



Government of Kerala

Department of Industries and Commerce

100⁺ Reforms to
facilitate
investments and
improve the 'ease of
doing business',
easier

11th February 2019

ASCEND
KERALA 2019

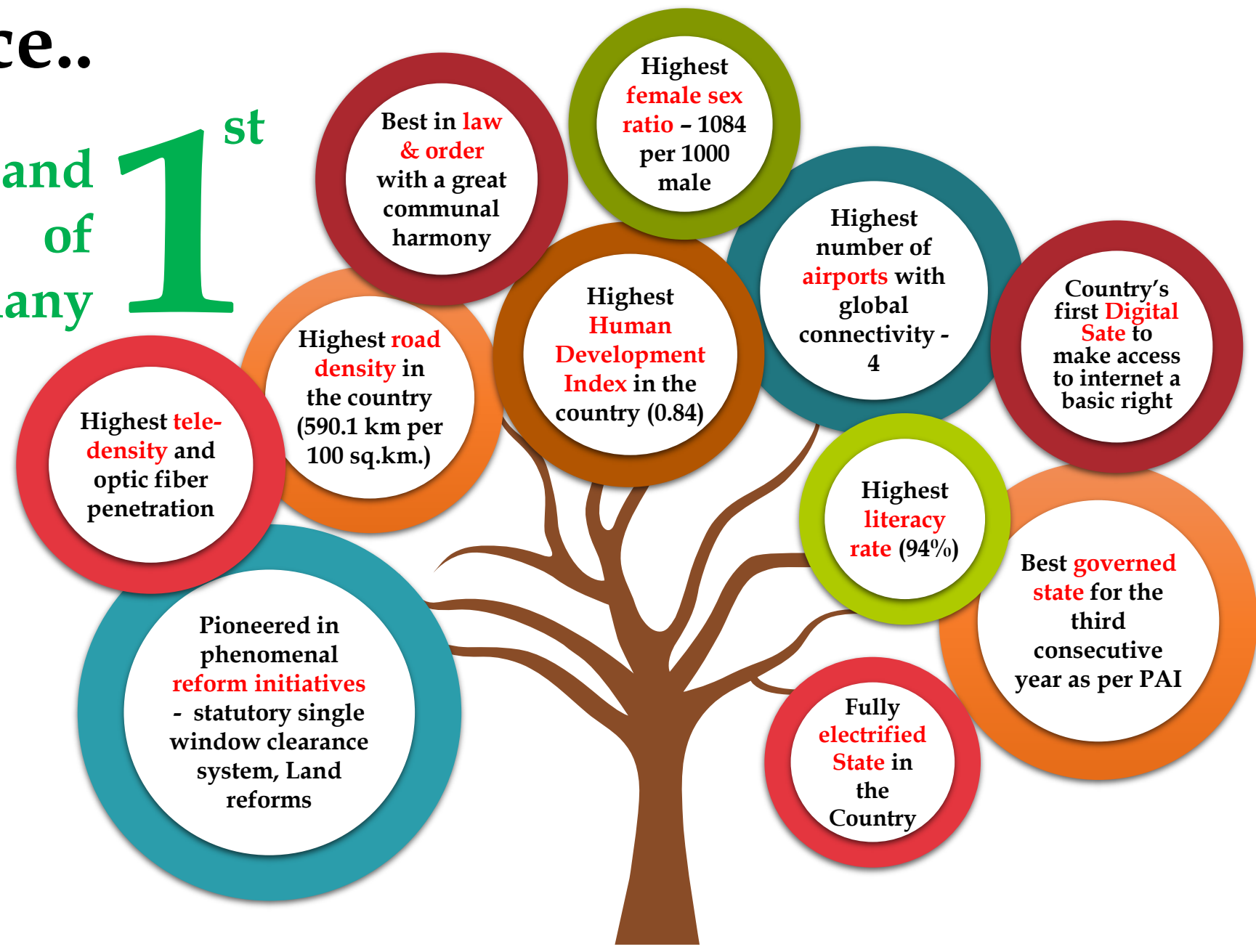
Empowering Enterprises



Kerala at a glance..

Geographic Area (sq. km.)	38,863
Forest Cover (sq.km.)	11,309.5 - 29% of total area
Coastal line (in Km)	569.70
Population Density (sq.km)	860
GSDP growth rate 17-18 (%)	7.18
Per capita GSDP growth rate (%)	6.65
GSVA of manufacturing sector growth rate (%)	9.2

Land of **1st**
of
many



Many successes to be proud of.....

Infrastructure Advantage

Airports



4 International Airports - Cochin, Calicut, Thiruvananthapuram and Kannur.

Among the top 15 busiest airports in India.



Highways

The total length of roads in Kerala is 2,29,349 km.

Road density in the State is 590.14 km/100 sq. km and it is far ahead of the national average.

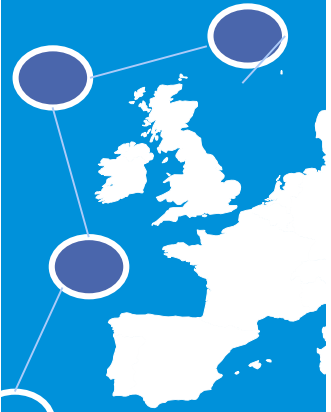
Metro



Kochi metro - India's first integrated multi-modal transport system.

Light Metro Rail Projects at Thiruvananthapuram and Kozhikode.

Seaports



18 Seaports - Intl.Port & ICT Terminal at Kochi (1st in the country), 17 Minor Ports.

An upcoming intl. shipping terminal at Vizhinjam.



Railways

There are about 200 railway stations in the State.

All the railway lines passing through the State have been converted into broad gauge.

Inland Waterways



Transport infrastructure consists of 1,687 km long inland waterways.

Most efficient economic and environment friendly.

Ease of Doing Business: Business Reform Action Plan



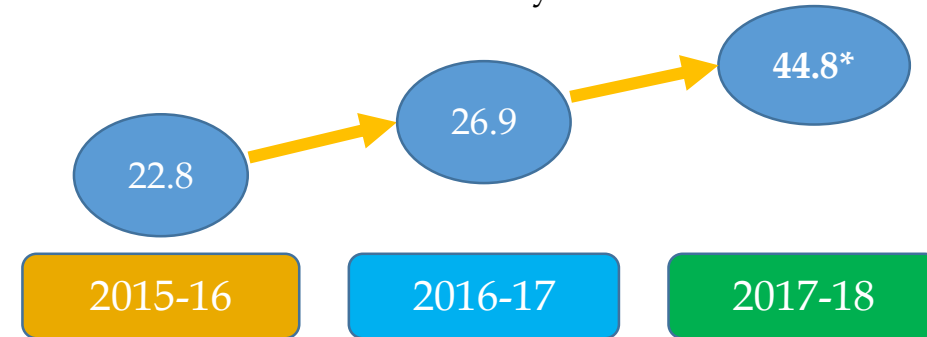
उद्योग संवर्धन और आंतरिक व्यापार विभाग
DEPARTMENT FOR
PROMOTION OF INDUSTRY AND
INTERNAL TRADE

Business Reform Action Plan (BRAP) - Series of Central Government reforms to improve investment environment.

Ease of doing business initiatives

- Emphasis laid on simplification and rationalization of the existing rules and introduction of information technology in governance.
- In 2017 BRAP survey assessed and ranked 36 States and Union Territories (UTs) on the implementation of 372 business reforms and G2B feedback received on 72 reforms.
- Kerala has secured 21st position, with a final implementation score of 44.8 %, an increase of 18 % in the implementation score over the last year.
- The increase in the implementation score can be attributed to the various reform measures being implemented by the State Government.

Comparison of Implementation % over the years

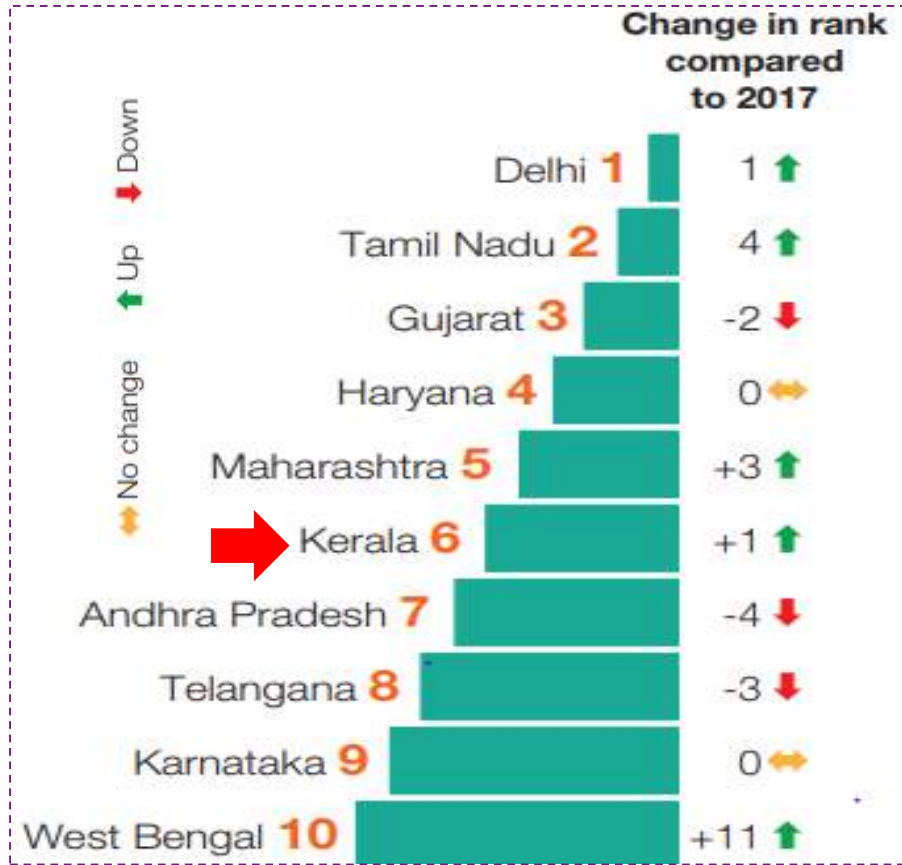


Top Reforms Implemented in the State

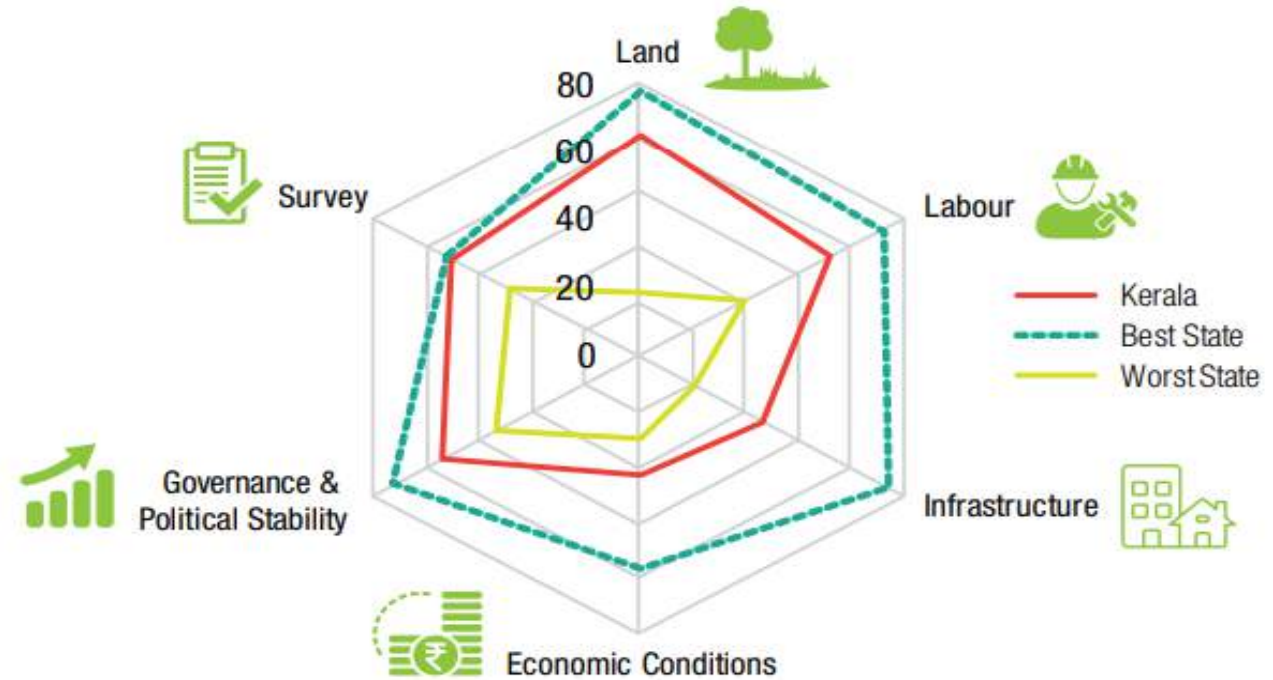
- Environmental Registration Enablers
- Single Window Mechanism,
- Online systems for obtaining utility permits/connections
- Labour Regulation - F&B, Labour
- Sector specific reforms

* Before considering the G2B feedback score the implementation % for the State was 52.56

Kerala: NCAER - State Investment Potential Index 2018

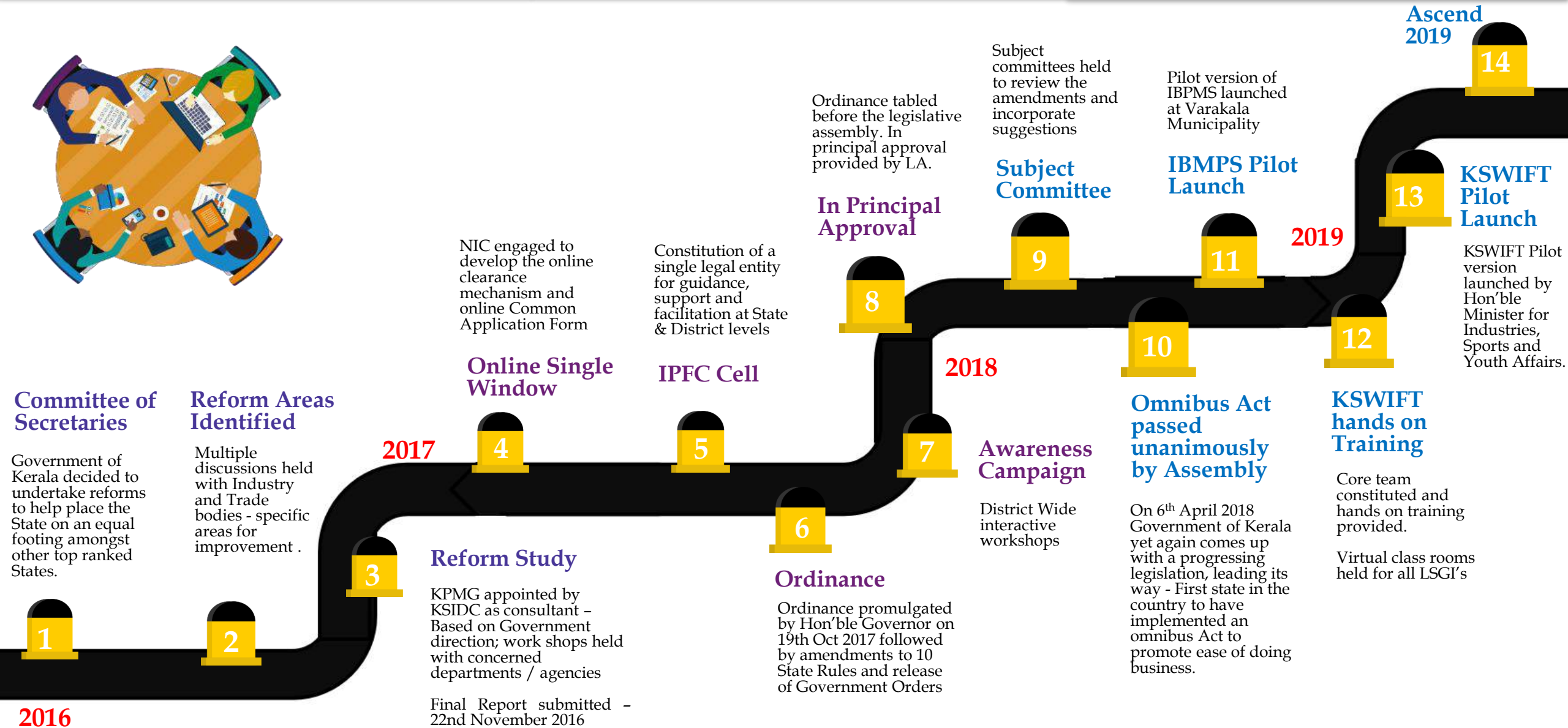


States Performance on the Six Broad Pillars



We are already one among the top performers in attracting investments....

Kerala Ease of Doing Business Story



1 Committee of Secretaries
Government of Kerala decided to undertake reforms to help place the State on an equal footing amongst other top ranked States.

2 Reform Areas Identified
Multiple discussions held with Industry and Trade bodies - specific areas for improvement.

2017

3 Reform Study
KPMG appointed by KSIDC as consultant - Based on Government direction; work shops held with concerned departments / agencies

4 Online Single Window
NIC engaged to develop the online clearance mechanism and online Common Application Form

5 IPFC Cell
Constitution of a single legal entity for guidance, support and facilitation at State & District levels

6 Ordinance
Ordinance promulgated by Hon'ble Governor on 19th Oct 2017 followed by amendments to 10 State Rules and release of Government Orders

7 Awareness Campaign
District Wide interactive workshops

8 In Principal Approval
Ordinance tabled before the legislative assembly. In principal approval provided by LA.

9 Subject Committee
Subject committees held to review the amendments and incorporate suggestions

10 Omnibus Act passed unanimously by Assembly
On 6th April 2018 Government of Kerala yet again comes up with a progressing legislation, leading its way - First state in the country to have implemented an omnibus Act to promote ease of doing business.

11 IBMPS Pilot Launch
Pilot version of IBPMS launched at Varakala Municipality

12 KSWIFT hands on Training
Core team constituted and hands on training provided.
Virtual class rooms held for all LSGI's

13 KSWIFT Pilot Launch
KSWIFT Pilot version launched by Hon'ble Minister for Industries, Sports and Youth Affairs.

14 Ascend 2019

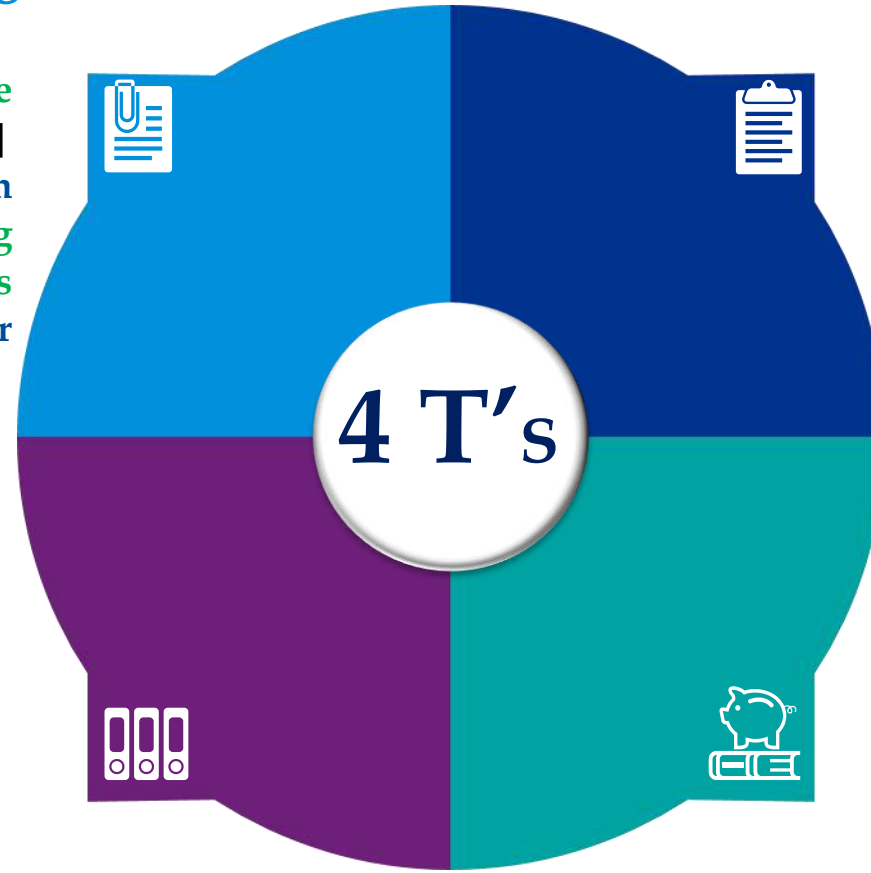
The key principles and essence behind reforms in Kerala

Transparent Process

Publishing of SoP's and Checklists | **Online single window clearance mechanism** | Online intelligent building plan management system (IBPMS) | **Monitoring Committees at State, Districts and Industrial Parks** | Central Inspection System for compliance inspections.

Trust Based

Introduction of Self Certification regime | **Third Party Certifications** | Exemptions for green and white category industries | **Increased validity of Licenses.**



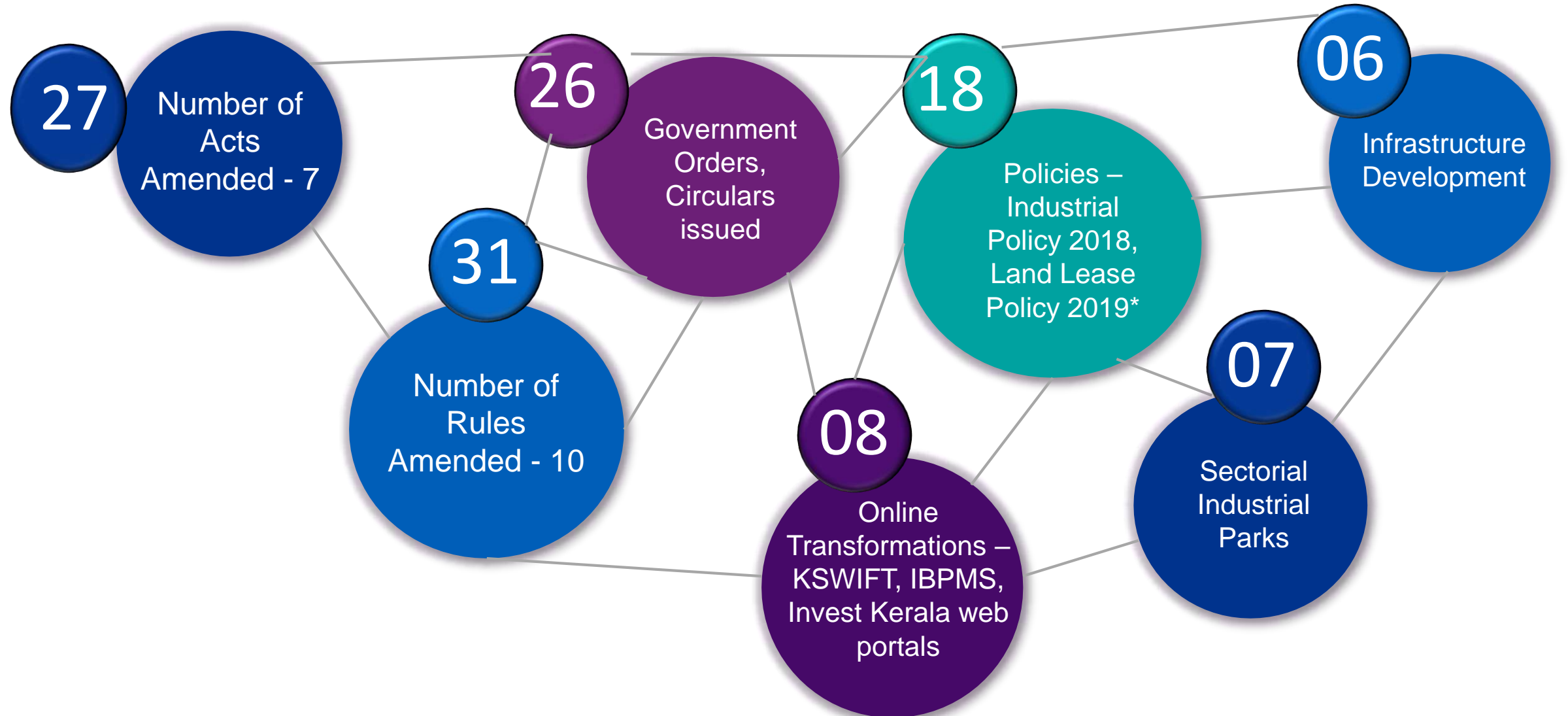
Time Bound

Delegation of Power to district levels | **Parallel processing of application** | **Joint inspections by Department** | Deemed approvals post the mandated timelines | **Elimination of redundant clearances** | **Spot approval for registrations** | **Auto renewal of Licenses**

Transformatory Reforms

Stop Memos to be issued only based on merit | **Engaging of Head Load Workers regularized** | **Attractive Industrial Policy 2018** | **The all new Land Lease Policy 2019** | **Revamped Single Window Boards at State, Districts and Industrial Parks.**

100+ Reforms



Online Transformation: KSWIFT



A transparent fast track Online System for entrepreneurs to avoid procedural delays in getting statutory clearances from various authorities concerned throughout the life-cycle of projects.

KSWIFT - the next revolutionary change in the clearances / legislative landscape of the State which will provide a thriving environment for enterprises in the State.



ONE APPLICATION Common Application Form

Email & SMS **ALERTS**

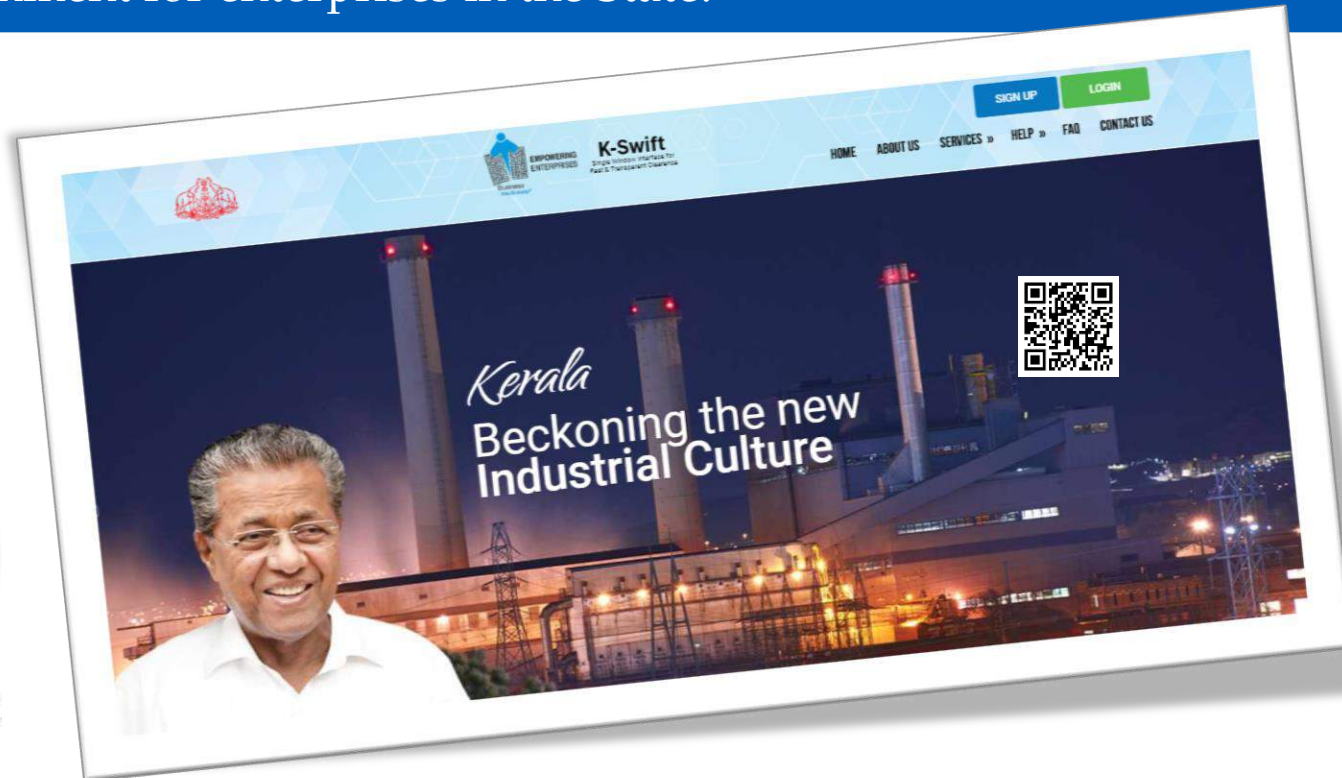


FEE PAYMENT Through Online Gateway

Digital **APPROVALS**



DEFINED TIMELINES Real Time Progress View



14 Department/
Agencies

27 Services

2 Payments
Gateways

Online Transformation : Invest Kerala Portal



“Invest Kerala” portal is a comprehensive portal, which is a one stop information kiosk for every one. Invest Kerala portal fulfills the need of the aspiring and discerning entrepreneurs

Sector/ District Profiles

Investment Wizard

Social Media Integration

Chat Bot



Invest in Kerala - Top 5 reasons

Investor friendly Reforms,
Transparent and Time bound
approvals, Single Window System

**Proactive
Government**

Connectivity

Infrastructure



**Sector
Specific
Industrial
Parks**

**Skilled
Manpower**

Strategic location on the trans-national trade corridor. 4 intl. Airports , an intl. Seaport at Kochi and an upcoming intl. shipping terminal at Vizhinjam.

Excellent transport infrastructure - Roadways, Railways and Inland Waterways coupled with best Banking, Education and Healthcare systems in the country

Sector specific industrial parks for the exclusive growth and development of specified industrial sectors

Kerala has a massive talent pool and holds some very good universities aligned to industry standards

Invest in Kerala

With these reforms Kerala is bound to “ascend” not only in perception but also in reality .



Therefore ASCEND KERALA 2019 is the launching of several reforms and policies to make doing business easier in the State.

Kerala can now be classified as Pre Ascend Kerala and Post Ascend Kerala.



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