

“Make in India” campaign

launched in Kerala

Coinciding with the national level launch of “Make in India” campaign by Prime Minister of India, Shri. Narendra Modi, State Level programme was launched by Mr. P. H. Kurian IAS, Principal Secretary (Industries & IT), Govt. of Kerala at Cochin.

In his keynote address Mr. Kurian assured all support and cooperation of the state government to “Make in India” campaign initiated by the union government and launched in all Indian states. “Though the state has many constraints in attracting major industries such as scarcity of land, inadequate infrastructure, environmental issues etc. but Kerala has been fairly successful in attracting investments in sectors such as IT, Tourism, health sector and MSME sectors”, said the Principal Secretary, Govt. of Kerala.

What we need is systematic and comprehensive study and inputs by trade and industry bodies on the overall industrial scenario which would really help the state government in addressing the major issues concerning industry in Kerala, added Mr. Kurian.

Heads / CEOs of major Trade & Industry bodies in the state actively take part in the deliberations and discussions during the interactive session. The session in detail discussed on ‘Industrial Scenario in Kerala and measures required to provide impetus to industrialization and manufacturing in the state and how it can be made an integral component of “Make in India” campaign’; ‘Further

steps required to be undertaken at State level for improvement of ease of doing business'; 'Facilitating establishment of industrial clusters'; 'Measures required for skill building' and 'Measures required for making domestic companies to be part of global value chain'. The state level launch of the "Make in India" campaign was organised by the Department of Industrial Policy and Promotion (DIPP), Ministry of Commerce & Industry, Govt. of India with the support of Govt. of Kerala along with Federation of Indian Chambers of Commerce and Industry (FICCI).

The launch in Cochin was attended by trade and industry representatives from all parts of the state. The discussions mainly focused on the general Industrial Scenario in Kerala, the new initiatives in Industry and how Kerala could take advantage of the "Make in India" drive of the Union Government. . The recommendations emerged out of the deliberations will be submitted to the State Government and DIPP, Govt. of India for appropriate action. For the Kerala launch of "Make in India", Campaign Standard Chartered Bank was the promoter of the event and Earnst & Young, the Knowledge Partner.

Mr. Francis Alapatt (Sr. Ex. Committee Member, FICCI Kerala State Council), Mr. Rajesh Nair (Associate Director-Markets, Ernst & Young, Cochin), Mr. M.S.A.Kumar (Vice President, TIE Kerala), Mr. Mathew Kuruvithadam (Chairman, Kerala Chamber of Commerce and Industry, Cochin), Mr. A. A. Abdul Azeez (President, Indian Chamber of Commerce and Industry), Adv. P. T. S. Unni (President, Calicut Chamber of Commerce & Industry, Calicut), Mr. K. J. George (Hon: Secretary, Trichur Chamber of Commerce),

Mr. K. K. Pillai (President, Cochin Special Economic Zone Industries Association (CEPZIA), Mr. S. Gopakumar (President, Kerala Productivity Council) and Mr. Joseph. K (President, Kerala State Small Industries Association (KSSIA), Ernakulam District), and Mr. Savio Mathew (Head- FICCI Kerala State Council) also spoke on the occasion.

Apart from wide media coverage by all major electronic media news channels in Kerala; the entire event was covered by the special crew of Doordarshan comprising both the local and state team. We could also obtain both pre and post event news coverage's in All India Radio also; including special interviews by FICCI representatives.

Participants for the event included representatives from various districts in the state. Total participants registered were 101; excluding media comprises up to 28 members.