



Year of Enterprises 2022-23

Major Activities & Way forward

One Lakh Milestone Achievement

07 December 2022

Index

1. Initial Consultations
2. District wise Target
3. Systems, Schemes & Policies
4. General Orientation Campaign
5. Loan License Subsidy Campaign
6. Marketing Campaign
7. Results
8. Future Plans

Initial Consultations

- Meetings at Minister, Secretary, and official levels to develop the concept of the initiative and implementation strategy
- 12 meetings with various stakeholder departments, agencies, PSUs were held during November 2021 to March 2022
- As a result of the consultations, it was decided to converge the activities of all line departments, and industrial stakeholders to create a conducive ecosystem in the State for industrial facilitation
- Information on industrial sector in the State was consolidated and 7 Booklets were prepared as ready reckoner

**Hon'ble Chief Minister of Kerala launched
the One Lakh Enterprises in One Year initiative on 30th March 2022**

Booklets

7 Booklets published as ready reckoner

1. License needs of 23 sectors
2. Potential businesses / thrust sectors of all districts
3. Relevant subsidy/ loan schemes of 34 departments
4. 65 Commercialized technologies from 18 institutions in 14 districts
5. District and department wise availability of incubation centres, skill training centres
6. District and department wise availability Land/Building
7. One Local Body One Product (OLOP) programme

Initial Consultations

Department/ Agency/ Stakeholder	Date
Presentation to Chief Secretary	22-12-2021
Presentation to Chief Minister	30-12-2021
Department of Local Self Government	04-01-2022
Department of Co-operation	
State Public Sector Undertakings	07-01-2022
Industrial Associations	
Management Associations	
Local Body Representatives	12-01-2022
Cooperative Bank representatives	
Trade Unions	17-01-2022

Department/ Agency/ Stakeholder	Date
Non-Resident Keralites Affairs (NORKA)	19-01-2022
State Level Bankers Committee (SLBC)	20-01-2022
World Bank	02-02-2022
Planning Board	02-02-2022
Department of Fisheries	24-01-2022
Department of Animal Husbandry	
Department of Tourism	
Department of Agriculture	
Central Public Sector Undertakings	23-03-2022

District wise Target

- Target of 1.5 lakh was fixed
- Assigned target to local bodies proportionate to their population
- District Target was determined based on the LSGI target

#	District	Target
1	Thiruvananthapuram	14,902
2	Kollam	11,775
3	Pathanamthitta	5,408
4	Alappuzha	9,666
5	Kottayam	8,834
6	Idukki	5,007
7	Ernakulam	14,610
8	Thrissur	13,533
9	Palakkad	12,721
10	Malappuram	18,601
11	Kozhikode	13,925
12	Wayanad	3,687
13	Kannur	11,366
14	Kasaragod	5,965
	Total	150,000

Systems, Schemes & Policies

- 1153 professional Interns
- Help Desks at 1034 local bodies
- Taluk & District Resource Persons for handholding entrepreneurs
- MSME Clinics
- Private Industrial Estates
- Online Portal for Monitoring the scheme
- Grievance Redressal System
- State, District & Local Body level Monitoring Committees
- All services online
- MSME loans at 4% interest rate
 - Kerala Enterprises Loan Scheme
 - One Family One Enterprise Scheme

General Orientation Campaign

- Conducted in all local bodies in May-June '22
- One-day sessions aimed at aspiring entrepreneurs
- 5 sessions
 - brief overview on services and schemes offered by various department/ agencies/ PSUs
 - scope for entrepreneurship in each district
 - key licenses and permits required
 - various sources of finance
 - Interaction with successful entrepreneurs
- Handbooks with district wise information on industries distributed during the campaign

General Orientation Campaign



Sl. No.	District	Total No. of LSGI	No. of GOT completed	Participants	Avg/ Local body
1	Thiruvananthapuram	78	84	7,629	91
2	Kollam	73	78	7,770	100
3	Pathanamthitta	57	63	6,324	100
4	Alappuzha	78	86	7,643	89
5	Kottayam	77	83	4,669	56
6	Idukki	54	54	3,385	63
7	Ernakulam	96	107	4,924	46
8	Thrissur	94	101	6,217	62
9	Palakkad	95	100	5,921	59
10	Malappuram	106	147	10,048	68
11	Kozhikode	78	90	6,740	75
12	Wayanad	26	29	2,088	72
13	Kannur	81	96	7,502	78
14	Kasaragod	41	41	4,300	105
Total		1034	1159	85,160	73

Loan License Subsidy Campaign

- Conducted at local bodies in Aug- Sept '22
- To streamline and fast-track the applications for loans, licenses, and subsidies and to ensure timely processing and sanctions
- MSME loans at 4% interest rate was promoted during the campaign
- Bank representatives addresses the doubts of participants
- UDYAM and KSWIFT registration drive conducted as part of the loan mela

Loan License Subsidy Campaign



Sl. No.	District	LSGIs	Loan mela conducted	Participants	Avg./ LSG	Loan				License		Subsidy	
						Appl.	Amt	San	Amt	Appl.	San	Appl.	San
1	Thiruvananthapuram	78	78	4057	52	640	34.51	356	17.00	546	511	135	125
2	Kollam	73	73	3993	55	804	21.40	344	13.32	616	171	110	103
3	Pathanamthitta	57	57	1929	34	274	13.82	157	6.78	412	396	39	37
4	Alappuzha	78	78	3035	39	361	16.34	170	9.60	793	744	95	81
5	Kottayam	77	77	3988	52	314	16.94	137	6.60	270	212	60	54
6	Idukki	54	53	2427	46	190	29.40	81	5.75	121	93	13	9
7	Ernakulam	96	96	5472	58	377	24.82	105	5.43	769	682	130	118
8	Thrissur	94	94	4588	49	351	17.69	139	7.13	544	481	62	52
9	Palakkad	95	94	4123	44	600	21.25	247	10.40	264	246	123	113
10	Malappuram	106	106	5078	48	391	42.43	143	10.49	679	576	143	111
11	Kozhikode	78	78	4151	53	326	9.85	144	4.66	407	389	96	65
12	Wayanad	26	26	1266	49	75	6.01	60	2.51	156	156	23	22
13	Kannur	81	81	4591	57	785	40.14	147	6.58	204	178	115	105
14	Kasaragod	41	41	2538	62	68	2.62	44	1.82	136	84	75	64
Total		1034	1032	51236	50	5556	297.22	2274	108.09	5917	4919	1219	1059

Marketing Campaign

- Exhibitions proposed during Nov'22 – Feb'23
- For newly established enterprises to attain enhanced exposure & visibility for their products and services in regional markets
- To facilitate trade deals and encouraging partnerships
- To facilitate linking the enterprises with popular e-commerce platforms, ONDC, GeM portal, etc.

Marketing Campaign

Sl. No.	District	Target	Completed
1	Thiruvananthapuram	6	2
2	Kollam	6	2
3	Pathanamthitta	5	4
4	Alappuzha	8	4
5	Kottayam	7	1
6	Idukki	4	-
7	Ernakulam	15	1
8	Thrissur	9	1
9	Palakkad	8	1
10	Malappuram	14	-
11	Kozhikode	9	2
12	Wayanad	5	-
13	Kannur	11	-
14	Kasaragod	4	-
Total		111	18

Results



Year of Enterprises

Office Login



Year of Enterprises

The year 2022-23 has been celebrated as 'Year of Enterprises' by Government of Kerala and Department of Industries & Commerce. Is targeting to achieve One Lakh new MSMEs during the financial year 2022-23.

Register →

Achievements



101002

No. of Units started



6268.23

Investment (Rs in Crore)



219850

Employment Generated

Results

Rank	District	Target	Achievement	%	Investment (Rs in Crore)	Employment Generated
1	Wayanad	3687	3069	83.24%	180.59	6388
2	Kollam	11775	9745	82.76%	504.32	20010
3	Alappuzha	9666	7831	81.02%	416.29	16697
4	Pathanamthitta	5408	4056	75.00%	181.43	8662
5	Thrissur	13533	9973	73.69%	516.91	21077
6	Ernakulam	14610	10111	69.21%	862.28	24606
7	Kannur	11366	7823	68.83%	506.9	16384
8	Kottayam	8834	5810	65.77%	335.87	12189
9	Palakkad	12721	8204	64.49%	396.65	18060
10	Idukki	5007	3152	62.95%	170.57	6487
11	Kozhikode	13925	8752	62.85%	651.73	19288
12	Thiruvananthapuram	14902	9300	62.41%	597.86	20113
13	Malappuram	18601	10069	54.13%	753.47	23565
14	Kasaragod	5965	3168	53.11%	196.11	6444
Total		150000	101063	67.38%	6270.98	219970

Future Plans

- Scale up of 1000 potential units
- Sustainability focus initiatives
- Kerala Brand (Made in Kerala)
- MSME Insurance
- Student Entrepreneurship Programme
- LSGD Awards
- Capacity building of Interns
- Promoting GeM registration
- Marketing Initiatives
- Onboarding MSMEs to digital marketing/e-commerce platforms
- Technology Incubation facilities for MSMEs
- Technology sourcing and transfer assistance
- Development of industrial infra at vacant land with LSGIs
- MSEFC Regional Councils
- GI marketing portal



Thank you!