



GOVERNMENT OF KERALA

Abstract

Industries Department - 'Mission 1000' Scale Up Mission Project - Proposal/Guidelines approved - Orders issued.

INDUSTRIES (B) DEPARTMENT

G.O.(Rt)No.955/2023/ID Dated,Thiruvananthapuram, 18-09-2023

Read 1) GO(Rt)No.823/2023/ID dated 11.08.2023

2) Letter No.DIC/2139/2023-TC-T4 dated 04.07.2023 from the Director of Industries and Commerce.

ORDER

As per Order read above, Government approved the proposal for "Make in Kerala" which is envisaged to be implemented over a period of 4 years. One of the major activities launched under 'Make in Kerala' is 'Mission 1000' initiative to identify and scale-up 1000 MSME units in the State to achieve a total turn over of Rupees One Lakh Crore over a period of 4 years.

2) The Director of Industries and Commerce as per letter read above has furnished a detailed proposal for Mission 1000 Selection Criteria (Guidelines for Scale Up Mission Project) and requested to approve the proposal.

3) Government have examined the matter in detail and are pleased to approve the proposal for Mission 1000 Selection Criteria (Guidelines for Scale Up Mission Project) as proposed by the Director of Industries and Commerce.

4) The approved proposal is annexed to this Order.

(By order of the Governor)
SUMAN BILLA
PRINCIPAL SECRETARY

To:

✓ The Director of Industries and Commerce, Thiruvananthapuram
The Principal Accountant General (Audit/A&E), Kerala,
Thiruvananthapuram.

The District Treasury Officer, Thiruvananthapuram
The Finance Department
The Planning & Economic Affairs Department
Industries (J) Department
The Information and Public Relations (Web and New Media
Department)
Stock File/Office Copy

Forwarded /By order

Signed by

Anil Kumar P
Section Officer

Date: 18-09-2023 15:03:51

ANNEXURE

Proposal for Mission 1000 Selection Criteria

The Mission 1000 initiative by Government of Kerala is aimed at scaling up 1000 Micro, Small and Medium Enterprises (MSMEs) in the State into businesses with average annual turnover of Rs. 100 crore in a span of four years. MSMEs will be selected through an objective and transparent process. The initiative will create an environment of growth and development for the MSMEs in Kerala by providing a unique opportunity for them to scale up their businesses and reach new heights of success.

For being eligible for applying to the Mission 1000 scheme, the MSMEs shall satisfy the following prerequisite criteria:

- MSME should be registered in Kerala with valid UDYAM registration
- MSME unit must be in operation for at least three years as of March 31, 2023, and
- MSME must be engaged in manufacturing or service activities (units engaged in trade activities are not eligible)

Selected units will be provided with various incentives to encourage their growth, such as

- Capital Investment Subsidy of 40% limited to Rs. 2 Crore
- Interest subvention for working capital loans - 50% of the interest rate limited to Rs.50 Lakh for a period of 4 years from the date of approval of DPR
- Financial assistance for preparation of DPR up to Rs. One Lakh per

Enterprise

- One to one hand-holding by assigning an officer from the Industries Department to each selected enterprises to assist them in their various scaling-up related activities.

Application process and ranking criteria

An online portal (www.mission1000.industry.gov.in) is developed for MSMEs to apply for being selected under the initiative, and a scoring-criteria based on information submitted on the portal will be used to identify the top 1000 units for the project.

- MSME units satisfying the pre-requisites can apply by registering in the online portal.
- The applications submitted would be verified at concerned IEO and ADIO level. The verification would include checking for correctness of information and the supporting documents submitted.
- Applications thus verified would be recommended by the concerned General Manager of District Industries Center to the Director of Industries and Commerce.
- The recommended applications would be scored and ranked based on pre-defined criteria given below

The scoring criteria comprises of the following:

1. Quantitative Parameters

- a. Whether belonging to Priority Sector Industries identified in Kerala Industrial Policy 2023
- b. Annual turnover as of 31st March 2023
- c. Average YoY Increase in Turnover during FY 2020-21. FY

2021-22 & FY 2022-23

- d. Average YoY Increase in Net Profit during FY 2020-21, FY 2021-22 & FY 2022-23
- e. Export Turnover (highest in FY 2020-21, FY 2021-22 & FY 2022-23)
- f. Average YoY Increase in Investment during FY 2020-21, FY 2021-22 & FY 2022-23
- g. Capacity Utilization as of 31st March 2023
- h. Availability of spare infrastructure and/or land for future expansions
- i. Regularity of loan accounts & credit history
- j. CIBIL score of promoters
- k. Quality Certifications obtained by the unit
- l. Current Ratio as of 31st March 2023
- m. Salary to Turnover Ratio as of 31st March 2023
- n. Average YoY Growth in total Employment during FY 2020-21, FY 2021-22 & FY 2022-23

II. Qualitative Parameters

- a. Whether the applicant unit has a vision for scaling up the business?
- b. What are the plans for diversification/expansion/

modernization?

- c. What is the market expansion strategy?
- d. Whether the unit has any plans for strategic tie ups/ collaborations?
- e. What are the plans for new technology integrations?

The applications would be scored and ranked based on the above quantitative and qualitative criteria.

Approval Committee

The applications that are ranked would be shortlisted based on the pre-defined cut-off marks. A State Level Approval Committee will approve the shortlisted applications. The structure of the State Level Committee is proposed as follows:

Principal Secretary, Industries Department	Chairman
Director Industries & Commerce	Convenor
Managing Director, KSIDC	Member
Managing Director, KINFRA	Member
Director, Centre for Management Development	Member
Convenor, State Level Bankers Committee	Member

The MSMEs in the first 1000 ranks would be selected for assistance under the Mission 1000 scheme.