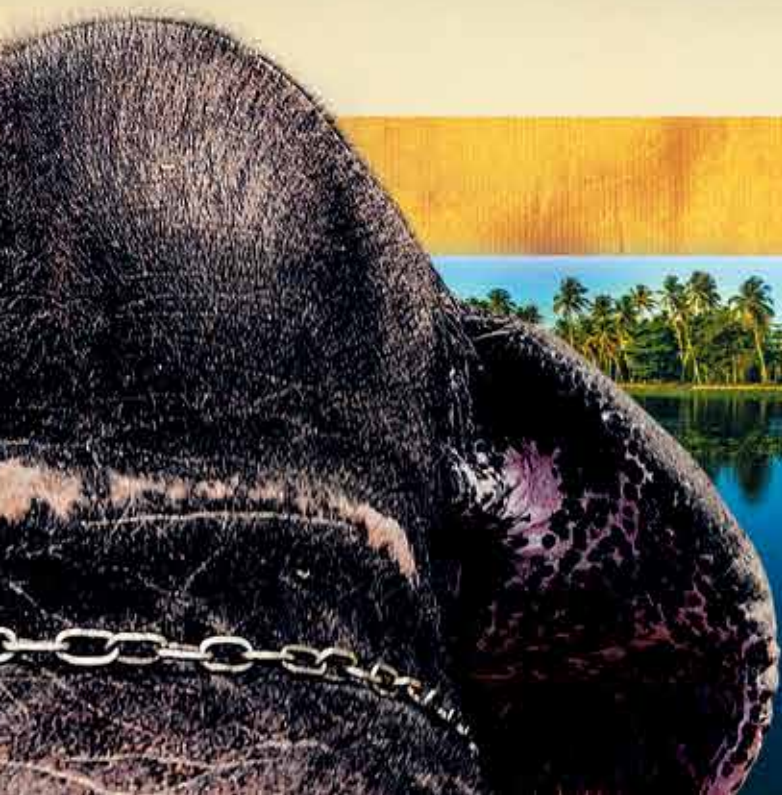


# **KERALA**

**An Authentic HANDBOOK**  
Revised and Updated



**Available at**  
District Information Offices /  
State Information Centre,  
Thiruvananthapuram





# KERALA CALLING

NOVEMBER 2015  
Volume 36 | Number 1

## EDITOR-IN-CHIEF

**Mini Antony IAS**

## CO-ORDINATING EDITOR

**C Ramesh Kumar**

## DEPUTY EDITOR - IN- CHIEF

**Santhosh Kumar A S**

## EDITOR

**K P Saritha**

## ASSISTANT EDITOR

**C Rajesh**

## SUB EDITOR

**Merlin J N**

## CIRCULATION

**R Anilkumar**

## DESIGN

**V S Prakash**

## DESIGN & LAYOUT

**R Ratheesh Kumar**

rash8590070404@gmail.com

## PRINTING

**St. Joseph's Press, Thiruvananthapuram**

**VIEWES** expressed in the articles published in Kerala Calling are not, necessarily, those of the Government. Kerala Calling welcomes free expression of divergent views and exchange of ideas through its pages.

## EDITORIAL MATERIALS

Articles/features appearing in this magazine are either commissioned or assigned. Nevertheless, other articles are also welcome. A maximum of 750 wordage is appreciated. Such items should be addressed to

## The Editor

Kerala Calling

First Floor, Secretariat Annexe,  
Thiruvananthapuram. PIN 695 001

These may also be e mailed to

[keralacalling@gmail.com](mailto:keralacalling@gmail.com)

**Responses may be sent to Mail:**

[keralacalling@gmail.com](mailto:keralacalling@gmail.com)

## ENQUIRIES

Editorial: 0471-2518648

Subscription: 0471-2517036

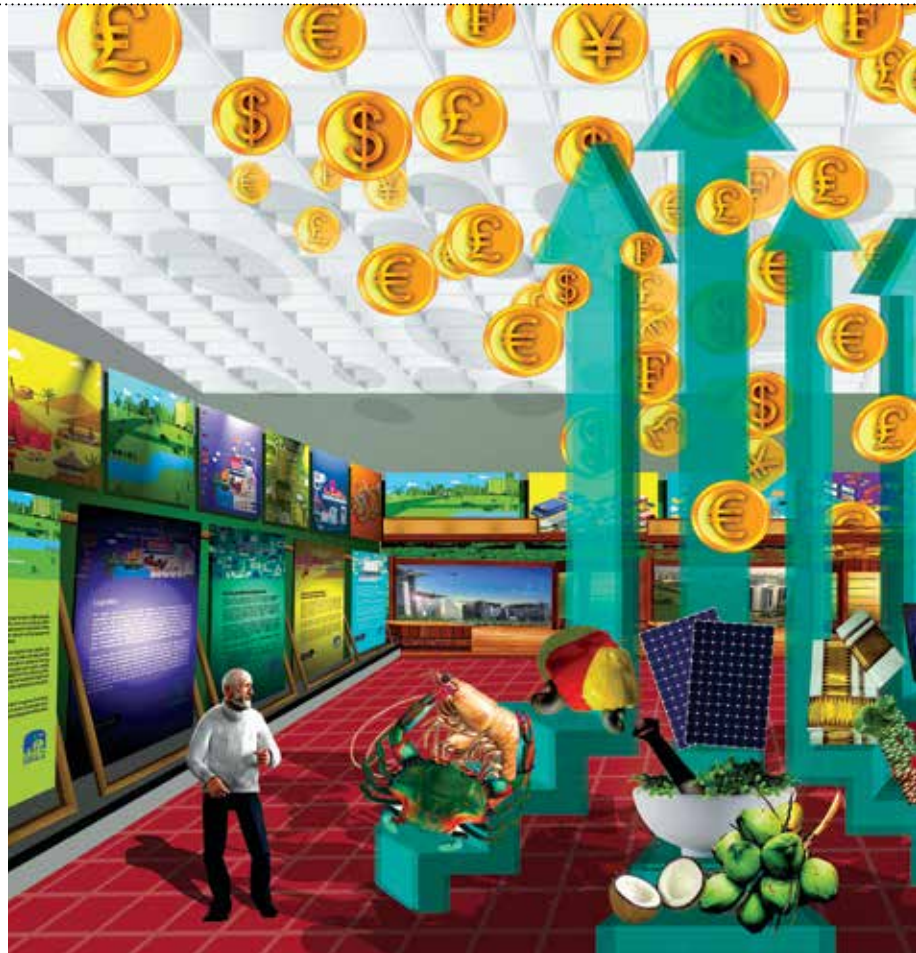
## TO SUBSCRIBE

send Rs. 120 as money order to

The Director, Information & Public Relations  
Department, First floor, Secretariat Annexe,  
Thiruvananthapuram,  
PIN 695 001.

The subscription amount also received at the  
State Information Centre, Press Club Building,  
Thiruvananthapuram. Ph: 2518471 and  
at all District Information Offices

Total no. of pages 56 + Covers



Kerala Pavillion - IITF 2015

## IITF Showcasing Kerala

The National Capital is all set to host India International Trade Fair. Every year when winter sets in, New Delhi is in the grip of its festive mood. The 35th IITF is scheduled to be held between November 14 and 27 at Pragati Maidan, New Delhi.

The IITF has grown in popularity with each passing year. Despite geographically located at one tip of the country and the various limitations, Kerala has made an indelible mark in the IITF. By showcasing various aspects such as rich cultural heritage, development in different sectors, high literacy rate and excellence in academic field, Kerala has achieved a unique distinction of securing six gold medals and four silver medals so far. Last year Kerala bagged the bronze medal.

The theme this year is "Make in India." "Let's make in Kerala"-will be our motto and slogan this time. Kerala, with its cultural richness, human resource power and rapid development in manufacturing sector, has much to offer in tune with this year's theme. It is clearly an opportunity to provide a glimpse of our past, present and of course our vision about future to other states and the rest of the world.

The "Perspective Plan 2030 Kerala" prepared by the National Council of Applied Economic Research and brought out by the Kerala State Planning Board is a remarkable document for its integrated approach to development, comprehensive coverage, identification of key areas of concerns, articulation of the concept of a knowledge Economy for achieving social and environmental sustainability and clear guidelines to the State Government and other stake holders for follow-up action.

Make-in-Kerala initiative acts as a catalyst for the promotion, growth and development of micro, small and medium industries in the State. These days Kerala is also witnessing a boom in start-ups. The Youth of our State are taking up more entrepreneurial ventures not only in the field of IT but also in various other sectors.

There is huge potential in logistics sector in the State and it can even emerge as the logistics hub of Southern India. The upcoming Vizhijam International Seaport and our plans to develop minor ports will give a major fillip to the logistics sector in Kerala. With all these initiatives and projects, Kerala and its people are marching ahead with pride to a bright future and more opportunities.

Mini Antony IAS  
Editor in Chief







# Rhythming with Beauty and Opportunities

**10** **COVER STORY**  
Kerala:  
Logistics hub of south  
Oommen Chandy

**8** **CURRENT**  
Perspective Plan 2030  
T K A Nair

**12** **INDUSTRY**  
KINFRA  
K N Srikumar

**18** **INFRASTRUCTURE**  
Uralungal  
Brimming with Excellence  
C P Abdul kareem

**22** **AGRICULTURE**  
Kerala makes it  
big in Farming  
R Ajith Kumar

**26** **AYURVEDA**  
Authentic Ayurveda  
Dr. P K Warriar



Kerala, a state in the south west region of India, magnificently stretches along the Malabar Coast as a patch of green, teeming with coconut palms. With nature having abundantly blessed it with beauty galore, Kerala has earned for itself the title 'God's Own Country'. Spread over a mere 38,863 square kilometres, the geographical terrains of the state are as varied as they possibly could be, ranging from the bountiful forests of Wayanad to the lush backwaters of Alleppey, the sweeping paddy fields of Kuttanad to the rumbling waterfalls of Athirapally and from the stunning hill stations of Munnar to the renowned sun kissed beaches of Thiruvananthapuram. Often termed the 'Land of Ayurveda', Kerala has on offer an exquisite combo of demographics, culture and traditions and an array of ethereal festivals laid out across an incredible backdrop of historical and cultural

monuments vouchsafes the fact. The state that enjoys an equable climate throughout the year is celebrated for its exotic cuisine as well. This inimitable blend has earned for Kerala a worthy place among the 'ten paradises of the world' and the '50 must see destinations of a lifetime' as have been identified by the National Geographic Traveller magazine.

On the progressive front, Kerala has set an outstanding example for the rest of the country. In addition to being India's most e-literate state, Kerala also has the highest literacy rate, the lowest positive population growth rate, the highest life expectancy rate, the lowest child mortality rate, the lowest attrition rate and the highest sex ratio among all Indian states. Socio-economic parity in the state is an added advantage.

### 30 INTERVIEW

Connecting Kerala  
Sajeev Dominic

### 34 WELFARE

Unleashing Women Power  
Dr. M.K.Muneer

### 36 IT

The IT Revolution  
C Rajesh

### 40 TRANSPORTATION

Redesigning  
Kochi's Transportation System  
Elias George

### 42 TOURISM

Paradise on Earth, Kerala  
Dr. B Vijaya Kumar

### 46 FOREST PRODUCTS

Vanasree  
K J Varughese IFS

### 48 COIR

### 49 CASHEW

50 EXPORT  
The Treasure trove of  
Marine wealth  
P V Baby

### 52 BAMBOO

Unwilling to Bend  
The growth of  
Bamboo Corporation  
T Sukumaran Nair

### 54 TEXTILES

Knitting Life

### 56 MEDIA

If Music be the food of love,  
Play On  
Media and entertainment  
S Biju





# PERSPECTIVE PLAN 2030

# Towards sustainable development



**Kerala is set to outshine other States in every sphere by 2030**

**T**he Perspective Plan – 2030 – Kerala prepared by the National Council of Applied Economic Research and brought out by the Kerala State Planning Board is a remarkable document for its integrated approach to development, comprehensive coverage, identification of key areas of concerns, articulation of the concept of a knowledge Economy for achieving social and

environmental sustainability and clear guidelines to the State Government and other stake holders for follow-up action.

Viewed against the backdrop of the historical trends and the current socio-economic scenario of Kerala it is abundantly clear that moving forward on the prescriptive path, let alone reach the set goals, critically depends on strong political



terms of its structure but also in terms of its content and performance on the ground. As the Local Self Government Institutions and leadership mature over the years and more and more assertive of their rights, hopefully they will become more accountable to the people and could be expected to effectively contribute both for evolving the contours and content of the Knowledge Economy and for triggering and promoting socially and environmentally sustainable developmental strategies and implementing their complementary and mutually re-enforcing components.

will, administrative acumen and massive social mobilization, both for creating conducive conditions for consensus building and ensuring people's participation in the planning and implementation of specific programmes and projects designed to sub-serve to the twin sustainability objectives. Though Kerala has had some remarkable success in social mobilization for popularizing and pursuing development goals, it is a Herculean Task of motivation and organization at grass root-levels with the active involvement of Government and support of the Media. The advent of social media makes the exercise at once more easy and effective and more sensitive.

Kerala's track record in democratic decentralization is remarkable not only in

Needless to stress, the process of comprehensive social mobilization will take time even with the best of political will and Administrative arrangements. What should be the development strategy during this period? For obvious reasons, the dynamics of Governance will carry forward the ongoing developmental activities and social security scheme, especially those which are beneficiary-oriented. The serious issue that merits consideration is should we attempt at pursuing something more substantial with long term impact. Justifiably, approved projects especially those aimed at improving infrastructure like roads, airports, seaports, railway tracks with comparatively long gestation period must proceed and indeed faster for their timely commissioning. At the

same time Government at the policy formulating levels should take concrete step for evolving specific sectoral schemes and projects aimed at achieving the short as well as long time objectives set out in the Perspective Plan – 2030. After getting them vetted by the Planning Board which will bring to bear upon them its integrated approach and policy perspective, with the general approval of the State Government at the cabinet level, they could be brought out in the public domain for wide ranging discussion at different levels and fora including special interest groups.

With the inputs gathered from the

Kerala's track record in democratic decentralization is remarkable not only in terms of its structure but also in terms of its content and performance on the ground.

interactions, the State Planning Board with the active involvement of the departments concerned and other agencies and stake holder institutions finalize the draft of the action plan specifically listing the schemes and projects in order of priority and sequencing taking into account the resources availability both in terms of funds and functionaries. The People's Plan thus emerging from

the proposed exercises doubtless would be more responsive to the needs and aspirations of the people and less susceptible to unproductive controversies, disruptive protests of vested interests and violent agitations of fringe elements.

Needless to stress the State Planning Board has the most pivotal role in converting the Perspective Plan – 2030 into the People's Plan that I have envisaged based on my limited understandings of the socio-political dynamics of Kerala and near lack of inside information of the processes in Government.

The Chief Minister of Kerala in his foreword to the Perspective Plan – 2030 has rightly articulated the aspirations and expectations of the people, endorsed conceptual framework of the plan and brought out the challenges and opportunities in implementing it and stressed the vital role of partnerships and participation for achieving success.

Let me conclude on an optimistic note hoping that the politics of partisanship will give way to the politics of partnership in our endeavors to usher in an era of inclusive development, which is economically, ecologically and socially sustainable. The media, especially the social media has its role cutout in making a success of the Vision. Let us hope it will rise to the occasion. ■

The writer is Managing Trustee, Citizens India Foundation (Former Principal Secretary and Advisor to PM



# COVER STORY

**■ MOOMMEN CHANDY**  
CHIEF MINISTER



If we are to take stock of what Kerala has achieved over the years in terms of development, it filters down to the service sector. And the springboard that made us a leading State in this sector has been education. The princely State of Travancore showed the way by investing in people almost two centuries ago and that investment was by education. What was the result? It created social capital. This social capital, which reached across the country and all over the world, is the foundation of Kerala's achievements in all spheres of life. Kerala, with a population of 33.3 million could achieve this unique position in a country of 1.28 billion, because of our strong foothold in the domain of education.

We also have a robust scenario in healthcare, which have already received many a commendation from national and international observers on various counts. Our

physical quality of life has been reckoned to match that of the Nordic countries. And we also have an enviable position when it comes to literacy in the country. So, undoubtedly, Kerala's development till date has been riding on its success stories in education and health. Adding to this, our land reforms and decentralization of local self-government bodies energized the State to become a socially empowered one.

It is a paradox that Kerala has the highest human development index in India. But this advantage has not helped the State, resulting in a vast majority of educated unemployed going elsewhere for work. Further, its social development has not become an instrument in triggering economic development. In the

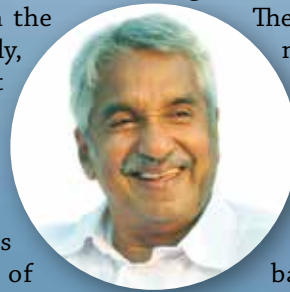
primary sector, agriculture has not been doing well. We have shortage of land and we cannot go in for extensive cultivation.

The solution lies in getting more yields per acre than what we get at present for all the crops.

Kerala's economy to a large extent is still dependent on tourism and remittances sent back by 40 odd lakh of

its people who live and work abroad, mostly in the Gulf. Kerala lives off remittances and it lacks a manufacturing base.

Kerala now owns a firm platform as a welfare State. Now the time has come for the State to build on that and to set goals that would give a new direction and purpose to our economy. It was precisely in this backdrop that, a year ago, we gave the final touches to Kerala



# Logistics hub



Perspective Plan 2030. A course of correction is what is required and that is one of the key aspects of this Perspective Plan. The pillars of this development strategy are four-fold. And you will not be surprised that they build on Kerala's strength. They build on Kerala's human capital; they build on the ingenuity, the innovation and the skill of the ethnic work force to adapt.

'Make-in-Kerala' is a key component of Perspective Plan 2030. It toes the line of the Union government's 'Make-in-India' project to attract more investments in various sectors in the State. Several areas have been identified for the initiative viz. Electronic Systems and Machinery, Light Engineering, Rubber products, Food processing, Spices, Handloom, Textile, Ayurveda, Promotion of Kerala brands, technological upgrade, holding of entrepreneurs' meets and promotion of women's entrepreneurial initiatives. We are looking forward to 'Make-in-Kerala' initiative as a catalyst for the promotion, growth

and development of micro, small and medium industries in the State. The 'Make-in-Kerala' summit held in July 2015 turned out quite successful in disseminating the message. In the backdrop of 'Make-in-Kerala' initiative, we are in the process of planning several programmes and industrial associations.

We have many things going in favour of Kerala that would help us make the most from our current drive to achieve a solid manufacturing base. We have Keralites in most parts of the world. This is a huge advantage for seeking technological assistance, advice and to identify global opportunities. These days Kerala is also witnessing a boom in start-ups. The youth in Kerala are embracing more and more entrepreneurial ventures and is not just in IT but also in other sectors. We also have our MSMEs

growing at a rate that is more than other Indian states. The logistic sector also holds immense potential for Kerala. The State can emerge as the logistics hub of the southern states. The upcoming Vizhinjam International Seaport and our plans to develop minor ports will give a major fillip to the logistics sector in Kerala.

The key to succeed in our efforts to make in Kerala is to create small enterprises in areas that are best suited to the physical and socio-economic environment of Kerala. Being the case, I do not see any hurdle in our quest to 'Make in Kerala'. ■

# of South



# Framing



Infrastructure development is often considered a key measure of and instrument for economic growth. Quality infrastructure is imperative for the overall economic development of a country. Infrastructure contributes to economic development and enhances the quality of life. The success of any infrastructure facility depends on the demand and the industry profile. Every state has a distinct locational advantage or constraint, which decides on the demand pattern and the ultimate viability of industrial infrastructure projects.



# Infrastructure Development

The Kerala Government has already adopted a proactive role in the industrial development as part of the Government's efforts towards the promotion of the industries and direction of environment. A major part of the new investment will be directed towards the industrial parks already agreed are to be set up in various parts of the State. There will be specialised parks, where requisite infrastructure as well as common facilities will be provided.

The State Government is determined to convert Kerala as a Global Business Hub and an Investment friendly Destination. To achieve this,

Government has already taken a series of policy initiatives for creating an investment friendly environment including the Statutory Clearance Mechanism acting as catalyst to economic growth. The initiatives of the Government needed to be backed up by appropriate framework to "Brand Kerala" by a new brand name of "Developing Kerala". Government has already taken initiatives to Kochi Metro, High Speed Corridor, Kannur International Airport, Vizhinjam International Seaport, Smart City, Mono Rail projects etc.

Kerala has always maintained a unique status. Its social development indicators are on

par with developed countries, it has attained total literacy and has a well-developed social infrastructure. The 1998 Nobel laureate in economics, Amartya Sen, has held in high esteem the 'Kerala model of development' and the strong social infrastructure creation.

The burgeoning industrial sector of the state owes a lot to Kerala Industrial Infrastructure Development Corporation (KINFRA) a statutory body formed by the Government of Kerala in 1993. KINFRA aims at developing the essential infrastructure for various industries. KINFRA acquires land at strategic locations for





the orderly development of industries by balancing social, cultural, regional and ecological requirements. KINFRA's achievement over the years is providing industry specific infrastructure requirements, by setting up a number of Industrial Parks/ Zones etc, across the State.

The government established, KINFRA for creating the necessary industrial infrastructure so that the State can bridge this gap. In the past 22 years KINFRA set up 22 theme based Industrial Parks in Kerala in areas such as Garments, Infotainment, Marine, Seafood, Rubber, Exports, Electronics, Textiles, Bio-Technology, Food processing, and SME sector. It also includes India's first International Apparel Park in Thiruvananthapuram, India's first Export Promotion Industrial Park in Ernakulam, India's first Infotainment Park, the KINFRA Film & Video Park, in Thiruvananthapuram, India's first Food Processing Industrial Park in Malappuram and a Hi-tech Park in Kochi.



The industry specific parks established by KINFRA provide ready-made manufacturing environment to facilitate easy startup of industrial units with minimum time and cost.

KINFRA has developed Joint Venture Projects like India's first Rubber Park (JV with Rubber Board) at Kochi,







# MEGA Food Park

Mega Food Park ,Palakkad is a specific project for the food processing set up by KINFRA. The project is being implemented in accordance with the Mega Food Park Scheme (MFPS) of Ministry of Food Processing Industries (MOFPI), Govt. of India. The estimated project cost is Rs 120.15 crores, with an assistance of Rs 50.00 crores from MOFPI.

Mega Food Park extend over the region around Palakkad covering six districts of Wayanad, Kozhikode, Malappuram, Palakkad, Thrissur and Ernakulam. The primary objective is to provide modern infrastructure facilities along the value chain from the farm to the market. The project envisages setting up a three-tiered structure to facilitate the linkage of agriculture production in the region with the food processing activities that ensure value addition. This includes setting up of a Centralized Processing Center (CPC) (or Food Park with developed land for food processing industry) in an area of about 78.68 acres at Elapully and Pudasery villages near Walayar in Palakkad.

The CPC will be provided with infrastructure facilities for food processing activities involving higher-end value addition. Besides, four Primary

Processing Centers (PPCs) with infrastructure facilities for undertaking pre-processing activities are proposed to be set up at Ernakulam, Thrissur, Malappuram and Wayanad. The Central Processing Centre and Primary Processing Centers would be supported by about 15 Collection Centers (CCs) in the Project Zone for facilitating convenient collection of raw materials from farmers.

The major raw materials identified for the KINFRA Mega Food Park include coconuts, spices (ginger, pepper, cardamom, turmeric, etc), fruits and vegetables (banana, pineapple, mango, jackfruit, tapioca, papaya, etc), cashew, paddy etc. Units also involved production of ready-to-eat (RTE) products, frozen ethnic preparations (traditional Kerala dishes) and allied products like food grade packaging.

In order to facilitate effective backward linkage, several common facilities are provided in the CPC such as Cold Storage, Ripening Chamber, Raw Material Warehouse, Finished Product Warehouse, Silos, Pack House, Quality Control Laboratory, Reefer Vehicles etc. Common Facilities at PPCs include Pack Houses (with facilities for sorting, grading and packing), Ripening Chamber Dry Warehouses etc.

India's first Seafood processing Park (JV with MPEDA) at Alappuzha, KINESCO, Kochi (JV With NTPC Electric Supply Company Ltd. a wholly owned subsidiary company of NTPC Limited), Kottayam Port & Container Terminal Services Private Limited (KPACT), Kottayam (JV with South Indian Chamber of commerce and Industry (SICCI), Kottayam), Western India KINFRA Ltd. (WISE Park) at Palakkad.

The industry specific parks established by



KINFRA provide ready-made manufacturing environment to facilitate easy startup of industrial units with minimum time and cost. There is also a Single Window Clearance mechanism inside the KINFRA Parks. It is constituted for the purpose of speedy issue of various licenses, clearances, and certificates required for various State enactments for setting up units in the Parks hassle free.

The Government's initiative to young entrepreneurship development programme was backed up by the incubator facilities provided in the KINFRA parks throughout the state.



# new

## Projects

### GREEN FIELD ELECTRONICS PARK

Kochi (UNDER EMC SHEME, GOI) An Industrial Park with all modern facilities for the Electronic manufacturing Industry with assistance from Ministry of Information Technology, Government of India, under the Electronic Manufacturing Cluster Scheme.



### Defence park at Palakkad

The Department of Industrial Policy & Promotion, Govt of India has approved the proposal submitted by KINFRA to set up a Defence Park, The First Defence Industrial park in the public sector in India at Palakkad, as part of the Make in India - Make in Kerala Project. This project is under the Modified Industrial Infrastructure Up gradation Scheme (MIUS). KINFRA has selected Global consulting agency Frost & Sullivan, Singapore. The project management consultant will conduct a feasibility study apart from providing an authentic picture of demand in the global market for defence-related products.

### International trade & Exhibition Centre, Kochi

(joint venture with ITPO)

The proposal is to develop a unique, iconic structure, which will house an international trade fair and convention centre, offering facilities of international standards and quality, providing a permanent setup for exhibitions, conferences, conventions and other business activities in Kochi, the business city of Kerala.



KINFRA has always encouraged and supported the women entrepreneurs to set up their business so as to create a balanced community. There are many examples in which people from the lower strata of society benefitted from the units set up in the parks.

KINFRA has developed various parks under different schemes of GOK/GOI. KINFRA is the Nodal Agency for the Ministry of Food Processing Industry and the Ministry of Commerce & Industry, Govt. of India.

## Global Ayurveda Village

Global Ayurveda Village is based on the vision of globalizing the traditional Ayurvedic knowledge of Kerala to the world. The project proposal envisages a fully equipped Ayurvedic treatment centre to which people from around the world will be attracted for availing the traditional system of Ayurvedic treatment. The project is to be implemented through Public Private Participation model.



## Footwear Park, Ramanattukara

The Mega leather cluster sub-scheme is a Central Government scheme, which is to be implemented with financial assistance from GOI, Department of Industrial Policy and Promotion under the ILDP scheme. KINFRA is to implement the project in 30 acres of land at Ramanattukara in Calicut District



## International Convention and Exhibition Centre, Kozhikode

An International Convention and Exhibition centre at 20 acres of land at Ramanattukara, Kozhikode district in association with Malabar Chamber of Commerce. The Centre will be developed in a PPP model.



KINFRA is the nodal agency of the State for implementing “ Assistance to States for Infrastructure Development of Exports and Allied Activities” (ASIDE).

Government of Kerala has appointed KINFRA as the Nodal Agency for the Kannur International Airport and NIFT, Kannur.

Kerala is on the threshold of maximizing its export revenue by attracting new business ventures with special focus on value addition of its products and services. With this perspective, the Government is very keen and focused to set up more Industrial Parks in the State, which enables investment employment generation and also enhance export earnings. ■

The writer is Senior Media Advisor, KINFRA



# Uralungal

## Brimming with Excellence

**U**ralungal Labour Contract Co-operative Society (ULCCS) as its unique name has won a unique and distinct position in the competitive field of infrastructure development. It has become a name of excellence in and out of the country and could establish a niche of its own, thanks for its visionary leadership and dedicated workers.

From roads to cyber parks, one can see the watermarks of high quality standards on each and every endeavour it undertook all along. ULCCS has created a new world model of co-operative functioning in a way that labourers get most of the benefits out of it.

### **About ULCCS Ltd**

Uralungal Labour Contract Co-operative Society (ULCCS) Limited was founded in 1925 at Vadakara by the disciples of eminent social reformer

Sri Guru Vagbhadananda as a novel mass movement against the social exploitation. Vagbhatnanda strove for social transformation through his disciples, who were mostly daily wage labourers. Some of them lived in abject poverty and didn't even own a piece of land.

A humble beginning with 14 members and a capital of Rs 0.37, today ULCCS Ltd has grown as the largest Labour Contract Cooperative Society in Asia, providing direct employment to over 3000 workers from the rural areas and indirect employment to over 6000 workers with an annual turnover of Rs 400 cr.

Being rated as the best labour cooperative society by Government of India, ULCCS stays true to its objective of empowering workers from economically backward

sections by creating employment to them. Over the years it has played a vital role in the social and economic development in the region by ensuring better standards of living to the less fortunate people. Today the name ULCCS is synonymous with quality, trust and goodwill.

Acknowledging the efforts, Government of Kerala has approved ULCCS as an accredited agency towards undertaking infrastructure projects in the state. United Nations had endorsed ULCCS as a unique model in the area of sustainable rural development and sponsored a study tour for the leadership team of ULCCS Ltd visiting global cooperatives in Europe.

Management of ULCCS is done in a democratic way by electing its President and Board of Directors for a period of 5 years. Functioning within the framework of cooperative laws, ULCCS acknowledges and gives utmost importance to its workers by providing all facilities towards their welfare, in addition to standard statutory requirements.

The average earnings of a worker in ULCCS are

approximately 30% higher than their counter parts in other cooperatives and corporate houses. To its credit ULCCS has not lost a single day due to labour unrest in its 90 years of history.

The labourer welfare measures like PF, ESIC, soft loans for marriage and vehicles etc., housing loans, and pension scheme make ULCCS unique and mark it as an organization “of the workers, by the workers and for the workers”. Here labourers themselves are the owners. The profits are equally divided among them after apportioning the capital required for future growth.

The President and the Board of Directors are directly involved in the execution of projects and day-to-day operational activities.

Current president Paleri Ramesan joined ULCCS as an overseer in 1984 became a board member in 1994 and was elected president in 1995. He was at the helm when society was facing huge challenges. But as a true captain he guided the ship clear of all hardships to the shore of greater success adopting innovative management techniques. He is also the Chairman and Managing Director of Uralungal Cyber Park, UL Tech Solutions and UL Foundation.

The board has set an ambitious target of taking ULCCS to next level

with a clear intention of creating employment in diversified fields including knowledge & technology segments. Also started following subsidiaries including UL Cyber Park, UL Technology Solutions, ULCCS Housing, UL Centre for Urban Planning and Sustainability, UL Academy for Skill Development and Entrepreneurship, ‘Sargaalaya’: The Craft Village and ULCCS Foundation- the charitable hand of it.

### **UL Technology Solutions**

ULTS is an IT-Service Company incubated by ULCCS in 2012. ULTS provides IT solutions in the domain areas of GIS, healthcare, ERP, BI and Analytics to its clients mainly based in India and Middle East.

The idea behind the venture was to give educated youth competitive job opportunities demanded by the changing times. ULCCS Ltd with its success mantra of staying ahead of time is scripting new verses with the initiation of ULTS Technology Solutions.

Started in 2012, it gives sufficient software solutions to the government, public and private enterprises by synchronizing satellite and GPS technologies. Recently it has stepped into the sectors of Banking, E -Governance and Healthcare. ULTS expects to flourish as major IT Company in the next five



years. The 140 member team of ULTS is now functioning in Techno Park, Trivandrum. It holds offices in Kochi and Delhi too. The company expects to widen its sphere of work by adding more members to its team and make use of the space at Cyber Park. The company expects to clock a business of 200 cr next year and it is also planning to expand its operations to US and Europe by mid 2016.

### ULCCS Housing

The most valuable asset is the trust and goodwill that it enjoy from the public and from all the stakeholders. It entered into this new business arena with an objective of offering housing facilities to clients ensuring value for their investment. Housing are primarily in Malabar region focusing on apartments, villas, townships and affordable housing.

### UL Centre for Urban Planning and Sustainability

Keeping in mind that design and planning are of vital importance for the success of any project, ULCCS has built a very strong team of professionals focusing on providing end-to-end design solutions. This planning team based at Kozhikode undertakes design and planning of all projects of ULCCS and are successful in delivering outstanding results.

The announcement of smart cities and city improvement initiatives by Government



UL Cyber Park is an ambitious project of ULCCS Ltd, by creating an IT/ITES SEZ Park with a total built-up area of 2.7 million square feet based on the master plan prepared by M/s Nikken Sikki, Japan, the world's leading architect. This is first of its kind of IT Park in the country developed by a labour contract cooperative society. The first building in the park is ready for operations with full-fledged services, and can house 5000 professionals. The building is constructed as per the IGBC-LEED guidelines, with all state-of-the-art energy efficient equipments and installations. The availability of talent and advanced social infrastructure in the

## UL Cyber Park

region has made UL Cyber Park a natural destination for IT/ITES companies and entrepreneurs to set up their centres. The building is rated as the best in the region in terms of architectural, functional and efficiency parameters.



# Sargaalaya

The project conceived, developed, commissioned and managed by ULCCS for the Department of Tourism, Government of Kerala in the historical place of 'Iringal', 56 km away from Kozhikode city. It was developed at an abandoned mining quarry in an area of 20 acres and built 30 cottages and supporting facilities.

The aim behind Sargalaya Craft Village was to bring the sculptors from unorganized sectors under one roof and ensure them fair jobs and wages. Selected Artisans and Craftsmen across the country have been allotted each cottage with all necessary facilities for artistic productions, along with a common facility for the display and sale of their finished products. 'Sargaalaya'

has become one of the most prominent tourist destinations in Kerala. This village, by means of reviving the traditional arts and crafts, stands as a true example of sustainable and responsible tourism. It provides a platform for tourists from across the world to visit and understand the tradition behind each handicraft trade in Kerala.



## The Craft Village



of India opens a new avenue to this team to focus in Sustainable Urban Planning and automation of utility services. ULTS has already proved its mettle in this area too by providing successful models. In association with technology partner based in Spain, this new business vertical of ULCCS is equipped to take on the market in India and Middle East.

### UL Academy for Skill Development and Entrepreneurship

ULCCS established the UL Academy for Skill Development and Entrepreneurship towards building competency and skills among the folks in the rural area. Construction

Management, M E P Services, Automobile, BPO, Handicrafts, Soft skills for service sector are some of the areas of present focus.

It is associated with the Department of Skill Development and Entrepreneurship, Government of India, the UAE University and Mondragon University, Spain, in this great endeavor.

### ULCC Foundation

For ULCCS growth was never limited to the records in the balance sheet; it always strived for something beyond. That is why it embraced Corporate Social Responsibility, in the true sense of the word not as a charity instead as a show of compassion and

responsibility towards the society. Registered as a not-for-profit organization, ULCC Foundation ensures the flow of aids to the needy, now focuses on providing support to the elderly people and offers palliative care. It also have substantial plans to support the education of students belonging to the lower strata of the society, through scholarships and other educational incentives.

One of its ambitious projects is to create a platform for imparting skills training to the differently abled people, thereby engage and make them productive in a better way. As part of this it intends to create a center

for them, where they can spend the daytime and get involved in the production process of various articles according to their ability and thus be a part of a productive community in their own way. The products made by them would be marketed and the monetary benefits will reach them.

It has put its foot on the field of farming and agriculture as part of attempt to make sure that the food people eat is not injurious for their health.

ULCCS is a co-operative model in the field of labour contracting which can be followed throughout the country. ■

The writer is Asst. Information Officer, I&PRD

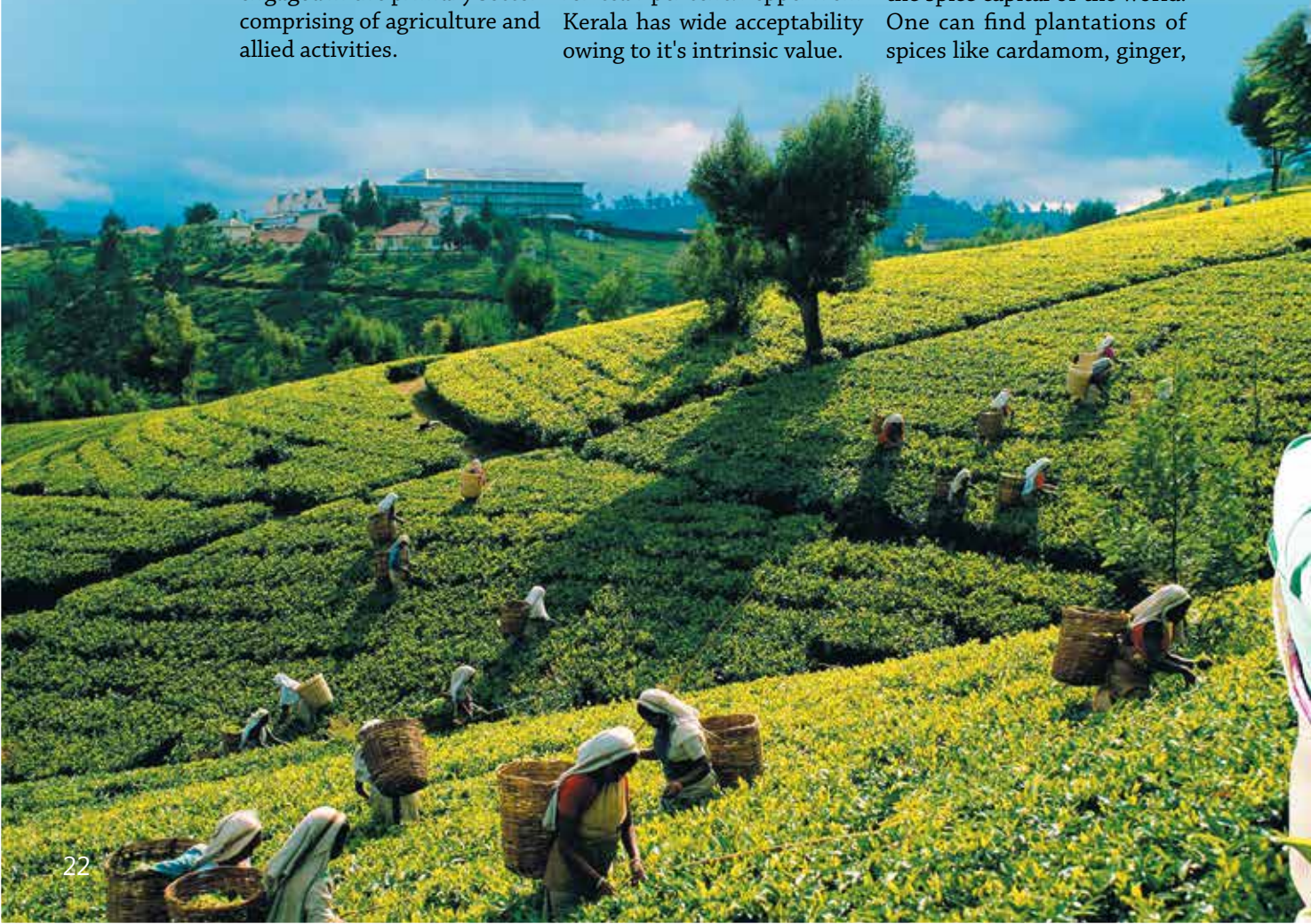


# Kerala makes it big in Farming

**K**erala has the potential for rapid economic growth, thanks to a large number of conducive factors ranging from infrastructure to investment potential. There are opportunities that can even be globalized. Although Kerala is predominantly a service economy, a majority of the population is still engaged in the primary sector comprising of agriculture and allied activities.

Agriculture in Kerala is distinct from that of the rest of India in many respects. It is dominated by plantation sector. Rubber, Tea, Coffee and Cardamom occupy 34.40 per cent of total cropped area. Kerala's share in the national production of rubber is 87.30 per cent, cardamom 79 per cent, coffee 22 per cent and for tea 7 per cent. Pepper from Kerala has wide acceptability owing to its intrinsic value.

Kerala spices are quite famous all over the world because of their intrinsic flavour and taste. There are lots of plantations of various spices here and hence the quality, is simply incomparable. Spice exports contribute to a major part of the state's revenue every year. It is no wonder that Kerala is widely regarded as the spice capital of the world. One can find plantations of spices like cardamom, ginger,





pepper, cinnamon, garlic, cloves and many more in most of the districts in Kerala. Cardamom, especially, is one of the spices that Kerala is very famous for, across the globe.

The biggest vista lies in the fact that the demand for organic products is growing at a very fast pace across the world. Being the lead exporter of spices and other products like tea, coffee, Kerala can capitalise on the huge demand supply gap existing in international markets for organic products. This throws up a huge opportunity, considering the fact that, Kerala has marched much ahead in organic and safe to consume products. Initiatives in this regard especially vegetables and fruits is unique. A Brand Kerala can be created utilizing the initiative ahead.

Globally, the demand for medicinal plant based raw materials is growing at the rate of 15-20 percent. With the given flora and fauna of Kerala the state can make a concerted effort to contribute to global exports of

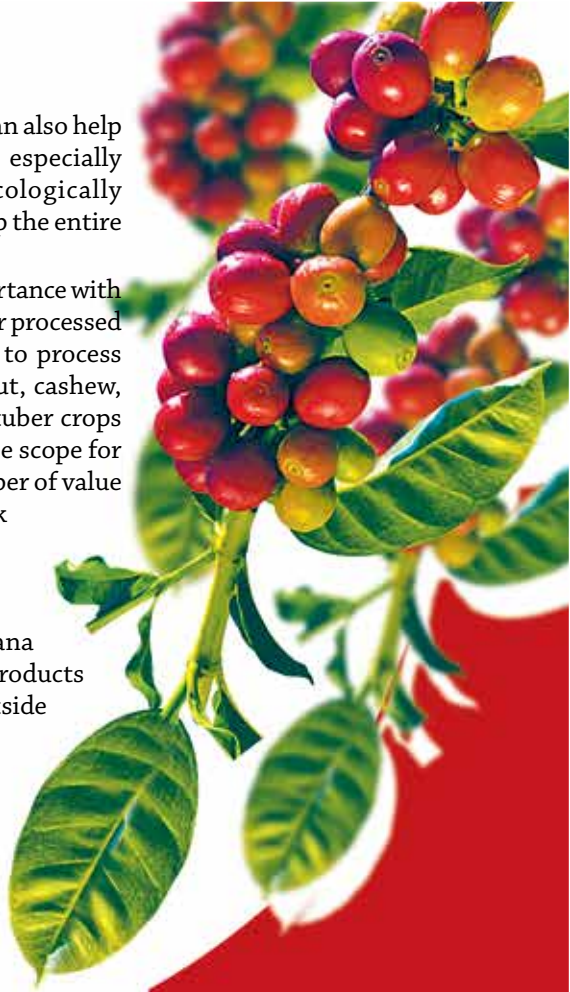
medicinal plants. Forest dwellers can also help in cultivating medicinal plants especially in Western Ghats, which are ecologically sensitive. It is imperative to develop the entire value chain with in Kerala.

Agro-processing is gaining importance with the rapid increase in the demand for processed food products. The vast potential to process locally grown crops such as coconut, cashew, arecanut, banana, tapioca, other tuber crops fruits and vegetables adds immense scope for this activity. There are a large number of value added products such as coconut milk powder, vinegar, preserved tender coconut water, coconut chips, coconut cream, coconut ice-cream, tapioca chips, banana chips, banana ice-cream, wine and an array of products that have demand within and outside the state.

It has to be highlighted that the State has probably the highest literacy and educational level in the whole country. This makes it very effective to diffuse new efficient technologies faster to induct hi-tech systems in farming. Going hi-tech requires higher investments but it also generates higher profit margins. This constitutes another valid reason for investors to produce in Kerala.

Another prospect lies in the varied agro-climatic terrain of Kerala that makes it possible to cultivate tropical, sub-tropical and temperate crops all in the same State. Here in lies the availability of a wide range of choices for prospective investors to select from a wide range of crops to invest in. An illustrative range of crops over the diverse agro climatic zones would be like this – Mangoes and Heliconia in the tropical climate, Litchi and Orchids in the sub tropical areas and Butter fruit and Tulips in the temperate regions.

With the given flora and fauna of Kerala the state can make a concerted effort to contribute to global exports of medicinal plants.





# Spices of Kerala

## Making the World Aromatic

Pepper, Cardamom and Rubber are the main crops of Kerala. Kerala is the biggest spices garden in India as though there are some other states that produce them. Therefore these spices play an important role in the agricultural and industrial development in Kerala. The interesting thing is that there are even boards in Kerala to promote the agricultural production of spicery.



## Spices

From Vasco da Gama's century, the demands for spices are increasing day by day in foreign markets. The high quality is the major reason behind the growing demands of spices. In 2014-2015 approximately spices of worth Rs.14,899.68 crores were exported from India. The exported spices include Turmeric, Ginger, Pepper and Cardamom. Apart from this, our home markets make use of spices in food and allopathic drug industries.

Kerala's geographical advantage lies in the fact that the State has a coastline that spans over 500 km, inland water bodies of nearly 400 square kilometers and 44 perennial rivers. It is obvious that there is tremendous scope here for investments in both culture as well as capture fisheries.





In India, Kerala was the first state to start the industrialized cultivation of rubber. The rubber cultivation was started in 1902 in Thattekad Hevia Plantation in Ernakulam. The existence of rubber industry entirely depends on Keralites as Kerala is the major producer of rubber.

Maharashtra and Gujarat were the major markets for rubber products although Rubber mainly produced in Kerala. Tread rubber manufacturing started as small units in Kerala as well as some other states in India.

A plenty of small and medium

industries started in Kerala in the early eighties to manufacture rubber sandals. These industries provide opportunities for livelihood to families including agricultural labourers. In nineties the industry's focus turned to plastic, leather, poly urethane, thereby reducing the demand and production of rubber sandals. The sandal industry has a crystal-clear development in future as there are so many people still to use sandals.

Health care business also depends on rubber industries. Surgical gloves, industrial gloves, condoms, etc utilize rubber as their prime ingredient. The importing from other countries badly influences our steady growing rubber manufacturing industries. Textile industries is also the major key users of rubber. Mat, bush, beading etc up to tyre products has major demands in automobile industry.

The leading tire factory MRF is owned by a Keralite. MRF (Kottayam), Apollo Tyres (Perambra), Premier tyres (now Apollo Kalamassery), Rado tyres (Kothamangalam), KTC tyres (Malapuram) are the major tire factories in Kerala. But MRF and Apollo Tyres are the only existing industries in Kerala now. The popular tire manufactures like Dunlop, Ceat depend on Kerala for rubber. The ever-increasing growth of automobile industry will boost the demand of rubber products.

The writer is Reporter, [www. businessonlive.com](http://www.businessonlive.com) Kochi



#### Indian pepper export.

Kerala is a major contributor of several oils and oleoresins. The Synthite group in Ernakulam is one of the largest producer of oleoresins. They have a factory in china too. Apart from Synthite, many factories produce oleoresins. The increasing demands for natural tastes, colours, fragrances

increases the demands for oleoresins.

Curry powders and Masalas are another form of spices. The Indian as well as foreign markets prefer spice powders.

Although, Idukki is the major producer of cardamom, the major market is north India. As world is now a global market, the import from Guatemala is a threat to Indian spice Sector. The pepper from Indonesia, Brazil, SriLanka and Vietnam also raises threat to

Last but not the least is the possibility to internationalize business. There are already three international airports in the State; two more are likely to come up. The renowned international harbour Kochi, with a container terminal, is in Kerala. Work on an even bigger

seaport facility of global standards at Vizhinjam has commenced. This generates much scope for the establishment of agro-based export oriented units in the State.

It is not hard to see from the above points, that Kerala is a prospective goldmine for investors in the farm

sector. In certain ways, investment in farming is better than in bullion. Agriculture investments contribute to carbon credits. What is needed is a thrust to attract investments in agriculture.. Make in Kerala! Make it in farming. ■

The writer is Director, Department of Agriculture, Govt. of Kerala





# Authentic Ayurveda

The history of Ayurveda  
is the history of Kerala as well

**T**he fundamentals of Ayurveda being practised and taught in Kerala are not different from those of the rest of the country, in their essence and philosophy. But in the present days, there indeed is a notable difference in certain aspects of Kerala tradition of Ayurveda. This difference pertains to the importance given to Vagbhata's Ashtangahridayam in preference to other

classical texts by Kerala traditional physicians, the uninterrupted history of practising the classical panchakarma therapies in all their authentic fidelity, the innovative development of the reputed Kerala preparatory therapies and finally the wide variety of exclusive herbal based formulations.

The ideal geographic location of Kerala and its salubrious climate has

made external purification and rejuvenation therapies most effective for treatment of many psychosomatic disorders. Sirodhara, Pizhichil, Navarakizhi, Thalapothichil, Pachakizhi and Podikizhi are some of the Kerala special ayurvedic procedures.

The development of Ayurveda in Kerala is particularly noted for its origins in non-brahminical





traditions even before the entry of classical Ayurveda in the early centuries of the Christian era. These two streams subsequently blended so well that it gave a unique strength to the health care tradition of Kerala. Selected few Brahmin households, named generally as Ashtavaidyas, were bestowed with the responsibility of maintaining the Ayurvedic tradition by practicing it as a health care service as well as by teaching its principles in the unique gurukula tradition. The traditional practitioners of Ayurveda considered Ashtangahridaya as a primary text. Several commentaries were written by experts here. More importantly, new texts were written in Kerala both in Malayalam and

Sanskrit. Sahasrayogam, Chikilsamanjari, Vaidyamanorama are just a few examples.

These and similar other Kerala texts still remain sources of very useful information on formulation, medicinal plants and therapies. Another important contribution by Kerala physicians is the continued practice and enrichment of the panchakarma therapy. Even when they became defunct in the rest of the country due to socio-political reasons, Kerala retained this therapeutic wealth in all its pristine purity. Texts were written here on its practical aspects. More importantly, the famous Kerala special therapies were evolved by the practitioners here. They are essentially preparatory in nature. Dhara, Mukkipizhichil, Navarakkizhi, etc are typical examples.

As the practice of Ayurveda expanded in popular acceptance in the recent past, these treatment modalities have also become more prevalent. There are several unique herbal formulations described in Kerala texts. Many of them have now received national level acclaim and they are included in the Ayurvedic Formulary of India. One important aspect of Kerala formulations is that the stress is more on herbal components rather than on metals or minerals. There is also the history of Ayurvedic physicians developing some areas of specializations like Pediatrics, Ophthalmology, Martial Therapy, etc.





The theme of 'Making in Kerala' following the national call for 'making in India' is highly laudable. I believe that Ayurveda can play an important role in this process. Fortunately for us, we are able to provide quality education for our Ayurvedic students, there are many hospitals to treat the patients with all modern facilities, and quality medicines are available everywhere. Ayurveda has won international recognition also. Many patients from far and near are seeking Ayurvedic treatments for

their ailments. These are all auspicious omens.

We have to introspect whether we are equipped to take up the challenge of fulfilling the aspirations of our new generation. Herbs have become rare due to deforestation. Kerala has to find out methods for large scale production of medicinal plants without which Ayurveda will not survive. On the grass-root level, Government of Kerala have started Ayurvedic dispensaries in rural areas. But the doctors appointed in these dispensaries are

# Ayush

## Alternative medicine under one roof

The state government has given shape to Ayush department with the aim of bringing ayurveda, yoga-prakriti chikitsa, unani, siddha and homeopathy into the mainstream of health sector. Compared to other states, Kerala is in the forefront in availing and utilizing the ayush health care system. In the government, aided and private sector 18 ayurveda medical colleges, five homeopathy medical colleges, one siddha medical college are functioning at the moment. In ayurveda sector there are more than 1000 government/ NHM dispensaries and 127 government hospitals. In homeopathy sector more than 1000 government/NHM dispensaries besides 34 government hospitals, in Siddha more than 34 government /NHM dispensaries and one government hospital.

In the yoga and prakriti chikitsa sphere there are two government dispensaries and one government hospital. Unani has one government hospital and 15 NHM dispensaries. The constitution of the ayush department will help in coordinating the functioning of Indian system of medicine, homeopathy department, ayurveda







education department, homeopathy education department, ayurveda drugs control department, medicinal plant board, central government establishments, Oushadhi and Homeo ayurveda drugs manufacturing.

Besides it will also help in timely implementation of centrally sponsored schemes, getting central and state government plan funds directly. The centre had consisted National Ayush Mission in 2014-15.

State Ayush Health Society has been constituted in the state to carry out the functioning of the National Ayush Mission. The state had submitted various schemes worth Rs 21 crore and got approved them for implementation during 2014-15 and 2015-16 financial years.

Steps have been taken to set up ayush holistic centres in each district to bring all ayush forms of treatment under one roof.

A similar centre is now functioning in Poonthura in Thiruvananthapuram district. There are other projects like Ayush tribal mission to deal with the issue of anemia and malnutrition among lactating mothers, pregnant and adolescent girls.

Ayush department has given approval for homeopathy department's Sitalayam project, Ayushaman Bhava scheme, Ayush wellness centres in all districts for yoga training, revival of Varkala Prakriti Chikitsa hospital, sports medicine under the ayurveda department, homeopathy mobile medical unit in the tribal areas of the Idukki district. Ayush grama

scheme in eight panchayats, three homeopathic fertility centres under the homeopathy department, snehadhara scheme under ayurveda department, ayush school health programme and herbal medicine promotion and plantation, will be implemented soon.

Kerala Accreditation Standards for Hospitals – AYUSH (Kash Ayush) guidelines have been brought to ensure standard and quality of ayush hospitals and dispensaries in the state. Efforts are on to improve the quality by implementing these guidelines in as many as 17 government ayush centres.

For the overall development and progress of ayush sector in the health sector, ayush department has been constituted, with the aim to achieve the government's

stated objective of opening ayurveda and homeopathic dispensaries in each panchayat.

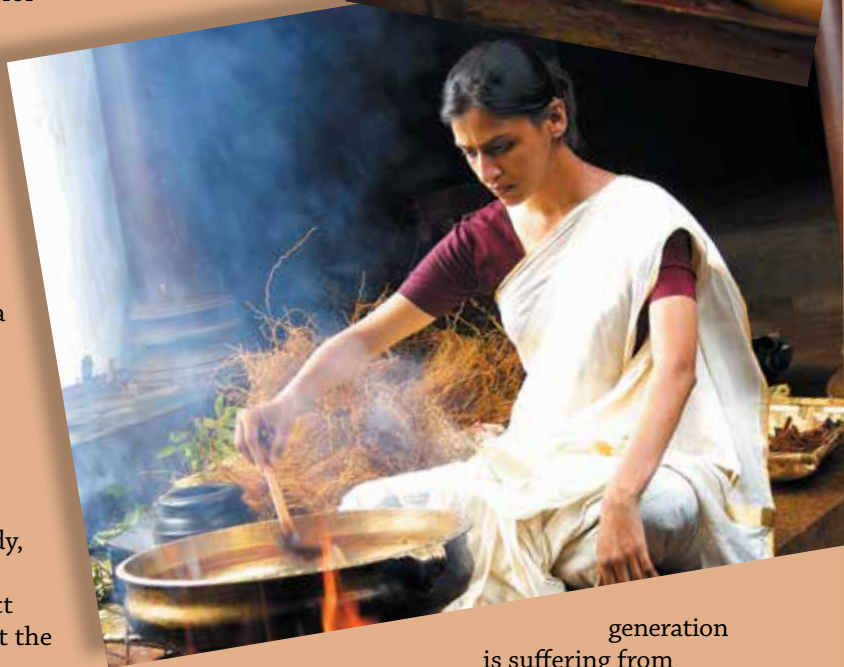
New dispensaries and hospitals have been approved through multiple programmes to bring the benefits of Ayush treatment to the people.



helpless in serving our rural masses for lack of infrastructure facilities and availability of medicines. We have to remember that Ayurveda has a fool-proof method for pre-natal treatment, safe delivery and child-care. Lakhs of our poor rural people, especially women, will be benefited if we can strengthen the network of these dispensaries. This is the best way to promote Ayurveda in the grass-root level.

Another important area which requires the attention is controlling the quality in manufacturing medicines, in maintaining the hospitals and in providing truly scientific treatments to the needy, especially to the foreigners. Ayurveda can be used to attract tourists to our state but not at the cost of medical ethics.

Ayurveda, above all is a way of life. Medicines alone do not bring health to a person, the life-style is important. Today the new



generation is suffering from many life-style diseases. Life can be made better only by upholding the principles prescribed by our seers for a healthy life. ■

The writer is Managing Trustee & Chief Physician, Arya Vaidya Sala, Kottakkal





# Connecting Kerala

An interview with PWD Minister goes through the in-roads of his department

**K**erala is witnessing a silent revolution. There has been great transformations and leaping progress in basic infrastructure development, including development of roads in the state.

By now Kerala has seen impressive changes in infrastructural development of the state. The P.W.D. Minister, V.K. Ebrahim Kunju, with his progressive outlook and clear vision, heads the activities.

The mono rail project being initiated in Thiruvananthapuram and Kozhikode. Close to 6000 crore is being spent on this project and a monorail corporation has already been put together for its effective implementation.





## **SPEED KERALA**

The 10,000 crore SPEED KERALA project,

on implementation, is expected to give a remarkable face-lift to the infrastructural development of the state.

All the 23 projects that come under it are advancing at an impressive pace. The work is at different stages of progress with the fly-overs at Edapally, Palarivattom, Vyttila and Kundannoor. Works of the Kollam, Alappuzha, Kozhikode, Thrippunithura and the Thalasseri-Mahe-Valapattanom bypasses have been assigned to the NH wing and works are underway on the same.

The Batheri-Mysore elevated high way on NH 212 also comes under the SPEED KERALA project and a pre-feasibility study is being done by NATPAC on the same. The much awaited four-laning activity of the Kazhakkuttam – Kesavadasapuram road is in progress with the new width of the road being fixed to twenty-four meters.

Works on other projects including Manjeri ring road, Kanjikkuzhy- Vettathukavala- Karukachaal road renovation etc under the PWD roads divisions are also on the go. Actions have been taken and works are under way on other projects taken up by KSTP, KRFB and RBDCK.

### **The different projects envisaged for road development in the state?**

Considering the minor malfunctioning and the hitches posed by KSTP phase - I, a second phase of the same was not in any way anticipated. However, we have successfully revived this project. With 1166 crore help from the World Bank, this 2403 crore project will take off on June 1st. Under this, the government plans to take up 8 roads, covering a total distance of 367 kms, and upgrade it to international standards. The government also proposes to carry out heavy maintenance work on a stretch of 1000 kms in the state.

The mono rail project being initiated in Thiruvananthapuram and Kozhikode is another one. Close to 6000 crore is being spent on this project and a monorail corporation has already been put together for its effective implementation.

There are also the initiatives





taken to develop the state roads. The government plans to spend a total of 5100 crores on various chosen stretches which when put together will make 1204 kms. The tendering formalities for 892 crore worth first phase of the project is already completed.

The city development programme which was successfully implemented in Thiruvananthapuram is being extended to other cities too. It will be implemented immediately in

Cochin and Kozhikode. In Kozhikode, the first phase of land acquisition has already been completed. Very soon other cities and towns of the state including Kottayam, Thrissur, Malappuram, Kannur and Kollam will also be enjoying the most modern infrastructural facilities.

### **Is development being confined to just cities?**

To enhance the quality of village roads, government has proposed to revamp a total of 8570 kms of roads

in the state to the finest standards. Preliminary studies on the same are being completed with support from the World Bank. The government has also taken up the development of thousands of panchayat roads under the one time maintenance scheme which speaks for our commitment to ensure the best quality roads in the state.

### **Which are the other projects that are coming through?**

The coastal corridor is the most important one. Stretching from Vallarppadom container terminal via Ponnanni up to Kozhikode. Work is under progress on this 2000 crore project.

The second phase of the sea-port - airport road project has been resumed from its sluggish state. Along with the development of roads extending up to Nedumbassery airport, the four-laning activities is also progressing.

We are also implementing the concept of concrete roads. This is being introduced as a pilot project in a five and a half kilometer stretch from kalamasseri to Manalimukku.





# BY-PASS

Steps have been taken to resume and speed up the held-up by-pass construction works. The cost being equally shared by the State and the Central Governments, the works for Kollam and Alappuzha by-pass roads will commence immediately. The Kozhikode, Mahi - Thalasseri, Sulthanbatheri, chengannor and Kozhanchery bypass roads will follow suit.

## **Special consideration to the works on Sabarimala Roads?**

Lakhs of devotees visit this pilgrim centre every year. It is our responsibility to provide all the facilities to ensure a comfortable journey. In the last two years we completed all the maintenance works on the sabarimala road before the busiest mandalakaalam. Heavy maintenance works bearing a cost of 60 crores are also underway in this area. With the completion of the pilgrim centre at Ranni and the new bridge at Kanamala, most of the hardships faced by the sabarimala pilgrims would be resolved

## **Electricity crisis in the state is ever-increasing. And energy-consumption is highest in the field of construction. What does the P.W.D. propose to do on this matter?**

We are implementing the Green

Building Policy to ensure an eco-friendly attitude in the field of infrastructure development. In future, all government construction will be in keeping with the green building norms. The Government aspires to encourage the private builders also to follow this policy and is considering giving tax exemptions and other such benefits to promote it.

Installing solar panels in Government buildings and operating solar street lamps and signals and the use of solar energy in offices have already been implemented in the P.W.D. and will soon be extended to more areas.

## **New technologies that are being implemented world-wide ought to be used in the State. Does the department have plans for anything of the sort?**

As part of a well-planned

comprehensive developmental strategy including all means of travel like road, air, sea and rail, the department plans to initiate a state-of-the-art toilet chain and bus shelter chain. Two companies have already been started for this purpose.

## **Is the department competent enough to meet the challenges posed by these projects?**

The department initiated various training programs to the engineers of the department. Infrastructure conference and the perspectives seminar have played a role in addressing this need to introduce them to new and revolutionary ideas. I am sure that training centers in the State and the modernization of the highway research institute will help in up-skilling the officers and making them competent. ■





# Unleashing Women Power



The last sixteen years have been a saga of transformation of poor Kerala Women that made them stand up on their feet and ask fearlessly for their rights loudly and with dignity. Today, this 42 lakh strong women movement has shown how poverty can be reduced through innumerable Self Help Groups, micro enterprises, collective farming, goat rearing, milk production, organic farming, ethnic food, apparel units, Home Shoppe, Cafe





Kudumbashree has shown how it is possible for women to achieve economic, social and political empowerment, overcoming all kinds of societal challenges.

Kudumbashree, Short stay homes, production of documentaries, production of books, depicting one's own stories, marketing of produces and so on.

The Kudumbashree members are united in their forward movement cutting across caste, creed and political barriers. It is also remarkable that more than 50% of the elected women representatives in the three-tier local governments in Kerala are members of the

Kudumbashree network. Kudumbashree has shown how it is possible for women to achieve economic, social and political empowerment, overcoming all kinds of societal challenges.

Asraya extends 24x7 help for extreme destitutes, balasabhas care for the right grooming of children,

crime mapping uses to identify the weak spots in women security, the gender corner stands for gender equity. Women representation is almost achieved to the desired levels in elected bodies such as Local Self Govt. Institutions. But their representation is miserably low still in political leadership, in Legislative Assembly and even in Cabinet. This situation needs redressal as these are ultimate policy and decision making bodies.

Women leaders from Kudumbashree network

official paraphernalia. In Kerala, it can take up organic farming, waste management, agriculture produce collectives, animal husbandry products, fisheries & IT.

Now it is National Resource Organisation for six Indian States and to some South African Countries.

Empowering women is empowering the family, and further, empowering the society. Kudumbashree could become the most vibrant and important pivotal movement in Kerala with all these legal backup




who have fought battles within and outside their domestic spaces, and worked extensively with the local governments in attaining their entitlements, and have gone out of their way to support the empowerment of other women, now work as mentors in the pilot locations in other states. Women empowerment in Kudumbashree has clearly scaled to new heights.

Kudumbashree need not be a government department with its

for women empowerment and for tearing the shackles of women suppression away and can be role model for the rest of the world for women resurgence. As UN Secretary General Ban Ki Moon in his message on International Women's Day said, "when we unleash the power of women, we can secure the future of all". Yes here in Kerala we are unleashing the power of women in convergence with our Local Self Govt. Institutions. ■



# The IT Revolution



**K**erala provides a remarkable environment when it comes to setting up a business venture. With over a thousand acres of land allocated for the IT sector alone, Kerala has a whopping 1 lakh IT force rendering their services in Fortune 500 companies. The state that is home to over five hundred IT/ITeS companies has an amazing annual intake of over 50,000 Engineering students per year!

Kerala is one of two Indian states to have 'SEA-ME-WE-3' and 'SAFE' submarine cable landing. A state with surplus power and water supply, Kerala ranks No.1 in India, when it comes to Tourism and Health Care. Offering the best connectivity to the Middle East and the rest of the world with three international airports, Kerala is where your business endeavour deserves to be. Kerala proffers a fully burdened cost of just \$8 per hour as compared to the global average of \$15 salaries and an operational cost which is less than 30% when compared to the Tier-1 cities in India. The much lauded socio-economic parity in the state is an added advantage.





# TECHNOPARK

## Kerala's Tryst with Destiny

Technopark, located in Thiruvananthapuram, the beautiful capital city of Kerala, is an autonomous society promoted by the Government of Kerala. This is a CMMI Level 4, ISO 9001:2008, ISO 14001:2004 and OSHAS 18001:2007 certified Technology Park in India that has set an outstanding example for several other IT parks in the country and across the world. Renowned as the country's first IT Park and the one of the largest one in India in terms of built up space, Technopark is reputed as one among the world's greenest Technopolis.

Often referred to as one of Asia's Best IT parks, Technopark was established in 1990. Today, it houses a workforce that consists of over 46000 personnel, employed in more than 300 companies on the campus. Technopark is extensively laid out across a massive 795.46 acres of land, with 9.33 million sq. ft. of completed built up space and 3.5 million sq. ft. space where work is currently in progress.

The urbane Technopark campus, with a visually striking combination of

architectural and sculptural forms, consists of Phase 1 - 150 acres (SEZ 31 acres), Phase 2 - 86 acres (SEZ 86 acres), Phase 3 - 92 acres (SEZ 27 acres), Technocity - 423 acres (SEZ 141.01 acres) and TP Kollam - 44.46 acres (SEZ 44.46 acres).

Some of the biggest names in IT like Infosys, UST Global, TCS, Allianz Cornhill, Oracle, IBS Software, Accenture, ITC Infotech, HCL, Kerala State Data Centre, Tata Elix, Aegis Software, Suntec Business Solutions, RR Donnelly, NEST, Toonz Animation, Ernst & Young and Speridian Technologies, to name a few, have set up office at Technopark. The campus also is abode to several CMMI Level 5, CMMI Level 3 and ISO 9001:2008 certified companies.

Technopark diligently aims to provide a robust infrastructure and support facilities to IT/ITeS and electronics companies that would help them function from an unparalleled, self-reliant location. Flanked by other services like the Technopark Club that includes a gym, swimming pool, restaurant and sporting facilities, the Techno-mall shopping complex, the Technopark guesthouse, Private IT parks

by individual companies, Special Economic Zones (SEZ) and the Technology Business Incubator, life at Technopark is on a class of its own.

The power and water supply systems at Technopark are top-notch, guaranteeing a smooth functioning throughout. Technopark offers electricity through a 110kV, 30 MVA dedicated internal power distribution system with built-in redundancies at all levels. Water supply is distributed by Technopark through a dedicated distribution system.

When it comes to IT parks, Technopark occupies a position right at the by inventively providing business incubation facilities for start-up firms. Technopark Technology Business Incubator (T-TBI) aims to provide economically plug and play facilities to start-ups in the IT/ITeS fields, and its efforts in this regard have been widely appreciated across the world.

In addition to the meticulously built-up office space, Technopark provides a seamless connectivity experience, either directly or through private partners. Connect and communicate with the rest of the world, with the latest technology resources right at your fingertips. Thiruvananthapuram is well connected to the National Internet Backbone and a range of internet service providers as Reliance Infocomm, Bharti Airtel, Tata Communications and Asianet Dataline, offer their services through fibre optic lines in the campus. There is a satellite earth station inside the Phase 1 campus as well.

The writer is Asst. Editor, I&PRD







## SMART CITY Adding another feather

The IT business in Kerala is on the threshold of groundbreaking changes. These are reflected in areas such as Infrastructure, employment opportunities, annual turnover, incubation facilities etc. Apart from these, Kerala stands out among other states in areas such as e-governance, IT education etc.

The Smart City, The prestigious Projects of Kerala is getting materialised in the short run. The construction of the first building in the Smart city is in the last phase. The Government of Kerala as well as the Duabi Tecom(Promoters) is working in tandem for the materialisation of the dream project. The government itself is a stakeholder in the project. The Smart City is coming up by the river of Kadamparayar, at Kakkanad, opposite the Info Park.

The Smart City is designed to be constructed in 246 acre in totto. The first phase will come up in 15 lakh square feet area in 50 acres. Of this, 9 lakh sq ft will go for IT business and the rest will be utilized for activities other than IT. The building nearing completion is in the 6 lakh sq ft area. The first phase will generate 20,000 job opportunities.

Infrastructure development in connection with the Smart city project is also in the pipeline. An approximate amount of Rs. 650 crores is expected for the construction of an approach road in the first phase. From this, Rs. 400 is already utilized. The project cost sees 16% contribution from the State Government.

The construction of the multi faced approach roads to and around the Smart City is waiting for the approval of the State Government. These roads include Chakkaraparambu Express

way, Kizhakkambalam express Way etc. Measures are also being taken to extend the proposed Metro Rail to the smart City.

The Project offers direct as well as indirect employment opportunities. It will undoubtedly elevate the overall developmental dreams of Kochi. Kakkanad and Kochi will be raised to the position of Satellite Cities.

**JIBI SADASIVAN**  
Chief Correspondent  
Hindustan Samachar

## Advantage Kerala

Excellent rail and road connectivity  
Excellent air connectivity, only state to have three international airports

Kerala is India's most literate State with abundant trained and skilled manpower.

Kerala is committed to accelerating the flow of private investments to the State and to create a hassle-free investment climate

Low start-up and operating costs, lower salaries, rentals and power tariffs





## Vizhinjam International Deepwater Multipurpose Seaport

The Vizhinjam International Deepwater Multipurpose Seaport is an ambitious project by Government of Kerala. The port is proposed to be developed in landlord model with PPP component for which Draft Concession Agreement is prepared based on the Model Concession Agreement for State Ports published by Planning Commission, Government of India. It is designed to cater primarily for container transshipments besides multi-purpose and break bulk cargo. Vizhinjam International Seaport Ltd - a company fully owned by Government of Kerala is the implementing agency for the project, responsible for the land procurement, development of external infrastructure and selection of concessionaire. ■

Vizhinjam port to support india's economic growth

Competitive Advantages of Vizhinjam

Located on Southern tip of Indian Peninsula  
Only 10 nautical miles from the major international sea route and East-West shipping axis

Natural water depth of more than 20 m within a nautical mile from coast

Minimal capital dredging (1 million cubic metres in Phase I)

Least Littoral transport

Negligible maintenance dredging

Central to the eastern and western coast lines of India - can cater to the needs of both west and east coast

Greenfield nature - flexibility in design & connectivity

No significant environmental/ social issues

Proximity to rail (10 Km), road (2 Km) network & airport (15km)

No tariff regulations

Being Greenfield Project no legacy of excess personnel etc

Autonomy and freedom in operations to operate competitively

No acquisition of land needed for the Port itself(land reclamation planned)

Near to State capital city, that has an International airport, the required human resources and well developed social infrastructure

Scope for tourism infrastructure development in future due to proximity to Kovalam (Cruise Terminal, Marina)and Poovar





# Redesigning Kochi's Transportation System



Imagine a time in the future, when the public transportation system in Kochi has become so convenient, accessible and comfortable; that even the well off prefer to take the bus or the metro to work, instead of wheeling out their cars every day. Imagine a Kochi, where people largely use cars only for weekend trips, where our roads are free of constant traffic blocks and there is plenteous space for pedestrians. That is the dream KMRL is sharing with the city.

Certain cities in Latin America like Curitiba and Bogota have upgraded their urban transportation system to such a level that people prefer to use public transport; instead of cars all the time. There is a famous quote by a celebrated Mayor of Bogota, which reads: "A developed country is not a place where the poor have cars; it is where the rich use public transportation".

If cities like Curitiba and Bogota can manage such a miracle, why not Kochi? Why do we have to put up with a situation where the proliferation of cars is in danger of reducing the city traffic on the narrow streets of cities like Kochi into a permanent state of gridlock? Why can't we



“ A developed country is not a place where the poor have cars; it is where the rich use public transportation. ”



have a convenient and comfortable public transportation system that can reduce road congestion and pollution, while transforming our life styles?

The advent of the Kochi Metro Rail provides the city with a great opportunity to rethink and restructure the total transportation infrastructure of the city. The Kochi Metro Rail project will be a true success only if we can use the advent of the proposed Metro as a lever for re-engineering the existing public transportation systems in the city; with a view to providing a 'total transportation experience' for all Kochiites. The Kochi Metro Rail Limited (KMRL) is at work on a strategy for this purpose, and it is our hope that the broad elements of a

new transportation architecture will be in place in the city by the time the first Metro train runs across Kochi.

An upgraded transportation system for Kochi city would comprise of the following:

A basic element would be a comprehensive road and junction improvement programme. As part of the Kochi Metro Rail project, the State Government has undertaken the improvement of certain key roads, bridges and flyovers, and this programme needs to be intensified and continued over the next three years, for ensuring a smoother flow of traffic. KMRL is presently preparing a shelf of projects for road, bridge and junction improvements for posing to the State Government for funding as

part of this programme.

An equally important ingredient of this endeavor would be the upgradation of the bus and water transport infrastructure in the Greater Kochi region. The Central Government has been insisting on the creation of a Special Purpose Vehicle (SPV) for owning and operating publicly owned buses, if central funding is to be made available for this purpose. The world over, the practice is for public bus transportation systems to be owned by local stakeholders like city managements. Publicly owned buses in the Kochi region need to be brought under such an SPV, where the ownership would vest primarily with local stakeholders like the Kochi

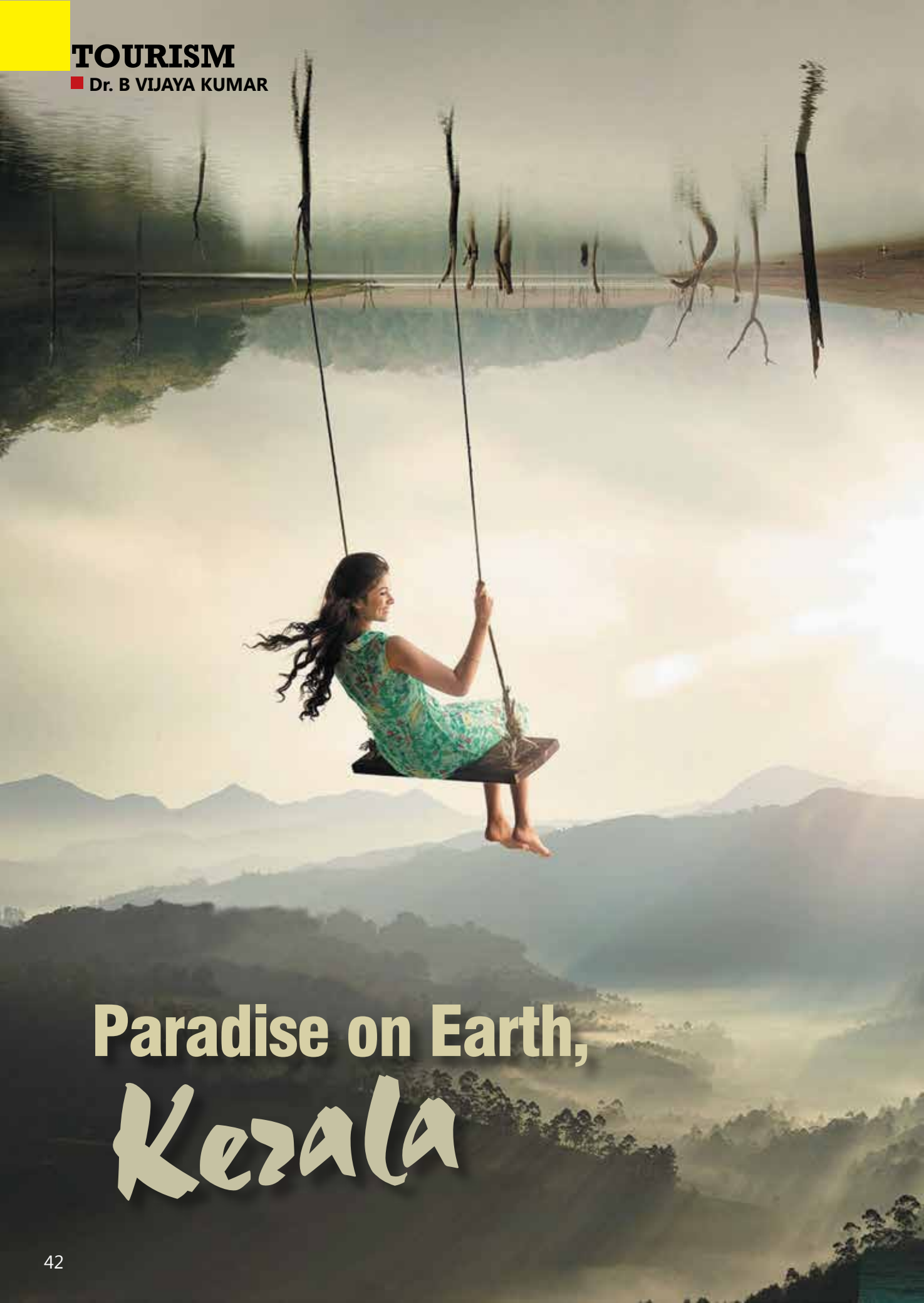
Continued on Page 58





**TOURISM**

■ Dr. B VIJAYA KUMAR



# Paradise on Earth, Kerala



**K**erala, the narrow strip of land spread over 38863 Kms in the south of Indian peninsula is popularly known as a leisure destination among domestic and foreign tourists. Geographically the state is divided into three regions – the lowland, mid land and high land. The long and narrow stretch of sea board (586 Kms) is low and has luxuriant growth of coconut palms. The plains succeed the low land in gentle ascents and valleys but broken intermittently by isolated low hills. The endless succession of houses and gardens scattered in picturesque disorder and the florid and exuberant vegetation that clothes the land add to its scenic beauty.

The mid land enlivened and fertilized by innumerable rivers and pastoral streams flowing their meandering course, presents a distinct and charming scenery. The high land is broken by long spurs, extensive ravines, dense forests and tangled jungles. Towering above all their slopes mostly clad in dense forests, are the

biodiversity rich Western Ghats that constitute the glory of the State. Though the land is known to other parts of the world for its culture, tradition, hospitality, spices, ayurveda, religious harmony, social security etc, tourism has gained global attention only in 1970s with the opening of Kovalam international beach resort.

Realizing the potentials of tourism in Kerala, the Government declared tourism as an industry in 1986 when the total tourist arrivals was 474597. Since then the State has been witnessing persistent growth in this sector. Energised by the perfect synergy that exist between the public and private sectors Kerala has emerged as a global destination positioning as God's own country in World tourism map.

The total tourist arrivals crossed one billion in 2012 and reached 12618777 in 2014 registering a growth of 7.6% in foreign tourist arrivals and 7.7% domestic tourist arrivals compared to the previous year. Estimates (2014) shows that tourism contribute 9.25% of

state GDP, provide employment to 13 lakh people and contribute Rs.24885 crores to State's revenue. Today tourism is considered as a priority sector in the development paradigm of Kerala. The innovative practices and contributions of Kerala in tourism has been acknowledged globally and the State is bestowed with several national and international awards and recognitions including from UNWTO. The National Geographic travel has identified Kerala as one of the 50 must see destinations in one's lifetime.

### **Sustainable Development**

The Government of Kerala facilitate tourism development in a decentralized frame work ensuring the support and co-operation of the private sector. Separate Division/ organization were formed to give adequate focus to the areas assigned to them. The District Tourism Promotion Council (DTPC) established in all the fourteen districts mainly look after destination development at the micro levels and the Destination Management Council (DMCs) with public partnership extend support for the development and management of identified tourism spots in the state.







The Kerala Tourism Development Corporation (KTDC) run premium and budget properties along with way side restaurant facilities within the state and outside extend support for strengthening the tourism sector of Kerala. The Kerala Tourism Infrastructure Ltd. is assigned the responsibility to develop infrastructure for tourism development. It also functions as the nodal agency for operating sea plane project in Kerala and undertakes various other projects that add the value of tourism product.

The Bekal Resort Development Corporation (BRDC) established in 1995 focus on the development of tourism in the breach area of Kasaragode district by promoting Resorts and related facilities. The responsibility for developing Eco tourism destination is assigned to ecotourism development and the Adventure Tourism promotion Society look after the development of adventure tourism in the State. The Muzuris project and Spice root project are designed and implemented to

develop heritage tourism segment in the state.

Keeping in mind the roles and responsibilities of various government departments/organization and steps taken for ensuring quality standards safety and securing to tourist, the Government of Kerala announced its comprehensive tourism policy in 2012 with the declared objective of promoting sustainable development of Tourism. The specific objectives conceived in the policy document are:





- To ensure quality visitor experience
- To focus on benefits for the community from tourism
- To create enabling environment for investment
- To market Kerala as a visible global brand in domestic and industrial markets.
- To develop quality human resources in tourism and hospitality.

The role of Responsible Tourism (RT) initiative in energizing the process of trickledown effect of the benefit of tourism for accelerating economic development need special mention. The RT initiative launched in 2008 in four pilot destinations in the state has resulted in developing a model for enabling all stake holders including the local community to work in unison to achieve sustainable tourism development. The RT initiative implemented with the support of Local Self Government has succeeded in inviting local community in product development and strengthening their livelihood operations without endangering the environment and protecting their culture, traditions and life styles.

The Department of Tourism,

Government of Kerala has bagged the prestigious UNWTO Ulysis award for the covetable performance of community based tourism project in Kerala. Imbibing the success of RT initiative, the project is broad based to 50 more Local self government areas. With a view to broad base the project and extend the benefit to the entire Kerala, the Government of Kerala announced another project named God's Own country – Peoples own Tourism. This project aims at integrated development of tourism with the active support of the Local Self Government where the State government play the role of a facilitator. The Kerala Institute of tourism and Travel Studies as the nodal agency for implementing RT initiative in the State is vested with the responsibility to implement these programme in a phased manner.

The State has launched and implemented several innovative projects and programmes that ultimately strengthen and support sustainable development of tourism. Decentralization of activities, preparation of master plans,

implementation of projects in a participatory frame work, perfect synergy between public and private sector, infrastructure development, product development, HR development, marketing and promotion, and finally concern to environment society and community are the corner stones of tourism development in Kerala. ■

The writer is Principal, KITTS Thiruvananthapuram





# Vanasree

## Unique initiative for livelihood



**T**he forests of Kerala, forming part of Western Ghats are treasure house of innumerable Non Wood Forest Produce (NWFP), traditionally collected and handled by forest dependent communities consisting predominantly of tribals. NWFP include food, medicines, spices, incense, condiments, cosmetics and aromatic products, resins, fibers and a host of other substance. The above items, even though prominent in trade since time immemorial are handled in the unorganized sector in the rural economy. Due to over emphasis given to the timber products from forests, non

timber or non wood products failed to catch the attention they deserved till recently. Now it is realized in the country and world over that non timbers are not only economically but also socio culturally important contributors in modern life. Even today, the above items are widely used in the food and medicine of tribal communities living in forests, and form raw material for Ayurvedic industry having millions of turnover.

More than 150 items collected from the forests of Kerala, find place in the records of items traded in the market. Collection from the wild form

major contributor towards raw material requirement of rapidly progressing Ayurvedic industry. The value of NWFP manifests not only in the direct economic benefit of trade but also in the more important traditional knowledge associated with it handed over from generations to generations.

Traditionally, tribals living in 725 hamlets in the forests of Kerala are engaged in the collection of NWFP. The State has established an organized marketing channel for the collected produce by setting up of a chain of Tribal Service Co-operative Societies federated





at State level into Kerala State Federation of Scheduled Caste and Scheduled Tribes Development Co-operative Ltd. established in 1981. Eventhough the above organizations have been assigned monopoly in procuring and marketing of NWFP, other players had made and sustained numerous inroads in this sector.

Participatory Forest Management (PFM) cut open a new path in the life of forest dependent tribal communities in the State. PFM philosophy has its root in winning over support of tribals in forest and biodiversity conservation and in addressing the reciprocal commitment of the State towards better livelihood for these communities. Tribals have been given adequate representation in the administration of grass root level community institutions, namely, Vana Samrakshana Samithies (VSS)

Forest Development Agencies (FDA), 36 of which function in the State. State Forest Development Agency, Kerala is apex federation of Forest Development Agencies, providing State level leadership and support.

Right from the inception of Participatory Forest Management in the State, livelihood improvement of tribes got precedence over other programmes. In 2002, an institutional mechanism with adequate financial support was brought in for the handling of NWFP by tribal communities. Scientific stock assessment in the wild, sustainable collection, proper storage, value addition and marketing of NWFP was pegged as the key stone for tribal livelihood. Few of the VSS and EDC took lead in the marketing of produce like wild honey, black dammar-an incense, kasturi manjal- a cosmetic

Trade Fair (IITF) 2014, at New Delhi. Forest Fest, 2011 and Kanana Sangamom, 2015 organized by Kerala Forest Department at Kanakakunnu Palace exposed "Vanasree" products to the urban centre.

"Vanasree" works on an egalitarian philosophy that the tribal community retains ownership until the value added product is marketed. Earlier



product etc. in proper packing after careful processing and grading. They presented the produce for sale in the ecotourism centres. There was more than overwhelming response to the produce, prompting the PFM leaders to think of a formal value addition and marketing chain ultimately leading to the establishment of "Vanasree".

Presently "Vanasree" has in its network, 35 shops across the States and two mobile units one at Thiruvananthapuram and other at Malayattoor. "Vanasree" is at present one of the most sought after shops in Onam-Christmas-Ramsan-bazaars organized across the State and many other exhibitions and melas at regional and State level. "Vanasree" made its first appearance in the Kerala pavilion of India International

the tribal collectors parted with the ownership of the produce at the stage of sale of raw produce. The value they got was decided by the cost of labour in collecting the produce and not in terms of value of the commodity traded in the market. In "Vanasree", the collectors are paid at the collection stage. They also get substantial share of the value addition and marketing.

"Vanasree" had a turnover 5crores during 2014-15. The turnover is expected to cross 10 crores in two years. Presently about twelve items are presented. Wild honey is the premium product. Vansree proposes to specialize in to segments like food, medicine, cosmetics, spices etc in the near future. ■

The writer is Additional Principal Chief Conservator of Forests (E&TW)

and Eco Development Committees (EDCs). 390 VSS and 200 EDCs operate in the State. More than 70000 families consisting 20000 tribal families are networked through the above institutions. These institutions have been provided legal, administrative and financial powers and accountabilities by federating in to registered societies, namely



# Coirfed

## Revealing the real texture of Kerala's legacy

**C**oirfed, play a pivotal role in the Coir sector of the Country. Established in the year 1979 as the Apex Federation of primary Coir Co-operatives functioning in the State. It enjoys the unique status of dealing only in Biodegradable and nature friendly products. It follows the rich tradition Darragh and Smail the British businessmen who established the first mechanized coir mat manufacturing unit in Kerala in 1885.

With its head quarters located in the Coir capital of the Country, Alappuzha Coirfed is one of the premier organizations in the Coir Industry.

It is entrusted with the task of procuring and marketing the products of the 675 Co-operatives affiliated. This provides Coirfed the advantage of having the biggest procurement base in the industry.

Coirfed runs factories for producing Rubberised Coir products, PVC Tufted Mats, Rubber Backed Mats, Coir Fibre, Pith Briquette, Grow Bags and Curled Rope.

It is the largest stockiest of Coir

and Coir products

It has setup an array of four Regional Offices and a Central Store that handle the procurement and these products are marketed through a wide network of 50 odd Showrooms and 100 odd Agency outlets throughout the Country.

Coirfed has established itself as a one-stop store for the entire range of Coco products including Fibre, Yarn, Mats, Mattings, Rugs, Carpets, Mattress, Pillows, Handicrafts, Briquette, Pith, Garden Materials Erosion Control Blankets, Coco Logs, Coco Peat, Rubberized Coir Pads and woven Geotextiles.

It plays a crucial role in ensuring fair wages and better living conditions is pursuing the noble cause with the help and assistance of all good citizens who care for nature and mankind.

It follows a fair trade policy of selling superior quality products at the optimum price that has helped it achieve a lot of appreciation world over.

Coirfed stands poised for greater growth the years to come. ■



# Cashew

## Promising Profit and Health



**C**ashew industry is an export oriented industry. Approximately Rs.5500Cr worth cashew kernels being exported from India. 75%cashew processing is in Kerala. Cashew industry is a sustainable model for development. Agricultural output is used as industry input and end product have international demand. India is now competing with Vietnam for cashew exports. The value addition is essential for



competition in the market. “Make in Kerala” concept is relevant for cashew industry.

Kerala State Cashew Development Corporation, a State PSU, is the biggest cashew processor in the world. KSCDC has introduced several value added products from cashew. A market strategy conducted in association with Central food technological research institute (CFTRI) and Indian Institute of foreign trade. Russia and China are its potential markets.

### Cashew Powder

Plain cashew in powder form. This powder can be used as a thickener in dishes and will add taste to food items.

### Cashew Vita

Cashew vita is an instant beverage mix suited for all ages. It can be added to boiled milk.

### Cashew Bits

Small dry roasted cashew bits mix with chilly and salt powder used as snacks.

### Cashew Soup

Cashew soup is in a powder form. It can be added to boiled water. It is purely a vegetarian mix and no other ingredient is necessary to make soup.

### Choco Kaju and Milky Kaju

The most prestigious value added products launched is chocolate coated cashew and milky coated cashew named Choco Kaju and Milky Kaju.



**T**he Marine Products Export Development Authority (MPEDA) is a statutory body under the Ministry of Commerce & Industry, Govt. of India. MPEDA is the nodal agency for promotion of export of marine products from India. MPEDA has presence in all the maritime states and is implementing its developmental schemes for export promotion / aquaculture production through its field offices.

During the financial year 2014-15, exports of marine products reached an all-time high of USD 5511.12 million. Marine product exports crossed all previous records in quantity, rupee value and USD terms. Exports aggregated to 10,51,243 MT valued at Rs. 33441.61 crores and USD 5511.12 million. Compared to the previous year, seafood exports recorded a growth of 6.86 % in quantity, 10.69% in rupee and 10.05 % growth in USD earnings.

Export of Value added products during 2014-15 has been increased to 95,436 MT from 84,549 MT with a growth of 12.88% and to 746.59 Million USD from 634.67 Million USD with a growth of 17.63 %. The major contributor to the export of value added item is Value Added Shrimp items with a share of 63.54% in quantity terms and 75.37% in USD terms. EU is the biggest destination for the value added items. About 42.06% of total Value added products been exported to EU during 2014-15 in terms of quantity and 32.82% in terms of USD followed by USA, South East Asia, Middle East, China and Japan. The share of value added products to the total export is 9.07 % in quantity terms and 13.54 % in USD terms.

The major export items are frozen shrimp, cultured shrimp, Black tiger, scampi, Vannamei, frozen fish. Frozen cuttlefish, Surimi products & analogue

products etc.

Participation in international trade fairs enables penetration into various new markets, strengthen our existing markets and showcase our value added products. Apart from direct participation, MPEDA organizes joint participation in specialized seafood exhibitions like China Fisheries & Seafood Expo, Seafood Expo North America, Boston, Seafood Expo Global, Brussels, Japan Expo wherein exporters join hands for display of wide spectrum of products in major international fairs. This also enables in projecting the national identity of Indian Seafood industry besides highlighting the product range and strength of the industry. Trade enquiries generated during these shows are disseminated to the seafood exporters which enables them to directly contact the buyers and further promote their business activities.

## MAJOR MARKETS of Export from Kerala

EU is the major market for export from Kerala with a share of 40.99% in quantity and 42.42% in rupee value. SE Asia is the second largest market with a share of 23.63% in quantity and 17.24% in rupee value realisation followed by Middle East-11.41% in quantity and 9.01% in rupee value, USA - 6.11% in quantity and 10.17% in rupee value, Japan - 5.55% in quantity and 9.17% in rupee value, China 3.23% in terms of quantity and 2.51% in rupee value respectively.

Export to EU from Kerala has recorded a positive growth of 12.55% in terms of quantity and 22.89% in rupee value realisation as compared to the same period last year. Japan also recorded a positive growth of 8.82% in terms of quantity and 21.41% in rupee value realisation during the period under report. China accounts a positive growth

# The Treasure trove of Marine wealth





# MAJOR ITEMS of Export from Kerala

The overall export from Kerala during the year 2014-15 was to the tune of 166754 MT worth Rs.5166.08 crores. The export from Kerala recorded a positive growth of 0.64% in quantity and 9.77% in rupee value realization during 2014-15 compared to the same period last year.

Export of Value Added Products from Kerala reached to 25574 MT of worth 1259.14 crore during 2014-15 from

22970 MT and 1099.71 crore during 2013-14. The export of VAP from Kerala has recorded 11.33% growth in quantity and 14.50% in rupee value during 2014-15 compared to the same period of previous year.

Shrimp, Squid, Fish and Cuttlefish are exported in value added form. Value added items are exported to 75 different countries from Kerala. USA, France, Italy, Egypt and Japan are the major importers of value added products from Kerala. About 105 manufacturers exported nearly 195 different VAP made out of Shrimps, Fish, Cuttlefish and Squids. The prominent VAP exported from Kerala are AFD Shrimps, Cooked PD, Cooked PUD shrimps, IQF Cooked Peeled Tailon, IQF Cooked PD Tailoff, Blanched Shrimps, Fish fillets, Yellow fin Tuna Loins, Squid tubes, Squid rings, Cuttlefish fillets, Cuttle fish whole cleaned etc.

The share of Value Added Products export from Kerala is 26.8% of total VAP exported from India.

Frozen Shrimp is the major item of export from Kerala accounting a share of 32.65% in quantity and 55.28% in Indian rupee value realization. Shrimp export increased by 20.75% in quantity and 25.45% in rupee value compared to the same period of previous year. Dried fish has recorded a tremendous growth of 1656% in quantity and 406.24% in rupee value. Live items have also shown a positive growth of 18.70% in terms of quantity and a negative growth of 4.08% in rupee value. Chilled items shown a negative growth of 2.51% in terms of quantity and positive growth of 2.02% in rupee value.

Fr.Fish is the second largest item of export accounting a share of 21.90% in quantity and 9.17% in rupee value followed by Cuttlefish with a share of 18.95% in terms of quantity and 15.76% in terms of rupee value and Fr. Squid accounting for a share of 12.76% in terms of quantity and 9.14% in terms of rupee value. Fr.Fish and Fr.Squid shown negative growth.

of 23.98% in quantity and a negative growth of 18.93% in terms of rupee value. USA has also recorded a positive growth of 1.39% in terms of quantity and 5.44% in rupee value realisation. South East Asia and Middle East Asia and Other countries has recorded a negative growth during the same period as compared to the previous year.



The writer is Asst. Director (P&MP), Marine Products Export Development Authority



# Unwilling to

## The growth of Bamboo Corporation

**K**erala State Bamboo Corporation is focusing the tourism sector of Kerala by constructing eco-friendly cottages as part of its diversification.

The corporation was incorporated in the year 1971 with a social motto of rehabilitating traditional reed cutters and mat weavers comprising mostly women folk below the poverty line. About 10000 families, majority living on the banks of periyar starting from kuttampuzha, Edamalayar, Pooyam kutty, Adimaly, Nileswaram, Malayatoor, Kalady, Perumbavoor and also in Nedumangadu, Vithura, Aryanadu, kattakada of Thiruvananthapuram District etc are under this fold.

Corporation was mainly concentrating on the products made out of the reed mats, mainly Bamboo ply widely accepted due to its quality and eco-friendly attribute. As part of diversification a manufacturing unit of Bamboo related products mainly Bamboo flooring tiles from a newly started high tech factory at Nallalam, Kozhikode. Corporation intends to project bamboo as "an alternative to wood" with the objective of discouraging felling of Trees, to avoid deforestation to preserve nature for future generation.

From Nallalam unit a superior quality 'bamboo flooring tiles' and its allied products such as furniture, treated Bamboo poles, treated portions of





# Bend

Bamboo for artisans and crafts man are dealt with.

Bamboo furniture an allied product from this unit has been launched in the emerging Kerala Global meet and now widely accepted in the domestic as well as export market.

Bamboo has been mostly limited to handicrafts and small ethnic products associated with agriculture ,festivals etc. But now the usage of Bamboo has been immensely widened all over the world and in other parts of the country.



in National games village in Veli, Thiruvananthapuram.

## Eco hub with treetop cottage in Adavi Forest in Konni

This is a project completed by the corporation in the midforest adjacent to the beautiful Kallar clubbing age old tree in a six metre height a platform of 2000 sqft has been fabricated with bamboo and allied products . A private dining area and common get together space has been constructed.

The cottages are independent entries with an area of 300 sq ft having a bedroom, toilet, utility area and balcony facing the river and forest .Entrances are through bridgeways from the forest road .The entire construction is with ecofriendly and bio degradable materials which will withstand any adverse weather conditions and suits for any environment.

Absolutely novel and ecofriendly these type constructions suits to the tourism sector of Kerala including fragile areas where constructions are banned with cement and mortar. ■

The writer is Managing Director, Kerala State Bamboo Corporation



The usage of Bamboo can be focussed as an industrial product only if the same is treated as equal to wood .

Corporation is addressing this issue with the help of State Bamboo mission. Examples are

- The 600 sq feet cottage built in Snehatheram beach in Thalikulam , Thrissur.
- A snake boat type hut in Ayurtheeram resort, Manalur, Thrissur.
- Pavillion and Gazebos built





## Textile Industry Knitting Life

**K**erala State Textile Corporation Limited (KSTC) was formed in 1972 as a fully owned subsidiary company of Kerala State Industrial Development Corporation (KSIDC) for taking over and management of sick textile mills in the State of Kerala. The Corporation has been the forerunner in promoting development of Textile Sector in the State of Kerala since its inception, with the set organisational goals viz. taking over of sick textile mills and operating them, bringing in new textile units, expansion of existing units etc. The Corporation has made major strides in this direction since then by constantly evolving mills under it on regular basis.

The Corporation provides direct employment to around 1200 personnel, and many more indirectly.

During the late seventies, textile industry in Kerala, which was predominately in the private sector, fell into red, making the units unviable. The labourers who depended on them were rendered jobless, thus, paving way for demand by public for Government intervention and revival of the sick units. It was in this backdrop that during 1972, KSTC was given responsibility as custodian owner and Supervising Agency of four major textile units in Kerala.

Corporation later handed over these units to National Textile Corporation (NTC), which was formed by Union





Government for revival of sick textile mills.

The Corporation later took over the management of following three more mills, and the same were later nationalised. Prabhuram Mills, Chengannur, Kottayam Textiles, Kottayam. Malabar Spinning and Weaving Mills, Kozhikode.

The Corporation is also a Nodal Agency of Government for textile industry in the State of Kerala and has set up new mills in the state, the first being Edarikkode Textiles, Malappuram, a new spinning mill set up in the year 1986. Later, during the period 2010 to 2012, the Corporation has carried out expansion / rejuvenation / setting up of new textile units as follows:

Uduma Textile Mills, Kasaragod (New unit).

Hi-Tech Weaving Mills, Kannur (New unit).

Malabar Spinning and Weaving Mills, Kozhikode (Renovation and expansion)

Komalapuram Spinning and Weaving Mills, Alappuzha (Rejuvenation)

Trivandrum Spinning Mills Limited, Thiruvananthapuram (Rejuvenation)

The Corporation has also established a state-of-the-art textile-testing laboratory at Thiruvananthapuram by the name Centre for Applied Research and Development in Textiles (CARDT) for testing textile products. The lab caters its testing services to various Government institutions, Co-operative Mills and private institutions within the state and outside.

# Khadi

## Weaving

## Self Reliance

The Kerala Khadi and Village Industries Board is a statutory body constituted by the Act of 1957, vested with the responsibility of organizing and promoting Khadi and Village Industries in the State. The Board implements the programmes through co-operative, registered institutions, individuals and departmental units by imparting/ availing assistance from Government of Kerala, Khadi Commission and Nationalized Banks.

- Promotion of Khadi and Village Industries.
- Comprehensive range of support to Khadi and village industry entrepreneurs
- Marketing support to the beneficiary units of the Board.

Co-ordination and monitoring of around 25000 units, which have, came up in Kerala with the assistance of Board.

Providing training to potential entrepreneurs in various sectors including weaving and spinning, pottery, bee keeping and a host of other activities.

Formulation and implementation of focused programmes and schemes for the revival of sick industries and units.

Providing technical assistance to the upcoming units.

In order to materialize the objectives, Board has formulated various schemes and implemented them successfully





# If Music be the Play

## Media and ente



**T**wenty first century brings before us a media revolution where the legacy media is crippling down before the new media. And you never know what is the media platform tomorrow that entertains the audience best. Be it Print, audio, Visual or the web, whether it is fiction or non-fiction the media need to entertain even when it's primary duty is to inform. The content has to be matched with the form. If it is a news paper, along with the best news stories, equally important is the lay out and best of the printing. The

radio and TV stations survive also on the best reproduction technologies and innovative acoustic, lighting and graphical aspects. Now even new media is struggling to catch up. If you wind a few years down Orkut was a status symbol. Thanks to Twitter followed by Face book

So, if the media houses want to penetrate and sell their products to these young sizzling groups, you have to dress accordingly. Recently Asianet News has put up their serious news geeks in the popular app Dub Smash. The anchors acted to the dialogues of popular film clips. A few months before, it may be considered ridicule, but now there is a realization that unless you dance to the entertaining tune of the age you are rejected. Tough time but also easy going. The most rated



# food of love, On ertainment



news channel programmes today are satires, which ranges from harsh criticism to black humour, from cartooning to ridicule. You know the USP of these satires is it entertains you as it informs.

There is however a flip side to the media entertainment. Once when Indian Soap Operas like Buniyad, Nukad etc were valued as social drama highlighting the reality of Indian family morality, now over the years has it not degraded to cheap and maligning levels. Reality shows are far from reality, often a peep into bed rooms where a group of otherwise unconnected people showing and behaving orchestrated intimate and harsh moments. Those who established acting as vibrant Student leaders and Youth icons getting into peppy talks and arrogant posturing and the sex starved spectators wasting their valuable time is nothing but a sad reflection of our current

society. No wonder there are fewer complaints against sex, obscenity and nudity at Broadcast compliance council, an independent self regulatory body looking into complaints on the general entertainment channels. Compared to eight per cent of complaints in this category people these days complaint more on the once tolerant and now touchy issue, 'religion and community, which comes to 28 per cent complaints. What happens on entertainment channels are of paramount importance as they occupy the lion share of Indian TV viewership.

As of now there are 821 channels in India of which 449 are watermarked channels (which is counted for rating). Broadcast Audience Research Council, (BARC), the new TV rating agency monitors and rate these channels. Of this 404 are news channels. In India news channels have only 7.5 per cent of the total market share. Of this Hindi channels have 3.7 per cent and regional ones have 3.7 per cent. English news channels have just 0.1 per cent share. In Kerala news channels have 7-7.5 per cent of the total TV viewing share. One of the reasons for this low share is more and more people accessing mobile platforms for the news content whereas the entertainment is still viewed more through conventional TV. This shows the strength and reach of the general entertainment channels and Kerala is no exception. So extreme caution should be taken on the content of these channels. So should government regulate is the billion dollar question and many are vocal in arguing for this. But if you go by what India's Independent TV regulatory body Broadcasting Content Complaints Council (BCCC) has to say the answer is no. "The Council's achievement till date has been the 100 % compliance with its directives, sufficient proof that self regulation



works”, according to BCCC chairperson Mukul Mutgal, the former Chief Justice of Punjab and Haryana High Court. And these independent regulatory bodies, with 14 members of whom four are broadcasters regulate and attend to the complaints of 350-odd channels successfully.

A watchful civil society is the best guardian and effective Ombudsman for any pillars of the society and media is no holy cow. The civil society should interfere, participate and regulate the media. They are not passive consumers no more and are now pro-active consumers, especially with the flourishing of social media. When you create your own content, you are also prone to be regulated. And the Supreme Court was very right in striking down the draconian 66A clause of IT act, to regulate the public content on social media platforms by the government. “It is clear that Section 66A arbitrarily, excessively and disproportionately invades the right of free speech and upsets the balance between such right and the reasonable restrictions that may be imposed on such right,” said a Bench of Justices J. Chelameswar and Rohinton F. Nariman. So like TV channels are regulated by its’ own apex body, enlightened citizen groups should evolve to look after any slip of citizen content, lest it is prone for government regulations, which is not an admirable thing.

Media and entertainment platforms have to remain critical so as to justify the fourth pillar status accorded to it and it’s best for others to keep of their hand, but media should be prepared for public scrutiny and implement effective internal Ombudsman. ■

The writer is Asst. Executive Editor, Asianet

Continued from Page 41

Corporation.

The revival of our decaying water transportation system is also equally critical. KMRL has prepared a Project Report for the procurement of modern boats and improvement of boat jetties in key locations of Kochi. We are posing this report for funding to both the State and Central Governments. The German funding agency, KfW has offered 80 million Euros for procuring 78 double-hulled FRP catamaran type, fast boats for modernising 38 jetties, building access roads in the islands and along the waterways, and for ancillary infrastructure like lighting, etc., as

modes of city transport. This would involve the creation of a common ticket for all modes of urban transport, scientific journey planning and real-time status updation regarding the schedules of buses, boats and the metro. The creation of UMTA would require an enactment by the State Government. KMRL has prepared a draft UMTA enactment, which will be submit to the State Government shortly for consideration by the State Legislature. KMRL is hopeful that by the time the Metro runs through the city of Kochi, we would have these elements of an integrated



well as for feeder buses connecting to jetties and key locations. The German loan is one of the best infrastructure loans offered to Kerala with 80% of the project cost being borne by them over a 20-year period at 1.6% interest. KMRL is planning to take up a phased implementation of this 819 crore project in next 5 years.

An even more critical and complex exercise would be to institute an integrated transportation system for the city, which is designed from the viewpoint of the commuter. Such a system, commonly known as Unified Metropolitan Transport Authority (UMTA) would involve a centralized ‘command and control’ system for integrating and regulating the timings of various modes of urban transport; including buses, suburban rail, boats and the metro. A total transportation system would have to be designed with a view to facilitating passenger convenience and to minimize the time taken for interchange between various

transportation system in place for coordinating and overseeing the various modes of urban transport; for ensuring a convenient and pleasurable travel experience for all sections of society.

Kochi is increasingly recognized globally, on account of its bejeweled setting, as a prime tourism destination, and it makes eminent sense for the State Government to focus on investments in the city for improving public infrastructure, since such investments would benefit the State as a whole in terms of tourism revenues and other positive externalities. All the stakeholders involved like the Center and State governments, City Corporation, GCDA, DMRC and other agencies have to dream big and work together along with KMRL with the support of enlightened citizens to transform Kochi into one of the most beautiful and livable cities in the world. ■

The writer is Managing Director, KMRL