



T.O. Sooraj IAS
Director
Industries & Commerce



A word from the Director

According to the findings of a recent survey conducted by the planning commission, India's per capita income will double provided that the present average growth is maintained. Inputs from both the large scale and small-scale sectors are equally significant in this context.

As far as the industrial sector is concerned, "aggressive marketing" is the trump card. However, activities such as brand building, sustenance of loss leaders, extension of product portfolio, nationwide advertising, huge sales force, competing with large scale imports, which are key factors in marketing are tasks best left to large players. Small-scale enterprises can hardly match the advertising support or distribution reach of a large corporation. Nevertheless, to survive the overwhelming competition the SMEs need to upgrade themselves, especially in marketing.

In the case of Kerala, small units sell best in limited or neighborhood markets or when they are meeting a low volume specialised demand, which no large player can effectively cater to. Increasingly, now, the endeavor is to build the marketing activity of small units around their competitive advantage i.e., products which are labour intensive, items which cater to niche markets, low volume high margin products, sub assembly tasks, outsourcing jobs and ancillarisation. Sub contracting exchanges are being established through Government and Industry Associations to promote such interface.

On the top of all this, the Kerala Government puts up the finest platform for the SMEs to showcase their products before intra and international buyers, via the series of Kerala Business to Business meets. The meet held in September 2005, the second of its kind, was a real eye-opener for the participant SMEs. They became aware of the need for value addition in their products, need for quality standards and the methodology of proper marketing.

Participation in such national and international fairs & trade meets is important especially in the case of Clusters. Such meets offer an easy platform to access Global markets for products that are unique to the State. They also put forth before us ample opportunities to seek genuine buyers and interact with them actively, regarding business. In fact, this is the most easiest and affordable way to penetrate into the global market.

Kerala Business to Business Meet 2005

The first Kerala Business to Business Meet was conducted at Kochi during 2004. The Meet was greatly appreciated by the manufacturing community of the State and there have been suggestions to conduct the Meet on an annual basis. B2B 2004 succeeded in creating a platform for the industrialists in our State to have in-depth interaction and one to one meetings with the Business Houses / Buyers / Trade Associates / Trade Representatives of Foreign embassies from all over the Country and Abroad. By the time the Meet concluded, many of the Sellers were able to bag orders from National and International Buyers; many more had promising trade enquiries.



Shri. Oommen Chandy, Hon'ble Chief Minister of Kerala inaugurating the Kerala Business to Business Meet 2005 at Kochi.

In order to provide yet another opportunity for the manufacturers of Kerala to access global markets as well as to carry forward the momentum of opportunities generated by B2B 2004, Government of Kerala organised the 'Kerala Business to Business Meet 2005' from September 6-8, 2005 at Galfar International Convention Centre, Hotel Le Meridien, Kochi.

The Kerala Business to Business Meet 2005 was a part of Government of Kerala's effort to promote the State's Small & Medium Enterprises in the global markets and help the manufacturing sector to access larger markets for their products. There is no disputing fact that the Small & Medium Enterprises in the State has contributed in large measure towards the economic development and growth of the State.

But to survive in the changed competitive economic order, the SME sector has to continually evolve through adoption of better technologies, reducing costs and improving quality in order to tap new markets globally

for their sustainable growth. This is especially relevant for the traditional sector within the State and other sectors where the State has inherent advantages in terms of potential for rapid growth. Hence the need for an urgent growth to explore new markets, increased access to existing one and emerging opportunities to ensure a rapid growth in employment generation has become essential.



Shri. V.K. Ebrahim Kunju, Hon'ble Minister for Industries & Social Welfare, delivering the presidential address.

The Department of Industries, Government of Kerala in its role as a facilitator to the SME sector had organised this Meet in association with Kerala Bureau of Industrial Promotion (K-BIP), Kerala State Industrial Development Corporation (KSIDC), Kerala State Industrial Infrastructural Development Corporation (KINFRA), Confederation of Indian Industries (CII) and Kerala State Small Industry Association (KSSIA).

The B2B 2005 focused on the Small & Medium Enterprises and showcased eight key sectors which had strong manufacturing base and quality products both in the branded and unbranded sectors. The sectors focused for the Meet was Coir / Handicrafts including Khadi & Village Industries Products / Handlooms, Textiles & Garments / Processed Food & Spices / Construction Materials, Wood & Interior Decorations / Herbal, Ayurveda, Pharmaceuticals / Rubber & Rubber Products / Printing & Packaging.

The sectors had been identified between the traditional and modern which had critical mass in manufacturing capacity and based on their products which could be presented to a global Buying Community. The traditional sectors of the State's economy – Coir, Cashew, Spices, Ayurveda, Khadi Products, Handlooms and Handicrafts – plays a significant role in terms of employment generation as well as income generation.

The Department of Industries and other related organisations along with the entrusted Event Management Agency had worked in tandem which made the event a grand success. The efforts put in by the team of organizers succeeded very well which is evident from the various media reports and the participation from both the Buyer as well as the Seller side.

Similarly, we had received response from 531 nos. of Buyers, out of which 406 nos. had participated in the Meet. This included 227 nos. from outside Kerala State, 72 nos. International Buyers, 10 nos. from Foreign Embassy Trade Representatives and 97 nos. Buyers from Kerala. The foreign delegates were from Bahrain, Belgium, Japan, Jordan, Kuwait, Malaysia, Netherlands, Sudan, Singapore, Sharjah, South Africa, Sri Lanka, Thailand, UAE, UK and Qatar. Foreign Embassy Trade Representatives were from Netherlands, Switzerland, Germany, USA, Indonesia, Belgium and Singapore.

The major companies participated in B2B 2005 included AMP Mercantile, Adani Group, Alinz Buying House, Deemart Merchandising, EMKE Group, Hindalco, Nexus, Sahara India, Star Asia, Toyota Tsusho, Videocon International etc.



Shri. Subodh Kant Sahai, Hon'ble Minister of State for Food Processing Industries, Govt of India, releasing the Seller Directory.

The officials from the Director General of Supplies & Disposal, Indian Railways, Coconut Development Board, Coffee Board, Spices Board, Rubber Board, Major Financial Institutions etc. also participated for the Meet. The DGS&D and Railways had also conducted a technical session for interaction between the Buyers & Sellers.

Shri. Oommen Chandy, Hon'ble Chief Minister in his inaugural address mentioned about the economic growth achieved by the State

(cont... page 8)

Addl. Secretary, GOI visited Screw pine cluster

Dr. Christy Fernandez IAS, Additional Secretary to Dept. of Commerce and Industry, Govt. of India visited screw pine cluster at Kottapuram, Thrissur on 11th October, 2005. The development of a cluster of artisans who are engaged in mat weaving with natural fibre called Screw pine is one of the pioneering efforts of Kottapuram Integrated Development Society(KIDS). After the successful intervention of this society, the women artisans now make a variety of unique screwing products which are having great demand in and abroad. They earn a better livelihood income than before and it has fascinatingly pushed up their socio economic status.



Dr. Christy Fernandez IAS laying down the foundation stone of the Common Working Facility Centre for Screw pine craft at KIDS

It was a memorable day both for the cluster and the artisans as Dr. Christy Fernandez laid down the foundation stone of the Common Working Facility Centre for Screw pine craft that is being initiated as a part of ASIDE. Shri. T.O. Sooraj I.A.S., Director of Industries & Commerce, Govt. of Kerala made the keynote address and Fr. Johnson Panketh, Director, KIDS presided over the function. Shri. V. Rajagopal, GM, K-BIP; Dr. Mohandas, Rtd. Prof., Cochin University and Dr. Sunny George, Head of Environment Department, KIDS felicitated the function. One of the artisans, Smt. Laila Xavier shared her experience being a member of this screw pine cluster that she has been highly successful in all the aspects since she joined this cluster and gained necessary train to boost her capability of producing quality screw pine products. Same is the case of almost all other artisans. Fr. Bobby Kallarakkal, Asst. Director of KIDS welcomed the dignitaries and Shri. Shaju Peter, Coordinator of screw pine craft sector, KIDS proposed vote of thanks.

Dr. Christy Fernandez, along with other dignitaries, visited one of the screw pine production centers and interacted with the artisans there. He closely examined each and every process of the production of screw art. He also visited the screw pine products' showroom setup at the KIDS Campus and made a close look at the finished products.



Dr. Christy Fernandez IAS addressing the gathering

As a feedback to the observations and experiences at KIDS, Dr. Christy Fernandez addressed that he was quite delightful to see the enchanting progress made by KIDS. The society's fundamentals are quite strong and the new challenge is to move upon hardcore commercial lines in addition to the charitable focus. A sustainable model has to be developed for this. KIDS should explore the possibility of setting up an independent enterprise to promote exports, which may focus only on export production, technology upgradation, skill improvement, semi automation, building up trade, information, etc. He also mentioned 'that KIDS shall be a model for other NGOs. Shri. T.O. Sooraj I.A.S mentioned that he would provide all possible assistance for this cluster, on behalf of Dept. of Industries, Govt. of Kerala.

KERALA BAMBOO FEST 2005

20-22, December 2005, Kochi

Showcasing:

Handicrafts, Furniture, Wood substitutes, Building construction & structural applications, Industrial products, Specialized bamboo processing machinery/ techniques, Decorative & artistic products, Research & applications as well as publications.

Participation:

Representatives of the Bamboo community, Artisans & craftsmen, Manufacturers and producers, Bamboo processing machinery manufacturers, Technologists & researchers, National level leaders in the sector, Publishers, NGOs, New product/technology pioneers.

for further details: www.keralaindustry.org

State Bamboo Mission & Cluster Development

The importance of Bamboo as an Eco-friendly raw material capable of meeting multifarious needs of the people at large is gaining global acceptance. From a raw material known as the “poor man’s timber” bamboo is currently being elevated to the status of “the timber of the 21st century”. From its all-pervading dominance in the agrarian economies of the East during the middle ages and the subsequent oblivion in the 19th and 20th centuries, bamboo is once again emerging as a much sought after material in the hi-tech world of the 21st century. It is estimated that about 2.5 billion people use bamboo in one form or the other at the global level. The annual turnover is estimated around US \$ 10 billion (Rs. 50,000 crores) and this is estimated to shoot up to USD 20 billion by in 2015.

In Kerala, Bamboo grows in forests and homesteads. The Bamboo Sector in Kerala provides livelihood to an estimated one hundred thousand workers mostly belonging to the weaker sections of the society like tribes and poorest of the poor farmers and Bamboo based handicraft workers, the majority of which are women. Most of these are in the unorganized sector and account for very little value addition. This segment is in the bottom of the economic pyramid with daily income much less than Rs.50/day. The level of value addition in this sector is presently very low. However, this sector has high potential for technology up gradation and enhancement of skills and capabilities of the rural artisans and craftsmen. This will improve their income enhancement and employment generation capabilities. If Kerala is considered as a conglomeration of villages now defined as the panchayats, every panchayat had its bamboo working artisan families from the traditional communities. It was this traditional family of artisans, especially from the paraya (SC) community, who satisfied the requirements of the agrarian economy.

The Kerala State Bamboo Mission was constituted in November 2003 with the broad aim of marshalling the scattered resources of the State and adopting a focused approach to revitalize the bamboo sector thereby promoting value addition, enhancing income generation and alleviating poverty.

The Mission will concentrate on activities aimed at: -

1. Promoting cultivation of bamboo and cane
2. Promoting upgradation of skills of craftsmen and artisans through training

3. Promoting development of new products and innovative designs and usages
4. Promoting research in the bamboo sector to bring in new technologies, higher levels of mechanization and better value realization

To undertake these tasks, the State Bamboo Mission decided to adopt the Cluster Development model to ensure all round development in the Sector. The trained Cluster Development Agent from the District Industries Centre, Wayanad has already conducted a study and submitted the Diagnostic Study Report on the proposed cluster. There exists tremendous potential for turning this Centre of Excellence of Uravu into a Model Cluster that can be replicated in other parts of the State. Towards this the State Bamboo Mission is actively engaged in formulating interventions, especially with regard to setting up of a Common Facility Service Centre (CFSC) equipped with machines, tools and training equipment. It is expected that about 400 units, in and around Wayanad, will benefit from this CFSC. The Cluster CFSC plans to install equipments like (1) Drying unit, (2) Primary bamboo processing equipment, (3) Ply moulding machines, (4) match stick making machines etc.



Shri. Babu Divakaran, Hon'ble Minister for Labour inaugurating the bamboo consortium at Kollam

The cluster approach has also been initiated at Kollam, Pathanamthitta and Alappuzha Districts. Activities have also been initiated to organize the Cluster approach at Thrissur, Ernakulam and Palakkad Districts.

The workers and micro-entrepreneurs in the sector had to be organized under a common umbrella to tackle their problems. The main problem the sector faced was one of relative isolation with few support measures for their benefit. As part of the activity of Clustering and associated Trust Building, the Department of

Industries in association with the Bamboo Mission embarked on a programme for conducting training programmes for artisans and craftsmen. This was aimed at developing new products and designs for enhancing marketability of products and increase earning capacity. It was decided to start the training with faculty from IIT(Mumbai) and NID with financial assistance from the Bamboo Mission. Uravu, an NGO in Wayanad, was identified as one of the training centres and the first such training programme involving 20 artisans and master craftsmen. A second training covering 20 artisans was held at MSSS, Trivandrum and the third programme comprising two modules based on Screw pine was held at KIDS, Kodungallur in June 2005.

The Cluster based approach was kicked off in the first phase by roping in the artisans of the three contiguous Districts of Kollam, Pathanamthitta and Alappuzha which has a high concentration of these craftsmen. They are mostly dependant on Reeds and were mostly concentrating on the agrarian market. Once convinced of the tremendous potential in developing new designs and products that offer better profit margins, the community came forward to set up separate Clusters at each of these Districts. The Clusters were inaugurated by Shri. Babu Divakaran, Hon'ble Minister for Labour, on 10/06/2005 at a joint function organized by the beneficiaries of the three districts.

State Bamboo Mission then kicked off the second phase of coordinated skill upgradation programme by planning 24 batches of training to cover 480 traditional artisans in seven districts of the State by September 2005. Thus we would have covered about 560 artisans by September 2005. In the period from October 2005 – March 2006, it is planned to cover an additional 1000 artisans. The main aspect of such training programmes is that once the skill upgradation is completed, the trainees are organized in self-help groups at the local level and they continue to function as a unit. Many such units in each of the districts agglomerate to form the District Level Cluster. As of now, three Bamboo Clusters have been set up at Kollam, Pathanamthitta and Alappuzha.

The other activities connected with the Clusters like completion of Diagnostic Study Report, formulation of Action Plan etc. has been taken up by the District Industries Centres concerned and the work is nearing completion.

It is estimated that at the end of the Cluster development exercises in about 10 districts in the State, approximately 20,000 families across the State will be brought under the programme.

Italian hand to prop up tile Industry

The tile industry has a long history in Thrissur. However, it is on the brink of a virtual collapse with the onslaught of the concrete building culture. Paucity of raw material, environmental pollution and the input cost were also adding to the woes of the industry. The industry also could not take up diversification programmes.

There were about 250 tile units working in the district in the early 1990's. But now it has come down to just 160, and many among them are functioning only for namesake.

Recently about 20 tile manufacturing units in the district have teamed up to form a consortium. The Terracotta Tile Consortium (TTC), as the new company has been christened, will have a common clay-processing facility from which cluster members will be provided with the type of clay for the product which they want to manufacture. The machinery & technology for clay processing will be provided by MANFREDINI & SCHIANCHI based in Sassuolo, Italy.

The advantages of the Italian technology are:

- (i) Possibility of using unconventional raw materials like hill-clay, waste tiles and other similar materials, which is expected to liberate the industry from its dependence on paddy fields.*
- (ii) Environmental safeguards without compromising on quality.*
- (iii) Less energy consumption than traditional processing methods.*
- (iv) Flexibility in the range of products that can be produced using the processed clay.*

TTC representatives have already sent the samples of raw materials to the Italian firm for testing. Final deal for the Rs.5 crore project will be signed after obtaining the test results.

DIC have already allocated 4 acres of land to TTC to set up the proposed cluster at the industrial development plot at Vallakode near Mundur in the district.

So, yet another tale of resurgence unfolds as the tile industry in Thrissur takes up the cluster approach of doing things.

Expert Group Meeting organised by UNIDO

An Expert Group Meeting on export consortia was organized by UNIDO on 18th and 19th August 2005 at New Delhi. The workshop aimed to take stock of the phenomenon of SME export consortia in India. The Indian experience will be compared with that of other countries during an international workshop to take place in Italy in September.

The workshop was articulated in 3 sessions.

The first session dealt with the internal challenges – and possible solutions - faced by export consortia at the moment of their creation and during their first operational steps. Themes debated include: role of promoter/ network development agent; identification of potential members; choice of legal form/formal incorporation; characteristic of member firms; Size of the consortium (number of firms); management and funding of the consortium. The second session dealt with so-called external challenges emerging once the consortium actually starts to operate, and possible ways to overcome them. During the third session representatives of different institutions presented the schemes currently available for export consortia and took note of the suggestions by consortia members.

The participants were Shri. Mukesh Gulati, Focal Point Manager, UNIDO; Shri V. Padmanand, National Expert CDP; Ms. Lisa Beer, Associate Expert, UNIDO; Shri Deepak Arora, National Expert, UNIDO; Shri Amir Subhani, Joint Development Commissioner, DC(SSJ); Shri Raffaele Langella, Commercial Attache, Italian Embassy; Ms Anna Maria Ceci, Director of UTL; Shri Matteo Aquilina, SME expert Italian Embassy; Shri V. Kumar, Deputy Director in charge of CDP; Shri Piyush Agarwal, DC(SSJ); Shri YVS Mahadev, NISIET; Ms Saneh Lata Sharma, AEPC; Shri Jadeja, Textile Committee; Shri S. Santosh, K-BIP; Shri GK Ghosh; Shri L G Israni, KVIC; Shri Anil Bhardwaj, GTZ; Shri Manuj Jain, Consortium Ludhiana; Ms Manveen Saini, PAU; Shri Indradev Babu Consortium Bangalore BMTMN; Shri Bhagwandas Kherajani, Federation of Surat Textile Association; Shri Devkishan, Manghani Consortium, Surat, STMC; Shri Rajesh Goski, Consortium Solapur Terrytowels; Shri Jagat Shah, Global Network; Shri Jagdish Shah, Pharmaconsultant; Shri K Butalia, UTI Bank; Shri S. Gopalakrishan, IIT Madras; Shri Deepak Sharma, SGS; Shri W. Saxena, COMSON ITC; Shri Rajiv Mahendru, S.S Enterprises.

Initiatives from GSGSK in CDP

Gandhi Smaraka Grama Seva Kendram (GSGSK), S.L. Puram, Alappuzha was established in 1958 and was registered in 1960. It is one of the district branches of Gandhi Smaraka Nidhi, Thiruvananthapuram, which is the Kerala State unit of the Gandhi Memorial Trust, New Delhi.

Now GSGSK has 1619 women SHGs & 1592 men SHGs registered, besides, having several consortia working under it. "Ksheera SaShriidhi" cluster for milk producers is one of the several clusters promoted by GSGSK with the vision to increase milk production in Alappuzha district. The cluster contains 145 SHGs with 1450 farmers. So far 620 beneficiaries from different consortia have started mini diary units receiving a financial support of Rs. 2.01 Crore from SBT.

"Ksheera SaShriidhi" cluster arranged training classes for its members in the month of August 2005. It convened 10 training programmes on rearing cattle scientifically and machines used for it, at different sub-centres of GSGSK. An official inauguration of these trainings was held at GSGSK on 10th August. NABARD AGM Shri. Renjith inaugurated the function. Shri. Marappan, AGM, SBT, presided over the meeting. Shri. Rajmohan, Chief Manager, Agriculture, SBT; Shri. S. Santhosh, Manager, K-BIP; Smt. Anandavally, DIC, CDA, Alappuzha; Dr. Anil, Dept. of Animal Husbandry; Dr. Ayisha George, Dairy Development Department; Shri. Sudheer Das Bancassurance, Nodal Officer, SBT were also present.

GSGSK also floated a company of the paddy cultivators of Kuttanad. It was registered under the Companies Act and the name is "Kuttanad Paddy Producers Company Ltd." Its memorandum of Association contains a clause, which explains that only a farmer can become a shareholder of the company. GSGSK procured 2336.1 ton of paddy during 2005 from Kuttanad, with assistance and loan from SBT. The procured paddy was processed and marketed under the brand name "Kuttanandan Pancha rice". The official inauguration of the rice and distribution of share certificate was done by Shri. Adoor Prakash, Hon'ble Minister, Food and Civil Supplies at Kavalam on 17th August 2005. Shri. Madhusoodan Rao, DGM, SBT; Shri. V.V. Pushpangadan, Principal Agriculture Officer; Shri. George, MD, Pavizham Rice were also present for the function, which was organised by Gandhi Smaraka Grama Seva Kendram, Kuttanand Sub Centre.

One day workshop by PAFCO

Pathanamthitta Agro Food Consortium (PAFCO) conducted a one-day Workshop on “Kerala Value Added Tax in SSI sector” in association with District Industries Centre, Pathanamthitta at Hotel Elite Continental, Thiruvalla on 08/08/2005. The programme was organised for creating awareness among the industrialists, business men, entrepreneurs and officers related, about the law, procedure and accounts of Kerala Value Added Tax. Promoters of existing units, new entrepreneurs in Pathanamthitta District and related officers attended the meeting.



Advocate Elizabeth Mammen Mathai, MLA, inaugurating the workshop

The programme was started at a simple function with Shri. P. Sudarsanan, General Manager, DIC in the chair. Advocate Elizabeth Mammen Mathai, MLA, inaugurated the one-day workshop. She expressed that the need of such a programme is very essential. She urged the participants to take full advantage and more various changes to be needed in Kerala Value Added Tax Rule.

Shri. John Philip, President, KSSIA addressed the meeting. Shri. Mathew Kulathooran, Chairman, PAFCO presented the report and new programmes of Pathanamthitta Food Cluster in the meeting. Shri. Jerry Easaw Oommen, Managing Director, PAFCO welcomed the participants and Shri. V. Vijay Kumar, Manager, District Industries Centre expressed vote of thanks.

The inauguration programme was followed by a technical session. Dr. N. Ramalingam, Senior Faculty, Centre for Taxation Studies, Thiruvananthapuram took the first session on Kerala Value Added Tax in SSI sector. He described the necessity and various aspects of the programme. He also explained the details of law, procedure and accounts in Kerala Value Added Tax.

The doubts and questions of participants were cleared in the main discussions conducted after the lunch. Dr. N. Ramalingam headed this session.

75 participants including major food processing units in Pathanamthitta district, officials from Industries Department etc. attended the function. As a result, a number of new, as well as existing, industrialists and industrial officers came to understand the various features and necessity of Kerala Value Added Tax in SSI sector as well as in business.

Developments of Garment cluster in Ernakulam

Mahila Apparels (P) Ltd established a CFC for the Garment cluster in Angamally area of Ernakulam district. This consortium trained around 100 women from various SHGs in their training center and they are going to start another training programme in November 2005. They decided to give share of the consortium to the trained SHGs also. This will help the SHGs to utilize the CFC for their purpose.

They graded the trained people and selected the ‘A’ graded members for another skill up gradation training in the newly established CFC. They are planning to develop a market network through the SHGs for the products from the consortium.



Machines used in the consortium.



(Kerala B2B Meet 2005 – contd. from page 2)

by facilitating such promotional activities. He also mentioned that Government will be providing all support for the development of the industrial sector especially the traditional industries. He assured that this type of efforts will be made a regular affair thereby a constant effort can be put in for the industrial development of the State.



Shri. Subodh Kant Sahai, Hon'ble Minister of State for Food Processing Industries, Government of India mentioned about the immense potential available in the Food Processing sector. He also assured that the State will be given adequate priority for its projects and all necessary assistance will be extended by the Ministry.

Shri. V.K. Ebrahim Kunju, Hon'ble Minister for Industries & Social Welfare in his presidential address mentioned about the various promotional roles the Department has undertaken for the development of the industries in Kerala. He also thanked all concerned for the cooperation extended in conducting the Meet and assured that the momentum will be carried forward in the years to come.

As part of the event, a Seller Data Bank and CD ROM was brought out giving the details about the participating registered Kerala Sellers. Also a CD ROM was brought out on the detailed information about the eight key sectors being focused in the Meet. The Seller Data Bank and the CD ROM sector profile was formally brought out by Shri. Subodh Kant Sahai, Hon'ble Minister (FPI) and Shri. Dominic Presentation, Hon'ble Minister (Fisheries & Sports) respectively.

Shri T. Balakrishnan IAS, Principal Secretary (Industries & Commerce) formally delivered the welcome address and Shri. T.O. Sooraj IAS,

Director (Industries & Commerce) proposed the vote of thanks. Shri. Xavier Thomas Kondody, State President, KSSIA, Shri. C.P. Jain, President, Kerala Chamber of Commerce & Industry and Shri. M.K. Koshy, Chairman, CII – Kerala Region felicitated during the function.

The business interactions during the next two days of the Meet were found extremely successful. As per the data collected by the officials of the District Industries Centres, it was found that 6,916 trade enquiries were received during the two days, of which 107 were converted into firm orders.

General Engg. Cluster at Ernakulam District

Bringing together all Industrial workshops in the District has formed an Organisation by the name "The Kerala Iron and Steels (P) Ltd". The consortium has been formed with the aim of organizing the Industrial Workshop sector on a scientific base for taking the necessary incentives for all round development which can be made possible only through wide reach of new technological developments, efficient management etc.



Shri Sebastian Paul, MP inaugurating the consortium

The main issue that looms large over this sector is the high price as well as inadequate supply of raw materials. With a resolution for this problem in mind, the consortia has been established a raw material Depot. Shri. Sebastian Paul, MP inaugurated the consortium and Shri. TO Sooraj IAS, Director of Industries and Commerce inaugurated the sales of the Depot on 17 July 2005, in a function presided over by Shri. Madusudanan Kartha, President of Kerala Industrial Engineering Workshops Federation. Senior officials from Industries department and representatives from local body were also present.

Private circulation only. Prepared and printed by Kerala Bureau of Industrial Promotion (K-bip)

Kurup's Lane, Sasthamangalam P.O., Thiruvananthapuram-695 010. For and on behalf of Dept. of Industries, Govt. of Kerala.

Tel : 91-471-2311882, Fax : 91-471-2311883, E-mail : bureau@vsnl.com bureau@asianetindia.com

Website : www.keralaindustry.org