GOVERNMENT OF KERALA

Abstract

Industries Department - Annual Plan 2026-27 - Kerala State Industrial Development Corporation Limited (KSIDC) - Investment Promotion Initiatives (continuing scheme)- Administrative Sanction accorded - Orders issued

INDUSTRIES (J) DEPARTMENT

G.O.(Rt)849/2026/ID **Dated,18/08/2026**

AS Number : AS/IND/26/51861 **Valid upto : 31/03/2027**

Read:-

1. Letter No. KSIDC/TVM/S&P/2026/1122 dated 01.07.2026 from the Managing Director, Kerala State Industrial Development Corporation Limited
2. Minutes of the First Departmental Working Group Meeting of the Financial Year 2026-2027 held on 08.07.2026

ORDER

Investment promotion is a key area of intervention, identified by Government of Kerala for attracting investment to the State. The main objective is to reach out to potential investors and attract investment, both domestic and international. Lead generation and investment conversion, investor services, feedback mechanism, and collaborations are some of the activities envisaged to establish Kerala's global status as an investment hub with investment friendly environment. It also involves:
a. participation in major national and international investment summits, trade fairs, road shows and conferences including World Economic Forum 2026-27.
b. Investor pitch meetings, site visits, personal interactions, and strategic partnerships.
c. Equipping investment promotion team with necessary skills and resources to provide various types of support.
d. Activities to build, expand and maintain a database including the profile and other details of potential investors, existing businesses, manufacturers and NRIs.
e. Creating investment promotion materials including brochures, videos, flyers, posters, standees, pamphlets and innovative marketing materials.
f. Investor workshops and webinars.
g. Outstanding investors, local Govt. bodies, agencies and other entities that contribute to a positive investment climate will be recognized and awarded.

2)An amount of Rs. 14,00,00,000/- (Rupees Fourteen Crore only) is provided in Budget 2026-27 for the Investment promotion initiatives and activities.

Head Of Account

Sl No	Head	Amount (in Rs)	AS Number	Valid Upto
1	2885-60-190-91-00-00-0-P-V	14,00,00,000	AS/IND/26/51861	2027-03-31

Works / Proposals

Sl No	Requirements	Estimate Amount (in Rs)
1	Investment Promotion KSIDC	14,00,00,000
Total(Fourteen Crore)		**14,00,00,000**

3. Aims and Objectives

The investment promotion scheme seeks to create a conducive environment for investments, positioning the State as a global investment hub and enabling sustainable economic growth. Through focused outreach, lead generation, and investment conversion, the scheme is designed to accelerate economic development, generate employment, attract enterprises, and elevate the State's global standing.

4. Various Components and Sub-components with Estimates

Sl. No.	Components/Sub-components	Financial Targets (Rupees in Lakhs)
	Investment Promotion Activities	700.00
	Branding and Promotional Activities	350.00
	Investor Outreach Activities	150.00
	Other Activities	200.00
	Total (Rupees Fourteen Crore Only)	**Rs. 1400.00**

5) As per letter read as first paper above, the Managing Director, KSIDC has submitted a proposal to Government seeking Administrative Sanction for the implementation of the project 'Investment Promotion Initiatives' at a total estimated cost of ₹1400 Lakhs (Rupees Fourteen Thousand lakhs only) by meeting the expenditure limiting to the current year's budget provision under the Head of Account 2885-60-190-91(P)

6)The Annual Plan proposal as submitted by the Managing Director, Kerala State Industrial Development Corporation Limited was considered by the Departmental Working Group in its meeting held on 08.07.2026 and approved the proposal of "Investment Promotion Scheme".

7) Government have examined the matter in detail and are pleased to accord Administrative Sanction to Kerala State Industrial Development Corporation Limited for an amount of Rs. 14,00,00,000/- (Rupees Fourteen Crore only) for the project "Investment Promotion" by meeting the expenditure from the current year's budget provision under the Head of Account 2885-60-190-91(P) subject to the following conditions:
a. All rules, formalities and procedures in force shall be strictly followed while implementing the scheme.
b. Expenditure shall be met only from the budget provision available under the appropriate Head of Account.
c. Release of funds shall be based on actual requirement and funds shall not be parked in bank accounts.
d. Kerala Stores Purchase Rules, Financial Code and all Government instructions in force shall be strictly complied with.
e. Tender/e-Tender procedures and other statutory formalities shall be followed wherever applicable.
f. Creation of posts and purchase of vehicles shall not be admissible under the scheme.

8) The Managing Director, KSIDC shall implement the scheme in the manner as envisaged in the original proposal.

By Order of the Governor,
A P M MOHAMMED HANISH
ADDITIONAL CHIEF SECRETARY
Industries Department

To,
The Managing Director, Kerala State Industrial Development Corporation Limited (KSIDC Limited), Thiruvanathapuram
The Director of Industries & Commerce, Thiruvananthapuram
The Principal Accountant General (A&E/Audit), Kerala, Thiruvananthapuram
The District Treasury Officer, Thiruvananthapuram
Finance (Planning -B) Department
Finance (PU-D) Department
Planning & Economic Affairs Department
The Director, Information and Public Relations Department (for publishing in the official website)
Stock File/Office Copy-J3/107/2026-IND

Forwarded By Order,
PRAVADA P R

Digitally signed by Pravada P R
Date:18-08-2026 15:42:11