

Business to Business Meet (B2B)

- Opening doors to newer opportunities

Statistical data from the industrial setting of the State reveals that 80% of the Industrial units in Kerala falls under the Small Scale Sector, the number of registered units itself coming to about 2.5 Lakhs. SSI sector which contributes for the lion's share of the Industrial income of the state are facing many setbacks, the major one being isolation of the SSI units. These units lack negotiating power and have little access to credit, technology and markets and thereby leaves them no where near the average scale of economy.



Shri. P.K. Kunhalikutty Hon. Minister for Industries and IT Government of Kerala inaugurating the Kerala B2B 2004 exhibition.

Department of Industries, Government of Kerala, introduced Cluster Development Programmes (CDP) to help the SSI units, throughout the state. The CDP endeavors at bringing together production units of a certain locality which manufactures similar products and provides them with common facilities necessary for their potential growth. Selected officials from the Industries department have been trained and appointed as Cluster Development Agents (CDA). CDAs have been working relentlessly towards the identification and development of potential clusters

As part of the developmental activities, Industries department conducted a Kerala Business-to-Business (B2B) meet at Kochi in Kerala on February, 2004. Around 300 SMEs participated from ten selected sectors. About 100 of them were from the functional/potential SSI clusters. The meet attracted a large crowd of buyers from outside Kerala and invited delegates from abroad. The meet offered a great opportunity for cluster members to network with the buyers and suppliers of raw materials. Positive feedback from the SSIs have motivated Department of Industries to conduct similar meets at Mumbai, Bangalore and Chennai as a platform of exposure for the Coir, Handloom, Handicrafts & Rubber clusters. The proposed meet

is expected to provide the Cluster members with an opportunity to interact with genuine raw material suppliers and buying houses. It is also speculated that the metro B2B meets will help the Cluster members to improve their marketing linkages and to elevate their ranking at the National and International levels.



An interactive session in B2B 2004

From left H. exce. EFC Nieche Netherlands ambassador, Shri. A.K. Antony, Hon. Chief Min., Shri. Sankaranarayanan, Hon. Min. for finance, Shri. K.V. Thomas, Hon. Min. for fisheries, Shri. N.Chandrasekharan Chief secretary of State

Moulding Consortia

.... Keeping up the pace

Ethnic Food Cluster in Kozhikode

A consortium for the manufacturers of Halwa at Kozhikode has been formed under the name of **Kozhikode Halwa Consortium Pvt. Ltd.** They propose to set up a Mini Industrial Estate (MIE) exclusively for Halwa manufacturing units of the consortium. They are planning to setup a Common Facility Centre in the MIE for testing lab, effluent treatment, Raw material godown, packaging and sales outlet. Cluster co-ordination Committee (CCC) of this cluster was held on 06.05.2004 under the leadership of Sri. Luis, General Manger DIC. Shri S. Gunasekharan, GM SIDBI, Shri. AV Francis, NITC, KM Rajan LDM, Shri. S Santhosh, K-BIP, Trivandrum and CDA Shri. PK Narayanan, Manager DIC also participated. Shri Luis detailed on the Halwa cluster and the above proposal for a consortium. The CDA forwarded a proposition based on the MCGF scheme and requested SIDBI, GM for approval and it was approved in principle by the GM. As part of the Cluster development it has been decided to set up a raw material bank in the first phase of action. The Bank representative has agreed for further discussion on financial support for the RM bank and it has been decided by CCC to set up the MIE during the second phase of Cluster Development.

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PH Kurian IAS

Secretary (Investment Promotion)
Director (Industries & Commerce)

The Italian Industrial model is known worldwide as a successful example of endogenous development based on SMEs strongly rooted in their communities. I had the opportunity to visit the Textile, Ceramic, Agri Food and Mechanical Industry clusters situated in the different provinces of Italy.

The Industrial Cluster Development is given utmost importance by the local Governments at the Municipal and the provincial levels. The local bodies play an important role in creating a favourable atmosphere for the growth of enterprises.

The Industry Associations, Chambers of Commerce are very proactive in this regard. These Associations play a vital role in the development of Industrial Clusters in Italy. The Credit Guarantee consortia facilitate the flow of necessary fund to the companies and SMEs. These consortia have an apex body at National level with provincial / local level setups. Any SME can become a member of the consortium.

We should also think of adopting the Italian Cluster Development model in our State where the SMEs face much difficulty in managing funds. This can be overcome by adopting this Italian model. So far we have identified more than fifty clusters that are being developed with the involvement of local bodies, technology providers and international institutions. Our fast developing and successful clusters 'under Kerala model' are Kottayam-Rubber, Allepy-Coir, Perumbavoor-Plywood and Food cluster at Kalady and Kozhikode.

I could see great enthusiasm among the cluster actors in these clusters. Emerging Public Private partnership for small-scale industries development through cluster approach will definitely help to enlarge the production base, trigger growth, alleviate poverty and will also be able to provide sustainable employment.

PH Kurian IAS



Moulding Consortia -Keeping up the pace Contd. from page 1

They require assistance from experts in standardization, Packaging, value addition and setting up a testing lab. On 15.06.04 officials from K-BIP and DIC, Kozhikode were visited Central Food Technological and Research Institute (CFTRI), Mysore along with the consortium members Shri.Muhammed Asharaf, Shri Koya Marakkar and KT Yacooob



Shri.Yella Reddy,Scientist in Lipid Science and Shri.Nambiar, another scientist of CFTRI observing the process and testing the samples in a Halwa processing unit at Kozhikode.

They met a team of officials of CFTRI shri TR Prabhu Head, Technology Transfer and Business Development (TTBD), Shri KR Kumar, Head, Food Packaging Technology, Shri KK Bhat, Head, Sensory Science, Dr.Yella Reddy, Lipid Science and Traditional sector (LSTF) dept. and Shri PCS Nambiar, Scientist, TTBD. and discussed with them in detail about the processing of Halwa, the ingredients used, requirements of the consortium and the speciality of Kozhikodan Halva.

CFTRI had entrusted Dr. Yella Reddy and Shri. PCS Nambiar to conduct a detailed study and they visited the units at Kozhikode on 25th and 26th June 2004. On the basis of the study they have forwarded a proposal to standardise the product, improve the general manufacturing practices and packaging technology.

Subsequently Shri. P.H. Kurian IAS (DI&C) and Shri. V. Rajagopal GM K-BIP visited CFTRI and decided to appoint CFTRI as technical consultant for the consortium to develop the above requirements.

Another item in this sector is Banana Chips. It is known under the name of 'Kozhikode chips' around 100 people are engaged in manufacturing the banana chips in the town area of Kozhikode. A first level meeting of this group was held at DIC.G.M. narrated to them about the activities of Cluster Development. They have shown very much interest in forming an association in this regard.

A Consortium in Jewelry

A consortium has been registered with the name '**Anil Basu Gold Consortium Pvt.Ltd**' for the artisans of gold jewels manufacturing. Its objectives are setting up a common workshop for manufacturing gold ornaments by installing modern machines like gold rolling machine, bangle hollow tubing machine, pressing machine, compressing machine, dies etc. The location selected for the establishment of the common workshop is at Koyilandy in Kozhikode district, where the cluster is present.

Engineering Units united

Adoor General Engineering Cluster Association has been registered under charitable societies act at Pathanamthitta. The executive committee of the consortium was held and it decided to conduct an exposure visit to other Engineering units and the same have been conducted. Shri Somarajan, GM, DIC and CDA Shri Wilson, ADIO, DIC were the officials who took the initiative to develop this cluster. The main objective of this consortium is to set up a raw material bank and CFC with latest machineries.

Manufactures from plastic moulding

Aluva Plastic consortium Pvt Ltd at perumbavoor in Ernakulam district has been formed to setup a CFC for a tool

room and Wind energy farm at Idukki district to reduce the power cost. The diagnostic study report of this cluster has been validated on 21.05.2004 in the presence of consortium members, CDA Shri Jayaprakash, Manger, DIC, Shri Sivaprasad, ADIO, DIC and an official from K-BIP. Consortium president Shri Ibrahim had received the validated report from the CDA.

The foundation stone for their CFC has been laid by the Director of Industries & Commerce (DI&C) on 25.06.2004. On this occasion senior officials from Industries department, GM, DIC, Shri Gunasekharan, GM, SIDBI, officials from DIC and other consortium representatives from Ernakulam district were present.

A consortium led by local body

Shornur Agricultural Implements Consortium Pvt Ltd, Palakkadu was inaugurated on 16th June, 2004 and along with this function an awareness programme about Cluster Development was also held. The programme was inaugurated by our Pattambi MLA, Shri . CP Mohammed and the consortium was inaugurated by DI&C. Shri MR Murali, Chairman Shornur Municipality, Senior officials from industries department, Shri Lambert Joseph, Director SISI, Shri.Narasimham SIDBI AGM also spoke the occasion.

After this programme a Technical & Interactive session was held. Shri Lambert Joseph, Shri Narasimham and V Rajagopal GM K-BIP gave a presentation about Cluster development of SSIs, Financing of SME clusters, Role of K-BIP in development of SME & Artisan Clusters respectively. After that there was a meeting with the leaders of successful clusters in Kerala. In that Shri Louis MD, Kottayam rubber, Shri Majeed, President, Perumbavoor Plywood, Shri, Sathyaraj CDA Kottayam and Shri Jayaprakash CDA Ernakulam were actively participated.



Foundation laying for the proposed tool room & Inaugural speech of Aluva Plastic Consortium Pvt. Ltd by Sri. P.H. Kurian IAS DI&C



Inaugural function of Shornur Agri. implements consortium

Creating SME Consortia – Behind the Scenes

Shri.PH Kurian IAS

The key problem faced by SMEs is one of relative isolation rather than size. Isolated SMEs are unable to achieve economies of scale, lack negotiating power, find it difficult to specialise and have limited access to credit, strategic information, technology and markets. SMEs can significantly increase their comparative advantages by cooperating with one another and building linkages with private or public service providers. This can be achieved by forming consortium among the SMEs who are producing similar products in a locality. A consortium is an association of entrepreneurs for commercial gains.

So objectives of consortia may vary, we can identify some common development phases to give the reader an idea of how such cooperation may be fostered. Three main conditions for success may be highlighted:

1. Establishment of a few, clear goals;
2. Consensus building through the involvement of a variety of actors;
3. Awareness of time factor;

Each of these points will be discussed in more detail.

Goals must come from discussion with the final beneficiaries of the consortia – the SMEs. They must be realistic, realizable and clear to the potential members of the consortium. It is advisable to begin with ever just one very clear objective in order to test and reinforce the workings of the consortium. Grandiose projects should be avoided, at least in the beginning stages. Other initiatives may always be added in the future. Consensus building has been identified as one of the key elements in the success of consortia. This has been highlighted in the Italian experience in the diffused participation of private business associations, local government administrations and other institutions in the creation and operation of SME consortia. A variety of actors were convinced of the validity of the inter-firm cooperation project and were willing to commit resources to making it work. This commitment often translated into some form of participation, even financial, in the consortia. Co-participation of this kind spreads the responsibility for the consortium among private and public consortium supporters making failure less likely.

It must be recognized even at the conception stage that creating new organisations of any kind including consortia, take time. This does not mean that there will be no short-term benefits. There certainly can be. It does however mean that the real impact of such organisations will be seen over time and that consortium members and the supporting institutions should be aware of this from day one. This point is clearly connected

to points 1 and 2 above. Short-term objectives may be identified and the fulfillment of these helps reinforce the consortium's organisation and helps boost consensus and institutional support. Success in the short term helps ensure longer life and the achievement of long-term, more structural, changes in the local business environment.

Step-by-step implementation

The three main conditions must underline all phases of consortia creation, but are especially crucial in the start-up stage. Once these general foundations are in place, we can outline a step-by-step implementation process valid for any type of consortium even in contexts previously void of such cooperative activities.

a. Cluster Development Agent (CDA) - to guide and organise the project. This figure will usually be *an official from Industries department* and be already versed in consortia-building activities. It is important to specify that the CDA's job is not to dictate what is to be done, but rather to help launch local projects by working closely with local actors to help them in identifying common objectives, possible partners, etc. and then to assist in developing a workable plan to accomplish the stated goals of local SMEs.

b. Network Development Agent (NDA) – initially to work with CDA, and eventually to run local projects. Involvement of local experts in such projects is key for several reasons. Local actors are already connected to the territory and have accumulated the knowledge of how the local system works that is necessary to operating in the territory. Who's who, which institutions (if any) might be allies in inter-firm cooperation initiatives and which to avoid, how things are done all represent crucial pieces of information that outsiders, even expert CDAs, are not able to access immediately. Furthermore, once the consortium has been founded, the CDA's role ends. Without the involvement of local actors from the beginning, the CDA's departure might lead to an uncertain future for the consortium.

c. Creating consensus – clearly outlining consortium goals and involving a variety of actors. The importance of creating consensus has been discussed above. How to do this, deserves some comment. Once the CDA and the local NDA have begun to sound out the local SMEs to identify common problems and verify interest in attempting collective solutions through the establishment of a consortium, then will be able to draft a proposal. This in hand, they may contact other SMEs and key local actors of various types to promote the project and collect feedback. This will in turn help shape the nature of the consortium and its goals. In this way, the

potential consortium members became participants in the conception of the consortium and it thus becomes “theirs” from the beginning. The involvement of institutions creates co-participation in the viability of the project.

d. Involving local institutions – local institutions may include government administrations, business associations, the educational system etc. This is connected to the previous consensus creating phase, but it is listed separately to underline the fact that the initiative should begin with the private sector. This is to ensure that the creation of the consortium addresses the real needs of local SMEs and does not occur to further political and / or institutional ends unrelated to small business development.

It is important to remember here that institutional involvement in the creation of consortia is seen as crucial to the consortia’s success if the role of institutions is that of support for, and not control of, the project. In some areas targeted for development projects, the institutional context may be weak characterized by institutions that are unable to effectively participate in such initiatives. In these cases, the creation of a consortium may have less support at the outset but offers greater benefits by helping to build a viable institutional environment.

e. Diagnostic study – including investigation of the consortium’s legal standing. Once the consortium proposal has been clearly drafted and the possible members contacted, it is necessary to conduct a diagnostic study. Such a study includes an investigation of the stated goals of the consortium and how these are to be achieved. An outline of the procedures for the realization of the consortium’s goals and the resources needed should be included. The organizational structure of the consortium should be described and an estimate of the resources needed to create the consortium and ensure its operation toward the realization of its goals are also crucial elements of the diagnostic study. The study should also propose how the necessary resources will be obtained. The CDA and NDA will be directly involved in the process, but it is advisable to engage an external expert to ensure objectivity.

f. Meetings with firms and institutions – a good diagnostic study is a powerful tool to be used in second – round meetings with firms and institutions. Again, the project is presented but in much more detail. This supplies potential supporters with the information needed to truly appraise the project. It also gives them another chance to provide the local NDA and CDA with feedback. At this stage, an initial draft of a statute may begin to take shape.

g. Making commitments – it is time for local firms and institutions to make format commitments to the consortium

project. This will be done on the bases of the diagnostic study and previous meetings. Who is in and who is out should be clarified at this stage. It should be noted that the role of the public sector if present at the outset, usually diminishes over time. This ensures decisional independence of consortium, which is seen as fundamental to its success.

h. Formal creation / foundation of consortium – a draft statute should be circulated among members. At this stage members vote on the final version of the statute at the first formal meeting of the consortium. Members decide whether membership the same for everyone or if there are different types for example voting and non-voting members with different obligations. The executive committee is elected and the members discuss operations. Note that at this stage the CDA will at most be involved as a councilor and it is up to the members to decide what role, if any, will be assigned to the local NDA. It may be that the NDA will be selected as the first director of the consortium for a short term of office, or it may be that the SME members refer to have the NDA as an external consultant from the outset.

What will follow then is determined through the standard procedures of the consortium. The executive committee will call meetings and the consortium’s activities will be organised according to the directives of its members. Although the goals of the consortium were established early on, and possible methods of achieving them outlined in the diagnostic study, it may take some thought and discussion among the members to begin to act toward the stated ends. It should be emphasized that the processes of discussion, decision – making, promotion and implementation are all part of inter-firm cooperation and are positive in them. If the consortium makes it to this stage, its chances for survival may be considered very good.

Visit of SES, Germany

The Senior Experten Service (SES) is a non-profit organization, which, with the help of Senior experts, promote the vocational training, further education and qualification of specialists and executives in Germany and abroad. Their main areas are technical and economic fields. Their delegates-



Visit of SES Germany in Perumbavoor Plywood Cluster



Seminar & interactive session of SES, Germany

Ms.Sabine Schmitt, Dr.Oleri and their Indian representative Shri. Rajaneesh Jain- came to Cochin, Kerala on 23rd April 2004, and visited few selected potential clusters here. The clusters visited were Kottayam Rubber,Perumbavoor Plywood and Kalady Rice mill

On 25th April 04 they conducted a programme at Harbor view residency, Cochin, regarding services and experiences in various sectors.

CDAs Shri C Rajan, Kannur Handloom cluster, Shri Abraham Joseph , Allepy Coir cluster and Shri. K.M. Thomas Director, NRRPNC Pvt. Ltd. briefed on the progress of their consortium and future action plan.

Dissemination meet of - Kottayam Rubber

A dissemination meet of Kottayam Cluster Development Programme was organized on 20.05.2004 at Windsor Castle, Kottayam. The department of Industries, Govt.of Kerala, with the support of the DC (SSI), Govt. of India and UNIDO – CDP have been facilitating a cluster wide programme in assisting the decentralized rubber manufacturing industry to improve its competitiveness . All fragmented associations in Kottayam have been brought together in the form of an apex federation namely, Federation of Rubber Industries Association (FRIA) . Consortia have been formed for bulk purchase of raw materials, Institutional linkages and linkage with private and public service providers. In order to disseminate these

initiatives to a larger cross-section of the stake holders including the industry, financial institutions, suppliers, academic and R&D institutions, a one-day dissemination meet was scheduled and organized by FRIA at Hotel Windsor Castle on 20th May,2004 . Senior officials from Industries Dept. , Shri. Mukesh Gulati of UNIDO- CDP ; Shri.Gunasegaran, GM,SIDBI, R Mahadevan Chief GM, SBT and various senior functionaries from the other agencies were present.

In the morning session a presentation was done by Ernst & Young consultants on their feasibility study of the rubber cluster development in Kerala , this study was conducted on behalf of Rubber Park India Pvt. Ltd.

In the after-noon session Shri PH kurian IAS, Shri Louis, President of FRIA, Shri. V.Rajagopal, GM, K-bip, Shri S.Gunasekaran and Dr. Rani Joseph ,Head Dept. Polymer science CUSAT made presentations on the Cluster Development initiatives in Kerala, CDP in Kottayam, the role of K-BIP in facilitating CDP in Kerala ,the role of the SIDBI-SBT MCGF scheme in this cluster,IIP schemat for the Industry-Institutional partnership for rubber entrepreneurs.



*Top. UNIDO focal point manager Sri. Mukesh Gulati
Bottom. Interactive session of officials with cluster members*

Shri Mukesh Gulati from UNIDO complemented the enterprising spirit of cluster for the level of confidence that they have built up with in a short period of time which ultimately resulted in the tangible outputs. He exhorted them to raise to new heights as the environment was favorable for their business growth. He stressed the need for inducting more professionals in managing various developmental activities and advocated the members to share 20% of their earning for R&D and 20% for information gathering. The meet came to an end at 7.30 pm after an interactive session with officials representing various institutions. Shri. NK Mohanan, Addl. Director, DI&C proposed vote of thanks.

Training and RM Bank of leather consortium

A training programme was organized by Kottayam Leather wears Consortium Pvt Ltd for the skill up gradation of their artisans. A faculty from IILP, Chennai arranged the programme.

It was held from 19 April 04 to 11 May 04 and around 37 artisans participated. The consortium proposed to set up a raw material depot and also planned to develop new designs and products. In order to set up a raw material depot, they are planning for an exposure visit to major cities in India like Calcutta, Kanpur, Chennai etc.

In the second week of July 04 they opened a Raw Material (RM) depot for the benefit of its members. Since they utilized their own fund for it, they procured materials from the dealers inside the state in a limited quantity. Consortium is planning for an exposure visit to Kanpur, Calcutta and Chennai to identify the ideal suppliers. The District Collector, Kottayam inaugurated this depot in the presence of consortium members and senior officials of Industries department .

Review on progress of cluster development

Director of Industries and Commerce Shri PH Kurian IAS reviewed the progress of each Cluster that was being developed in our state, on 25th April,04.

All General Managers of District Industries Centres, Addl Directors of DI&C, all CDAs and Officials from Kerala Bureau of Industrial Promotion, Trivandrum were present for the meeting. The Director interacted with every CDA and evaluated the progress of Cluster activity and he also had given certain directions to the GMs to make the Cluster development activities more fruitful.

Assistance to Plywood cluster

Industries department, Govt. of Kerala sanctioned Rs. 5lakhs as margin money to Perumbavoor Plywood cluster at Ernakulam district. They have purchased all machineries required in CFC. The building work for the CFC is progressing very fast.

KANNUR HANDLOOM CLUSTER

Cluster Development Intervention carried out in Kannur district of Handloom cluster is :

- Organised an exhibition cum sales involving all handloom consortia
- Cluster Coordination Committee reviewed the progress so far made in organizing various programmes
- Consortia submitted a memorandum to Hon. President of India about various difficulties faced by this sector.
- Handloom technologist and designers visited the cluster and given some assistance in developing samples of new designs.
- One of the consortium 'Irinavu Handloom' met officials of SES,Germany at Cochin in connection with development of new design and market linkage.
- Arrangements were made for common purchase of looms, Jacquard looms and accessories for the consortia.
- Conducted one day seminar on Internet in Business Development and International Marketing. The



Shri. Samuel Johnson AGM, NABARD inaugurates the programme "Internet in business development and international marketing"

expert presentation was made by Shri. Rippon Chopra, Global Avenue, Ludhiana. The programme was formally inaugurated by Shri. Samuel Johnson, AGM, NABARD and presided over by Shri C Rajan, Manger, DIC. Shri. Krishnan Dy. Director, Weavers Service Centre, Shri. Parameswaran, Asst. Director, Textile Committee, Shri. Vijayan Nair, LDM, Sri.N. Sreedharan, Member All Indian Handloom Advisory Board etc. felicitated.

Assistance for Ethnic Food Clusters

Considering the immense commercial potential of Kerala in the food processing sector, special emphasis is given for the development of food processing industry. In line with the above policy interactive, the Industries

Department has charted out elaborate plans to tap the potential of this sector. As part of this effort, K-BIP has been identified as one of the agencies for promotional activities in this sector. K-BIP has submitted a proposal before Govt. for implementing Setting up of four Ethnic Food Processing Clusters. They are Halwa and chips at Kozhikode, Rice Muruk at Palakkad and Sweets at Karunagappally in Kollam. Government has examined the proposal in detail and sanctioned an amount of Rs. 50 lakhs for the implementation of the above.

Awareness workshops in Food processing sector

Food Processing is one of the sectors, which has been given the status of trust sector industries in the recently announced Industrial Policy by the State Government. The major problems faced by the existing Food Processing Industry in the State are lack of awareness of technology, especially in packaging, latest machinery available, food quality & safety etc. By adopting latest technology, the shelf life of products can be increased, making them equipped for export markets. Dept. of Industries, Govt. of Kerala in association with CFTRI, Mysore and NCHC conducted an awareness workshop on improved methods of food preserving, Packaging Techniques, Machinery and importance of HACCP certification, in the present scenario of the Food Industry. The programme was held in three locations of the state- Kozhikode, Palghat and Ernakulam on July 28, 29, 30 2004 respectively.

Awareness programme for Senior Officials of FI

Industries department, GoK proposed to conduct a one-day awareness programme and a training programme for the officials of various Financial Institutions (FI) like Banks, KFC and KSIDC regarding CDP. The one day programme is scheduled at Trivandrum on 05, Aug 04 for the senior officials of FI. The training programme is scheduled at Kochi from September 8-10, 2004 for the development officers of FI. A national expert on Industrial Cluster Development will be handling the training sessions along with official of Industries Department. Several leading banks from the State have already shown initiative in cooperating with the Government in this programme.

A BOON From the Govt

-Margin Money Scheme

The State Government has approved the proposal for the Margin Money loan to individual Cluster/Consortia members. Rs. 5 Crore expected to be availed by the functioning Clusters/Consortia members. It will be a great boost to the cluster development initiatives by the dept. of industries. Moratorium for the principal repayment is 50 months. The main attraction of this scheme is given below.

- MML will also be available to SSI Units who are members of a Cluster / Consortium / Company / Common corporate under the Industrial Cluster Development Programme.
- Maximum MML to each Clusters/Consortia members, will be Rs. 2.5 lakhs.
- The interest rate will be 6% p.a. for MML sanctioned under this scheme.
- No collateral security or charge on assets of the applicant Units.

Details are available with the GM, DIC.

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Another Ethnic food from Palakkad

One of the well-demanded traditional food item in Kerala is Muruk. At Karipode village there are 300 families traditionally engaged in manufacturing of rice muruk. Officials visited some units and found out that the processing is not much hygiene and improved packing process is required. If these things are fulfilled they will have very good marketing network for their product. On 16.06.2004 Some of the senior officials visited the cluster and briefed the benefits of Cluster development programme to cluster members. Subsequently they met together on 20.07.2004 at the residence of Panchayat member in Karipode and decided to form a consortium for setting up a raw material depot and CFC. A major marketing company from palakkad has come forward to market the product under the common brand.

People from Printing

The people who are engaged in printing works at Ernakulam are facing some common problems like material cost and lack of facilities. DIC officials has taken initiatives to bring them together and made them aware of cluster approach. There are two meetings were held for awareness and trust building among them. In the second level meeting they decided to form a consortium as a private limited company. The objective of the consortium is setting up of post press facilities and RM bank. At present the post-press jobs are being done outside the state in places like Sivakasi. This can be avoided if such a unit comes here.

Garments from Idukki

A consortium has been formed and registered as 'Art-O computerized Garments Pvt.Ltd' with the aim of providing a common design center, RM bank and a CFC.