tuber crops.
- Developing novel and internationally competitive products.
- Ensuring sustainable and eco-friendly use of the state's forest, animal and marine wealth.
- Boosting the state's renowned healthcare practices of ayurveda by synergising traditional knowledge with scientific validation, technical product profiling and creating clinical database.
- Developing recombinant DNA and other modern technologies to combat major health hazards such as cancer, diabetes, cardio-vascular and other physiological disorders.
- Developing diagnostics and vaccines for overall healthcare as well as for protecting the state's agriculture, spices, plantation and forest crops from biotic and a-biotic stresses.
- Providing a package of guidelines for financial support and incentives, legal and labour reforms, and institutional autonomies needed for the healthy, efficient and competitive growth of biotechnology.
- Evolve mechanisms to tap government financial institutions and the biotechnology fund for capital.

Sector-specific policies ... (8/8)

Labour Policy, 2001

Aim: Focuses on the welfare and protection of labour to empower and improve the quality of their life.

Key targets and initiatives:

- Fostering an enabling environment for rapid employment generation through enhanced private and public investments.
- Creating 1.5 million new jobs in five years.
- Retaining and rehabilitating retrenched labour from units that have closed or been declared sick.
- Improving working conditions, providing decent wages and basic livelihood, social security for workers, especially, from the unorganised sector.
- Minimising adversarial labour relations and providing security in terms of labour market, and employment for the working population.

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Coir

- Kerala accounts for 95 per cent of the total coir and coir products produced in India.
- The coir industry provides employment to 383,000 workers.
- The Alappuzha district of Kerala contributes around 90 per cent to the total coir produced in the state.
- The state has three coir parks, two at Alappuzha and one at Perumon, in Kollam.
- The Coir Co-operative Marketing Federation (COIRFED) is the apex federation of around 600 coir co-operatives.
- The US is the largest importer of coir products from India, followed by the European Union.

Handloom and power-loom

- Handloom and power-loom industry employs about 250,000 people and ranks second among the traditional industries of the state in terms of providing employment.
- The industry is concentrated in the districts of Palakkad, Kozhikode, Thrissur, Ernakulam, Kollam and Kasaragod.
- Around 94 per cent of the total number of looms are under the cooperative sector, the rest being under industrial entrepreneurs.
- At the end of March 2008, there were 758 registered primary handloom weaver's co-operative societies (PHWCS), consisting of 155 factory-type societies and 603 cottage-type societies.
- The overall production of cloth in the co-operative sector of Kerala increased from 60.1 million metres in 2006-07 to 68.3 million metres in 2007-08.

IT

- The state is known as the ‘information gateway’ of the country.
- Kochi, which is connected by two submarine cables and satellite gateways that directly support cities including Bengaluru, has emerged as a unique IT destination.
- The state is home to Technopark at Thiruvananthapuram and Infopark at Kochi. A cyberpark at Kozhikode is under construction.
- The state also has many private IT parks such as Smart City-Kochi, L&T Park, Leela Park, Brigade Park and Muthoot Park.

Key players
Tata Consultancy Services
Infosys
IBS Software Services
Collabera
Patni
Toonz Animation India Private Limited
UST Global (Formerly, US Technologies)
RR Donnelly India Outsource Private Limited

IT – company profiles ... (1/3)

Tata Consultancy Services






Tata Consultancy Services (TCS) is among the largest providers of IT and business process outsourcing (BPO) services in India. TCS employed more than 140,000 people and had a revenue of US\$ 5.7 billion in 2009. TCS provides IT consulting and services in banking, financial services, healthcare and life sciences, insurance, manufacturing, media, entertainment, transportation, travel and hospitality, retail, utilities and energy resources. TCS has its software development and training centre at Technopark, in Thiruvananthapuram.

Infosys






Established in 1981, Infosys employs more than 105,000 people. The company recorded sales of US\$ 4.7 billion in 2008–09. It is engaged in IT consulting, modular global sourcing, process re-engineering, and BPO services. The company has operations in Australia, China and US and marketing and technological alliances with FileNet, IBM, Intel, Microsoft, Oracle, etc. Infosys has offices in 22 countries and development centres in India, China, Australia, UK, Canada and Japan. Infosys has a centre at Technopark, Thiruvananthapuram.

IT – company profiles ... (2/3)

<p>IBS Software Services</p> 	<p>Established in 1997 to support the airline industry, IBS employs more than 2,000 persons across 12 geographies. It is a leading global provider of new-generation IT solutions to the travel, transportation and logistics (TTL) industry. A specialist in the domain, IBS offers a range of products and services that manage mission-critical operations of major airlines, airports, oil and gas companies, seaports, cruise lines and tour operators world-wide. Services offered by IBS include technology consulting, product development, data warehousing, business intelligence, application development, re-engineering, and maintenance. IBS has quality certifications for its business and development processes, work-force capability processes and security – SEI CMMI Level-5 and PCMM Level 5 assessed, ISO 9001:2008, TickIT and ISO 27001:2005 certified. The company has two offices in Kerala (one in Technopark, Thiruvananthapuram and another in Kochi).</p>
<p>Patni Computer Systems (PCS)</p> 	<p>Established in 1978, Patni Computer Systems employs over 14,500 people at 23 international offices in America, Asia-Pacific and Europe and in eight locations in India. Patni has over 200 Fortune 1,000 companies as its clients and posted a revenue of US\$ 719 million in 2008. PCS provides IT solutions in financial services, manufacturing, telecom, life sciences, product engineering, energy and utilities, logistics and transportation, etc. The company is setting up a US\$ 32 million development centre in the Phase-III of Technopark at Thiruvananthapuram.</p>
<p>Collabera</p> 	<p>Collabera is a US\$ 300 million global IT services company that provides business-centric, end-to-end IT consulting services and solutions. With over 4,000 dedicated professionals in 19 locations and three development facilities in North America, Europe and India, Collabera serves global 2,000 clients in the communications, media, financial services, manufacturing and retail industries. Collabera has been listed among the top 10 IT service providers, globally, in the Global Services 100 listing released in March 2009. The company has an office at Technopark, Thiruvananthapuram.</p>

IT – company profiles ... (3/3)

<p>Toonz Animation India Private Limited</p> 	<p>Founded in 1999, the company is the animation arm of the Singapore-based, Toonz Group. It is the major provider of animation services to top US and European producers like Marvel, Hallmark, Paramount, Disney and Cartoon Network. Toonz has its corporate headquarters at the Technopark campus in Thiruvananthapuram with divisions in US, Europe, Japan and Australia.</p>
<p>UST Global (formerly US Technologies)</p> 	<p>UST Global (UST) is a leading provider of end-to-end IT services and solutions for Global 2,000 companies. UST is certified as an SEI-CMMI and PCMM Level-5 company, and all UST India centres are ISO 27001 certified. The company has 15 offices across 10 countries, of which four are located in India. The company has two offices in Kerala (one in Technopark, Thiruvananthapuram and another in Infopark, Kochi).</p>
<p>RR Donnelly India Outsource Private Limited</p> 	<p>Founded in 1995, RR Donnelly Global BPO employs 7,700 people in 28 delivery and 41 onsite operation centres across nine countries. It is a subsidiary of RR Donnelly (RRD) which is a global provider of integrated communications, business services and supply chain solutions. RR Donnelly is a US\$ 11 billion, Fortune 300 company with more than 60,000 employees around the world. The company has an office at Technopark, Thiruvananthapuram.</p>

Electronics

- The self-contained Electronics Technology Park at Technopark, Thiruvananthapuram, has been instrumental in attracting global electronics manufacturers.
- The state has an advantage of the availability of skilled and semi-skilled workers for the electronics industry.




Key players

Traco Cable Company

Transformers and Electricals Kerala Limited (TELK)

Kerala State Electronics Development Corporation Limited

Electronics – company profiles

<p>Traco Cable Company</p> 	<p>Traco Cable Company (TCC) commenced operations in 1964, manufacturing high quality cables and wires in technical collaboration with Kelesey Engineering Co., Canada. TCC currently meets the needs of public sector undertakings in India, such as, railways and the electricity boards of various states. The company has its head office at Kochi with factories at Kochi and Thiruvalla.</p>
<p>Transformers and Electricals Kerala Limited</p> 	<p>Transformers and Electricals Kerala Limited (TELK) was incorporated in 1963 under an agreement with the Government of Kerala, State Industrial Development Corporation and Hitachi Limited, Japan. TELK manufactures transformers, bushings and on-load changing gears. The factory and head office is located at Angamally, near Kochi.</p>
<p>Kerala State Electronics Development Corporation (Keltron)</p> 	<p>Founded in 1973, Keltron is a state-owned electronic enterprise, employing more than 2,000 people in 11 manufacturing locations. Keltron also provides technical manpower to major organisations such as Oil and Natural Gas Corporation Limited (ONGC). Keltron also has strategic-alliances with companies such as IBM India, Acer, Degree Controls, SAB Sweden, Hitachi, ABB, Toshiba and Camille Bauer. Keltron is headquartered in Thiruvananthapuram and has training centres in 13 locations across Kerala.</p>

Tourism

- Tourism is a primary economic activity in Kerala. The sector contributes about 8 per cent to the GDP of the state.
- In 2008, the foreign exchange earnings from tourism grew by 16.1 per cent to US\$ 750 million; foreign tourist arrivals increased from 515,808 in 2007 to 598,929 in 2008.
- Kerala Tourism has won many national and international awards. It is listed among the 101 strongest brands in India by Super Brands India Private Limited and was awarded the super-brand status in 2006-07.
- Some of the popular tourist destinations in Kerala include beaches of Kovalam, Varkala, Marari, Bekal and Kannur; backwaters of Kumarakom, Alappuzha, Kollam, Kochi and Kozhikode; and hill stations of Ponmudi, Munnar, Wayanad and Wagamon.
- Kerala also has a number of well-known wildlife reserves, including the Periyar Wildlife Sanctuary, the Eravikulam National Park, the Thattekkad Bird Sanctuary and the Parambikulam Wildlife Sanctuary.

Major industrial projects being implemented ... (1/2)

Promoter	Project	Investment (US\$ million)	Location
Infrastructure			
Sobha Developers Private Limited	Intergrated township (Thirissur)	1,243.8	Thirissur
Kerala Industrial Infrastructure Development Corporation Limited	Kochi metro-rail project	758	Kochi
Indian Gateway Terminal Private Limited	International container transhipment terminal	412	Vallarpadam
Kerala State Industrial Development Corporation Limited	Azhikkal port Phase- I A	381	Azhikkal
Parsons Agrotech Private Limited	Bey pore port	45	Bey pore
Cochin Port Trust	Port SEZ	45.8	Puthuvypeen
Cochin International Airport Limited	Airport terminal modernisation	15.6	Kochi
Energy			
Petronet LNG Limited	LNG terminal	694.6	Kochi

Major industrial projects being implemented ... (2/2)

Promoter	Project	Investment (US\$ million)	Location
IT and ITeS			
Technopark	Technopark (Trivandrum) Phase-III	28.5	Thiruvananthapuram
Mining and minerals			
Cochin Minerals & Rutile Limited	Synthetic rutile project	746	Alappuzha
NMDC Limited	Mineral processing unit	383	Kollam
Electronics			
United Electrical Industries Limited	Energy meters project	21.7	Kuzhalmanna
Food processing			
Milgram Milk Specialities Private Limited	Dairy-farm complex	25	Vandiperiyar
Biotechnology			
KSIDC	Life sciences park	65	Thonnakal, Thiruvananthapuram

Source: projectstoday.com

Key industrial projects being planned

Promoter	Project	Investment (US\$ million)	Location
Food processing			
MVJ Food India Private Limited	Food park	25	Alappuzha
Metals and minerals			
KSIDC	Gold refinery plant	456.9	Chickmagalur
IT and ITeS			
Technopark	Technopark	1500	Bangalore

Source: projectstoday.com

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Key approvals required

Approvals and clearances required	Departments to be consulted	Mechanism and estimated time
Incorporation of the company	Registrar of Companies	Single-window clearance: The state single-window facility clears investment proposals in 45-60 days on an average; the single-window mechanism helps obtain all approvals necessary for the investment proposals within the specified timeframe.
Registration, industrial entrepreneurs memorandum, industrial licences	District Industries Centre for small scale industries and KSIDC for large and medium industries	
Allotment of land	State Department of Industries/KSIDC/KINFRA	
Permission for land use	State Department of Industries, Kerala Town and Country Planning Department	
Environment approval for the site	Kerala State Pollution Control Board and Central Ministry of Environment and Forests	
No-objection certificate and consent under Water and Pollution Control Act	Kerala State Pollution Control Board	
Approval of construction activity and building plan	Kerala Town and Country Planning Department	
Sanction of power	Kerala State Electricity Board (KSEB)	
Registration under states Sales Tax Act and Central and State Excise Act	Sales tax department, central and state excise departments	

Cost of doing business in Kerala ... (1/2)

Cost parameter	Cost estimate	Source
Land (per acre)	US\$ 335,000 (Kochi)	Inspector General of Registration
Hotel	US\$ 45 to US\$ 170 per room per night	Leading hotels in the state
Office space (per sq ft)	US 60 cents to US 100 cents per month	Property dealers
Residential space (2,000 sq ft house)	US\$ 150 to US\$ 540 per month	Property dealers
Power	Commercial and industrial: US 8 cents per kWh	Kerala State Electricity Board
Water (1,000 litres)	Commercial and industrial: US 26 cents	Kerala Water Authority

Source: Labour and Rehabilitation Department, Kerala

Cost of doing business in Kerala ... (2/2)

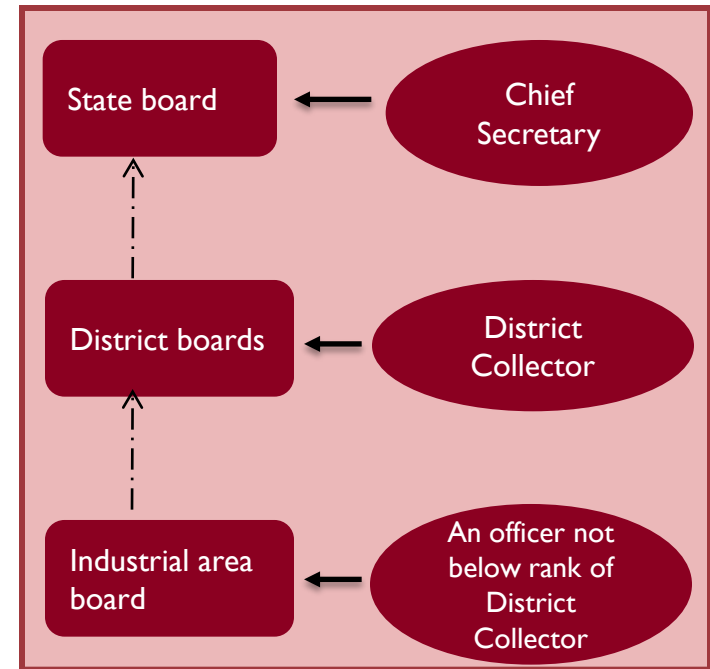
Labour cost in Kerala		
Industry	Category of workers	Minimum wages (US\$/per day)
Agriculture	-	2.0
Construction of roads and building	Un-skilled	2.5
	Skilled	2.8
Handloom industry	Un-skilled	2.6
	Skilled	2.9
Other Industries	Un-skilled	3.0
	Skilled	3.3

Source: Labour and Rehabilitation Department, Kerala

Three-tier single-window clearance

- A single-window clearance mechanism (SWM) was established in June 2000, with the intention of expediting clearances for new industrial projects.
- A state-level board, headed by the Chief Secretary, issues clearances with a timeframe of 45-days to medium- and large-scale industries.
- KSIDC is the single contact-point and convenor of the state board.
- District-level boards have been constituted for issuing clearances required by small-scale industries.
- The District Collector of the respective district is the Chairman and General Manager of the board; the District Industries Centre (DIC) is the convenor for such boards.
- Industrial area boards have also been set up in various industrial areas of the state for clearance of projects; an officer, not below the rank of District Collector, is the chairman of each board, with the Designated Authority of the Industrial Area as the Convenor.

SWM structure in Kerala



Source: KSIDC

Key nodal agencies in Kerala

<p>Kerala Industrial Infrastructure Development Corporation (KINFRA)</p>	<ul style="list-style-type: none"> • The aim of the organization is to speed up industrial growth in Kerala through infrastructure support. • It operates industrial parks in various sectors with 313 operating units, an investment of US\$ 167 million and provides employment opportunities to over 19,000 persons. • It has four newly operational parks – a food park (at Wayanad), a spices park (at Idukki), a knowledge park (at Thrissur) and a rubber park (at Kottayam). • KINFRA's four upcoming projects include a textile centre (at Kannur), a food processing park (at Adoor), a small industries park (at Pathanamthitta) and an integrated textile park (at Palakkad). • Around 20 projects are ongoing under the Assistance to States for Developing Export Infrastructure and Allied Activities (ASIDE) scheme.
<p>KITCO Limited (formerly, Kerala Industrial and Technical Consultancy Organization Limited)</p>	<ul style="list-style-type: none"> • The organisation is involved in providing consultancy services, mainly, in the fields of detailed engineering and human resources development.
<p>Directorate of Industries and Commerce</p>	<ul style="list-style-type: none"> • It is the implementing agency for the Department of Industries, Government of Kerala. • It provides infrastructure facilities for small-scale sector by acquiring land and developing facilities such as road, water supply, electricity, civil works and necessary buildings.
<p>Small Industries Development Corporation</p>	<ul style="list-style-type: none"> • It provides infrastructure facilities for the small-scale sector through its major- and mini-industrial estates.

Key nodal agency for single-window clearance

Kerala State Industrial Development Corporation (KSIDC): the single-window clearance and monitoring agency

Purpose

- Formed in 1961 with the objective of promoting, stimulating, financing and facilitating the development of large- and medium-scale industries in Kerala.
- Acts as a promotional agency, involved in catalysing the development of physical and social infrastructure required for the constant growth of industry.

Composition

- Consists of a group of professionals from various fields, including engineering, management, finance and law.
- Services offered include project lending, single-window clearance, equipment purchase loan and consultancy.

Contact details ... (1/2)

- **Directorate of Industries and Commerce**

Vikas Bhavan P O Thiruvananthapuram
Kerala-695 033
Phone: 91-471-2302 774
Fax: 91-471-2305 493
E-mail: tvm_dindust@sancharnet.in

- **Kerala State Industrial Development Corporation Limited (KSIDC)**

T CXI/266, Keston Road, Kowdiar,
Thiruvananthapuram-695 003
Phone: 91-471-2318 922
Fax: 91-471-2315 893
E-mail: ksidc@vsnl.com

- **KITCO Limited**

P B No 1820, Ravipuram
M G Road, Kochi-682 016
Phone: 91-484 -4129 000 / 2357 437/2357 699 / 2357 478
Fax: 91-484 -2357 687
E-mail: mail@kitco.in

Contact details ... (2/2)

- **Kerala Industrial Infrastructure Development Corporation (KINFRA)**

KINFRA HOUSE, TC 31/2312

Sasthamangalam, Trivandrum-695 010

Phone: +91-471-2726 585

Fax: +91-471-2724 773

E-mail: kinfra@vsnl.com

- **Small Industries Development Corporation**

Santhinagar

P B No 50

Thiruvananthapuram- 695 001

Phone: 91-471-2330401, 2330 413, 2330 818,

Fax: 91-471- 2330 904

E-mail: tvm_kersidco@sancharnet.in

Annexure ... (1/3)

Socio-economic classification (SEC) of urban and rural households: urban grid

Education/Occupation	Illiterate	School up to four years/ literate, but no formal schooling	School up to five to nine years	SSC/HSC	Certificate course, but not graduate	Graduate/post graduate general	Graduate/post graduate professional
Unskilled workers	E2	E2	E1	D	D	D	D
Skilled workers	E2	E1	D	C	C	B2	B2
Petty traders	E2	D	D	C	C	B2	B2
Shop owners	D	D	C	B2	B1	A2	A2
Entrepreneurs: employee none	D	C	B2	B1	A2	A2	A1
Entrepreneurs: employee < 10	C	B2	B2	B1	A2	A1	A1
Entrepreneurs: employee > 10	B1	B1	A2	A2	A1	A1	A1
Self-employed professionals	D	D	D	B2	B1	A2	A1
Clerical/salesman	D	D	D	C	B2	B1	B1
Supervisory level	D	D	C	C	B2	B1	A2
Officers/executives: junior	C	C	C	B2	B1	A2	A2
Officer/executive: middle/senior	B1	B1	B1	B1	A2	A1	A1

Source: Market Research Society of India

Annexure ... (2/3)

Socio-economic classification (SEC) of urban and rural households: rural grid

Education	Type of house		
	Pucca	Semi - pucca	Kuccha
Illiterate	R4	R4	R4
Literate but no formal school	R3	R4	R4
Up to fourth standard	R3	R3	R4
Fifth to ninth standard	R3	R3	R4
SSC/HSC	R2	R3	R3
Some college but not graduate	R1	R2	R3
Graduate / post graduate (general)	R1	R2	R3
Graduate / post graduate (professional)	R1	R2	R3

Source: Market Research Society of India

Annexure ... (3/3)

Exchange rate

Year	INR equivalent of one US\$
2000	46.6
2001	48.3
2002	48.0
2003	45.6
2004	43.7
2005	45.2
2006	45.0
2007	42.0
2008	40.2
2009	46.0

Average for the year

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