

KINFRA'S ACTIVITIES WILL BE STRENGTHENED: DR. BEENA

Dr. M Beena IAS takes charge as the new Managing Director of Kerala Industrial Infrastructure Development Corporation (KINFRA)



DR. M BEENA IAS

government is giving much significance to KINFRA's activities. "It is a fact that Industrial Parks are the only suitable model for developing industries in Kerala. The State Government has directed us to partner with Central Government projects as much as possible. That is the mandate given to us now and we are trying to implement the same," she added. Born in Thiruvananthapuram, Dr. Beena is a physician by profession. She got into Kerala Cadre of the Indian Administrative Services (IAS) in 1999. Having started her career as Assistant Collector of Kottayam in 2001, she became Sub Collector of the district in 2002.

Dr. M Beena IAS has assumed charge as the new Managing Director of Kerala Industrial Infrastructure Development Corporation (KINFRA), a statutory body under the Government of Kerala. Dr. Beena also heads KSIDC (Kerala State Industrial Development Corporation) and KSIE (Kerala State Industrial Enterprises). She took over the charge from Dr. G C Gopala Pillai, who stepped down after the new LDF Government assumed office.

Speaking to *Destination Kerala*, Dr. Beena said the focus would be on strengthening the existing activities of KINFRA to give boost to Kerala's industries sector. She said the opportunity to head KINFRA and KSIDC simultaneously gives an

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added advantage in implementing the projects effectively. "There exists a whole lot of synergy between KINFRA and KSIDC. While KINFRA is the land and infrastructure provider, KSIDC plays the role of financier as well as promoter. Consider the case of KINFRA's proposed Defence Park. KSIDC can partner with KINFRA in marketing as well as providing financial support to units coming up at the Park. On similar lines, there is enormous scope for mutual cooperation and growth," she said.

Dr. Beena said the present

She served as Deputy Secretary in the General Administration Department, Thiruvananthapuram in 2004. In 2011, Dr. Beena served as the Director of Scheduled Caste Welfare, Fisheries and Social Welfare Departments, and Institute of Management in Government. She was the Managing Director of Roads and Bridges Development Corporation, Vyttila Mobility Hub, Kerala Books and Publications Ltd. and Kerala State Civil Supplies Corporation. She has also served as District Collector of Thrissur and Ernakulam in 2006 and 2008 respectively.

KINFRA'S EMC PROJECT GETS CENTRE'S APPROVAL

KINFRA's proposed Rs. 157-crore Electronics Manufacturing Cluster (EMC) to be set up at Kakkanad in Kochi has got the final approval from the Union Ministry of Communication and IT. The decision to clear the proposal was taken at the steering committee meeting chaired by the Secretary of Department of Electronics & Information Technology, which was attended by Dr. M Beena, MD, KINFRA and G Sunil, Manager (Technical). Set up as part of the Make in India-Make in Kerala initiative, EMC project aims

to create an Industrial Park with all modern facilities for the electronics manufacturing industries with the assistance of the Union Ministry of Information Technology, under the EMC Scheme. The units that will come up in the cluster will be eligible for several privileges under Modified Special Incentive Package (M-SIP). The objective of the project is to attract investment to the State and to create large-scale employment opportunities. KINFRA has identified around 66 acres at Kakkanad, having road access to airport and seaport, adjacent to

existing industrial park. KINFRA is planning to execute the Project in a phased manner. NeST Group is the anchor investor of the project. Kerala, with its vast talent pool consisting of engineering graduates/post graduates and those with diploma in electronics, presents an attractive proposition to the electronics manufacturing industry. The prospective beneficiaries of the cluster are manufacturers of computers, telecom equipment, mobile handsets and accessories, TVs, consumer electronics and industrial electronics goods.

FACILITY TO INCUBATE INNOVATIVE MAGIC PROJECTS OPENED

StartUp Magic, a project by the Magic Academy to incubate innovative magic projects by entrepreneurs, was launched by E P Jayarajan, State Industries Minister at Magic Planet at KINFRA Film and Video Park, Thiruvananthapuram recently. Speaking on the occasion, the Minister said the advancement in the field of science and technology should be utilised for the well-being of human beings.

Dr. M Beena IAS, MD, KINFRA presided over the meeting in which Gopinath Muthukad, Executive Director, Magic Academy; G Sudakaran, MD, KINFRA Film and Video Park and Chandrasenan Mithrumala, Director, Magic Academy at-



KINFRA MD DR. M BEENA IAS RECEIVING INDUSTRIES MINISTER E P JAYARAJAN

tended. StartUp Magic provides free entrance to students who plan to join the project. It also has various departments for magicians and research students which can influence their approach towards magic. The

departments include Vibrant Minds, Learning Corner, Application Development Corner, Magic Research and Development, Project Training and Internship, Magic Training, Magic Tube, M Cube and Ideas' Corner. "It has been long since we decided to launch a project like this. We are initiating this to find new talents from across the country. Our intention is to generate new ideas. We will give cash awards to those students who come up with any innovative idea," said Gopinath Muthukad.

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E P JAYARAJAN, INDUSTRIES MINISTER INAUGURATING STARTUP MAGIC