

A LOCAL INTERVENTION TO TAP GLOBAL MARKET

With a vision to facilitate new and small entrepreneurs to compete in global markets, Kerala Industrial Infrastructure Development Corporation (KINFRA) has identified three potential areas suitable for fruitful interventions.

The important goal of the plan is to alleviate the inhibitive and restrictive factors which deter entry of new and small entrepreneurs into manufacturing for the global market. The three areas which KINFRA aims to help are gem and jewellery manufacturing, cashew processing and export of spices and condiments.

“Entry into such an international market has become restrictive due to various reasons. Major reasons identified are lack of knowledge about the market trends and modern manufacturing technology. The large quantum of investment required for manufacturing for the global market inhibits the investors/manufacturers,” KINFRA noted in a press release.

KINFRA being an infrastructure specialist for providing industrial infrastructure and market facilitation, estimates that the State Government investment in these sectors in the form of common facility will induce small manufacturers to enter into the international market with a competitive edge.

Under the plan for gem and jewellery manufacturing, KINFRA hopes to set up a common infrastructure facility for the promotion of gem and jewellery production. As per



the plan, the facility would come up in 50-cent land owned by KINFRA at Puzhakkalpadam in Thrissur district. The estimated cost of the project is Rs. 9.45 crore.

The common facility centre will provide the amenities and machinery needed to handhold the business at the location and artisans who could not afford large-scale manufacturing. The centre is also expected to act as an agent for manufacturing value-added jewellery products of international standard for fulfilling the demand of domestic and international markets.

The proposed Common Utility Centre with a built in area of 7500 sq.ft. will have facilities for manual designing, CAD designing, CAM outsourcing, mould making, casting, laser welding, cutting, deep engraving, marking, rhodium plating and GPC bath plating.

Meanwhile, the Common Infrastructure Facility for Cashew has been envisaged for promoting of ca-

shew exports. The facility, according to KINFRA, would be set up at Mundakkal in Kollam district. The estimated cost for the project is Rs.10.77 crore. The total envisaged installed capacity is 6 MT per day which will cater exclusively to the requirement of the export sector/startups from the cashew sector. The proposed Common Utility Centre will have a built in area of 20,000 sq.ft. with major facilities for roasting, salting, flavouring and packaging.

Common Infrastructure Facility for spices and condiments envisaged for the promotion of spices and condiments exports, has been proposed to be set up in Thalassery in Kannur district at an expense of Rs. 7.75 crore. As per the plan, the total envisaged installed capacity will be 5 MT per day. The main facilities will include pre-processing, post processing, effluent treatment and storage space. The Common Infrastructure Facility will have a total built in area of 17,000 sq.ft.

KINFRA HOLDS MAIDEN CRICKET TOURNEY



KINFRA's maiden cricket tournament for the companies inside its Film, Video and IT Park at Kazhakoottam was held at the LNCPE Ground on April 21 and 22. The tournament was inaugurated by Wg. Cdr. K A Santhosh Kumar, Managing Director, KINFRA. Team KINFRA, Twist Digital Media, Adroitminds, Ernst & Young, Eglobe, DCSMAT, EY Admin and Quinoid participated in the tournament.

Ernst & Young emerged the winners, defeating Twist Digital Media in the final. While Ayoki Fabricon Pvt. Ltd. sponsored the trophy and cash prize worth Rs. 25,000 for the winning team, the trophy and cash prize of Rs.10,000 for the runners-up was sponsored by Asianet Cable Vision.

Vipin of Twist Digital Media bagged the Man of the Series trophy and cash prize of Rs. 7000. V Arun of Ernst & Young received the Man of the Match award and a cash prize of Rs. 5000. The prizes for the winners were distributed by Assi B, Project Manager, KINFRA Film, Video and IT Park.



KINFRA MAKES ITS PRESENCE FELT AT HYDERABAD

An all-India exhibition and trade show (Hyderabad Fest), organised by Spoorthi Progressive Society, was held at the Kala Bharathi Indra Park from April 13 to 22. Etela Rajender, Finance Minister, Telangana inaugurated the exhibition. KSIDC, KINFRA, K-BIP, Department of Handloom, Hantex, Hanveev, MSME and other public sector undertakings participated at the Kerala stall. A C Moideen, Minister for Industries, Sports and Youth Affairs, Kerala; T P Ramakrishnan, Minister for Excise, Kerala; Wg. Cdr. K A Santhosh Kumar, MD, KINFRA; Dr. T Unnikrishnan, GM (Projects); G Sunil, GM (Planning and Business Development) and Jeeva Anandan, MD, KINFRA International Apparel Park, were also present at the Hyderabad Fest.



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