

KINFRA spearheads awareness campaign on Green Building

Concept of Green Building will be encouraged and supported: Chief Minister Oommen Chandy

Trivandrum: An awareness program on green building, spearheaded by KINFRA, in association with the Confederation of Indian Industry (CII) and the Indian Green Building Council (IGBC) was conducted here on August 20, 2014.

Inaugurating the event, Chief Minister Sri. Oommen Chandy said that the Government would encourage the concept of Green Buildings and that it can consider giving incentives to such buildings. In order to encourage eco- friendly construction activities in industrial sector, KINFRA has commenced construction of buildings in Kochi and Palakkad having 1.5 lakh sq.ft. and 1 lakh sq.ft. area respectively.

Non availability of building construction materials coupled with inefficient usage of energy and water are posing severe setbacks and challenges to the construction sector in Kerala, the Chief Minister pointed out. This is causing delays in crucial development activities also. At this juncture, Sri. Oommen Chandy also reminded that development



IT cautioned against the rampant construction of palatial buildings without any necessity, causing inefficient use of resources and scarce energy.

Key speakers at the program were Sri. Thomas John Muthoot, Vice Chairman-CII Trivandrum Zone, Sri. S Ramnath, Managing Director-KINFRA, Sri. B.R Ajit, Chairman-IGBC Cochin Chapter, Sri. C.N. Raghavendran, Chairman-IGBC Chennai Chapter and Sri. Rajan Venkateswaran, Head-Center for Excellence, L & T Ltd.

Sri. Suryanarayana Murthy, Principal Architect, Kshetra Consultants shared his experience on how he transformed the office of the Commissionerate of Industries, Hyderabad into a Green Historic Building. Sri. M Selvarasu, Director, Lead Consultancy & Engineering Services, Green Buildings made a presentation on Economic Sense-Optimizing green cost. Sri. Shreeganesh V. Nair, Chief Consultant-Ganesh Technical Consultancy Services briefed on Green Certification for Existing buildings.

Sri. A.M. Narayanan, Head-Energy Efficiency Division, Energy Management Centre explained the Energy Conservation Building Code. Sri. Biju S. Nair, Head-Projects of

Asian School of Business narrated his experience on the Making of a Green Building and Sri. V Unnikrishnan, Chief Engineer-Consultant, Energy Efficiency Services made a presentation on ESCO Model for Retrofitting Existing Buildings.



process should give due consideration to environment protection.

Sri. P.K. Kunhalikutty, Minister-Industries & IT, stressed the need to preserve the environment and lauded the efforts of the Industries department in this direction and assured all possible encouragement for its successful implementation. "Every development activity shall be in line with preservation and optimum utilisation of natural resources," he added. "The Industries Department has already adopted the concept of *Go Green* and all the buildings constructed in future shall be in line with the *Go Green* concept."

Sri. P.H. Kurian IAS, Principal Secretary-Industries &



KINFRA in the News

Malayala Manorama lauds KINFRA Park where industry flourishes

Even since KINFRA came into being almost a quarter century ago, with the message of creating a new industrial and employment culture in Kerala, the media in the State has been generously supportive of the concept and practices it represented. Both print and electronic news outlets have given constructive cooperation, suggestions and criticism of KINFRA's various initiatives, leading to the creation of new-generation industrial parks across the State, with special emphasis on the rural scene. Kerala's USP areas such as ayurveda, spices, fisheries, handloom textiles, biotechnology and several others have found focused attention in KINFRA Parks exclusively devoted to them. The media has risen to the occasion and assumed the role of partners-in-arms to spread the good word on KINFRA's relevance and significance in ensuring the State's rapid industrial development.

As is evidenced by the detailed feature article carried by Malayala Manorama daily in its issue of August 18, 2014, on the establishment and growth of KINFRA Park in Palakkad. Malayala Manorama is the most widely read and circulated vernacular daily in India. The feature highlights the record 84 industrial units in the Park providing direct employment to over 5000 hands and attracting an investment of more than Rs. 100 cr.

The feature titled *KINFRA Park Where Industry Flourishes* gives extensive details on the past, present and future of the 164 acre developmental marvel.



Brocade India Polytex

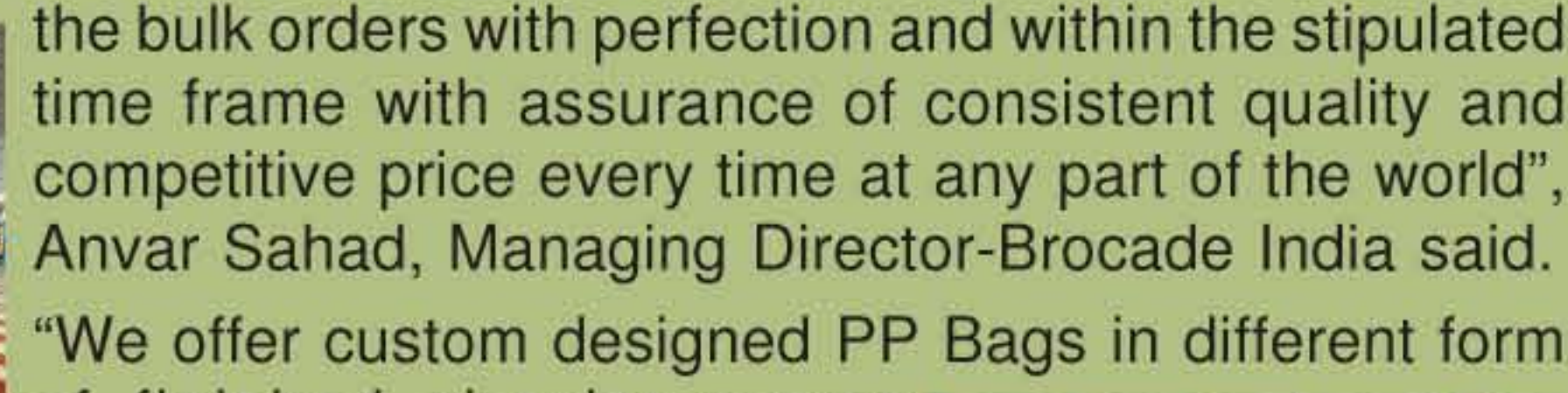
The advanced woven fabrics and sacks unit in KINFRA Park Palakkad

Brocade India Polytex Limited, is set up for manufacturing HDPE & PP woven fabrics and sacks in KINFRA Industrial park at Kanjikode, Palakkad District.

"Brocade India's product range of Poly Propylene fabrics, PP woven bags and HDPE woven bags is certain to meet a long felt need of the market to access modern packaging material", points out Sri. S. Ramnath, MD-KINFRA. "And, Kanjikode being Kerala's major industrial hub, the company can grow big through intelligent planning and hardwork."

"The advanced machines and well-trained workforce enable us to execute all the bulk orders with perfection and within the stipulated time frame with assurance of consistent quality and competitive price every time at any part of the world", Anvar Sahad, Managing Director-Brocade India said.

"We offer custom designed PP Bags in different form of finished circular woven sacks, which will find extensive applications in areas such as food grain industry, plastics & polymer industry, sugar industry, cement industry, salt industry, fertilizer industry, chemical industry, pharmaceutical industry, textile industry, bale coverings and sand."



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