High economic growth
Kerala’s Gross State Domestic Product (GSDP) grew at a CAGR of 11.72% between 2015-16 and 2020-21. Kerala is the leader in rubber production and high demand of rubber has opened immense opportunities for the state in the rubber industry.

Rich pool of skilled labour
Kerala has a large base of skilled labour, making it an ideal destination for knowledge-intensive sectors. The state has the highest literacy rate in the country.

Leader in tourism
In 2019(P), 18.30 million domestic tourists and 1.18 million foreign tourists arrived in Kerala. BBC Travel survey has rated Kerala as the top favourite tourist destination among foreign travellers.

Policy and infrastructure support
Kerala has a wide range of fiscal and policy incentives for businesses under the Industrial and Commercial Policy and has well-drafted sector-specific policies. In October 2020, Kerala's first and nation's twentieth mega food park was inaugurated in Palakkad district. The park is expected to create ~5,000 direct and indirect jobs and benefit ~25,000 farmers.

GOVERNMENT VISION-2030 FOR THE STATE

Industry
Increase the share of manufacturing to 10% of the GSDP by 2030.

Health
Increase health expenditure to GSDP ratio from 0.6% in 2012 to 4-5% by 2027-31.

Education
Create a global brand name in education and develop into a knowledge hub by 2030.

Energy
Exploit the full potential of hydro-electric generation and provide affordable and clean power to all.

Note: - ^ CAGR in Rs, P - Provisional, E - Estimate, AE - Advance Estimate, GSDP - Gross State Domestic Product, GSVA - Gross State Value Added, Source: Directorate of Economics and Statistics of State, Department for Promotion of Industry and Internal Trade (DPIIT)