

## Kerala State Profile

Kerala the Gods Own Country is the tiny state situated at the Southern end of India. with an area of 38,863 Sq.Km. and with a population of 3.33Crores. The state has many advantages such as 94% literacy rate, life expectancy of 74%, English is widely spoken and understood, high per capita income, availability of skilled manpower, three international Airports, 18 Sea ports including one International Container Transshipment Terminal at Kochi. The State with second highest teledensity in India, communication gateway in Kochi with two high speed submarine cables landing offering 15 Gbps bandwidth. The State is one of the few States in India with negligible power cuts

The important sectors of growth and investment in Kerala are IT & Electronics, Health Care Services, AuyrvedicMedicines, Tourism, Retailing, Plantations, Logistics, Education & Knowledge Sector, and Infrastructure. Kerala's GSDP in 2012 is 3.23.692.89 cores and contribute to 3.91 % of the GDP. Per capita GDP is one among the highest in the Country. Out of GSDP Agriculture contributes 14 %, Industry contributes 22 % of income while the service sector contributes massive 64% of the income.

SME sectors are the real power house of Kerala's development. Kerala's investments in its people have made its people one of the state's most lucrative exports: About three million Keralans work mainly in Persian Gulf countries, Canada, US, Europe & Australia. The biggest contributor has been the remittance of NRKs ( Non Resident Keralites) Average remittance is Rs.200 crore per day which would work out 62,400 crores every year. The biggest challenge for Kerala is to channelize these resources to productive usage and economic development rather than to unproductive sectors. Kerala needs massive investment in infrastructure, pro friendly industrial climate, more e-governance and single window clearance and procurement of land for development at cheaper cost.