

## ‘ACQUIRE MORE LAND FOR INDUSTRIAL DEVELOPMENT’



WG. CDR. K A SANTHOSH KUMAR, MD, KINFRA  
WELCOMING INDUSTRIES MINISTER E P JAYARAJAN

**K**erala Industries Minister E P Jayarajan emphasised the need for acquiring more land for industrial development in the State to attract more investors.

“New innovative projects should be envisaged for attracting investors for the industrial development of Kerala,” said E P Jayarajan, while interacting with senior officials of KINFRA during his recent visit to the head office at Sasthamangalam in Thiruvananthapuram.

The Minister asked KINFRA to take the necessary steps to identify land suitable for industrial development and make those available for investors at a lower price.

“To attract investors, we should be able to provide land at an affordable cost. It is important to make maximum utilisation of central schemes and give priority to

implementing projects using Central government funds,” he said.

A presentation representing KINFRA’s comprehensive development and activities was made before the Minister, following which he interacted with the officials there. He lauded KINFRA’s performance over the last 25 years and said that the same performance should be carried forward.

“As the Minister suggested, we will take all necessary measures to contribute to the industrial development of the State. New KINFRA units will also be coming up in the following years which will add more revenue to the State and attract investors,” said Wg. Cdr. K A Santhosh Kumar, MD, KINFRA.

Minister E P Jayarajan also hinted at the State Government’s ambitious plan to bring the head offices of

KINFRA, Kerala Bureau of Industrial Promotion (K-BIP), Kerala State Industrial Enterprises (KSIE) and Small Industries Development Corporation (SIDCO) under one roof in Thiruvananthapuram.

Dr. K Ellangovan IAS, Principal Secretary, Department of Industries; M Prakashan Master, former MLA and Private Secretary to Industrial Minister; M Naseeruddin, Additional Private Secretary to Industries Minister; Dr. T Unnikrishnan and G Sunil, General Managers, KINFRA; Jeeva Anandan, MD, KINFRA International Apparel Parks; Sooraj Raveendran, MD, KINFRA Film and Video Park; Nikanth, MD, KINFRA Export Promotion Industrial Park and Girija Kumari, CEO, KINESCO Power and Utilities Pvt. Ltd. were also present on the occasion.

# INDIA'S SECOND LARGEST FILM RESEARCH CENTRE OPENS AT KINFRA

**K**infra Film and Video Park in Thiruvananthapuram now has a 'celebrity' status with the inauguration of country's second largest film research institute, Centre for International Film Research and Archives (CIFRA).

The Baker-model building with the installation of a dancing woman in front of it is a memorial for the late actor Sathyam, one of Malayalam cinema's most gifted artistes. The Research Centre at CIFRA was inaugurated by Chief Minister Pinarayi Vijayan on November 21 in the presence of a host of dignitaries, including veteran artists Madhu and Sreekumaran Thampi.

"The movies of the yesteryears clearly depict Kerala's social system post-independence. The history of Malayalam cinema is the history of Kerala itself. Film students should come forward to point out the misrepresentation of values in movies. CIFRA will help in studying movies and criticising them with a strong academic background and will positively influence the State," he added.

It has a research library with more than 10,000 Indian and foreign language films, a mini-theatre, film related books and office space. The mini theatre is named after Ramu Kariat, the director of *Chemmeen*. People can rent movies and watch them on these screens. The entrance of the research centre has photo-



CHIEF MINISTER PINARAYI VIJAYAN INAUGURATING CIFRA AT KINFRA FILM & VIDEO PARK

graphs of veteran film personalities of Indian cinema, including J C Daniel, the father of Malayalam cinema. The wall is also decorated with movie posters, mostly those which were used for black and white films.

"We had bought the land in KINFRA a few years back and the construction of the Rs. 4.5 crore-worth building was started in 2017. Equipped with facilities of international standards, CIFRA comes second to National Film Archive of India (NFAI) in the country in terms of collection," said Mahesh Panju, Secretary, Kerala Chalachithra Academy.

"CIFRA, inside the KINFRA Film & Video Park campus, is a unique facility by the Kerala Chalachithra Academy. It can serve as a place of learning and reference for students

of future generations. KINFRA will provide all support to the future endeavors of Kerala Chalachithra Academy," said Wg. Cdr. K A Santhosh Kumar, MD, KINFRA.

Padma Shri G Shankar, founder and chief architect at Habitat Technology Group designed the building while the interior design of CIFRA was done by National Award winning production designer Santhosh Raman.

"Chalachithra Academy is getting its own office after 20 years and I thank each and every one for making this successful," said Kerala State Chalachithra Academy Chairman, Kamal.

A K Balan, Minister for Cultural Affairs inaugurated the Ramu Kariat Mini Theatre. E P Jayarajan, Minister for Industries, Sports & Youth Affairs inaugurated the P K Nair Library and Archives and Kada-kampally Surendran, Minister for Tourism inaugurated the conference hall at CIFRA. Mayor Advocate V K Prashanth, Cultural Secretary, Govt. of Kerala, Rani George IAS; actor Prem Kumar, directors K P Kumaran and Sibi Malayil; and Sooraj Raveendran, MD, KINFRA Film and Video Park were also present.



KERALA INDUSTRIAL INFRASTRUCTURE DEVELOPMENT CORPORATION

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