

Report

Kerala Business Forum Summit 2015



The first ever Kerala Business Forum (KBF) Summit was held on 15 November 2015 at the Constitution Club, Rafi Marg, New Delhi. The KBF Summit was a special business networking programme for Non- Resident Keralite (NRK) entrepreneurs from the NCR of Delhi. Over of 200 CEOs of NRK enterprises participated in the event.

Dr. Jacob John, President, Kerala Development Society and Convener of KBF, while delivering the Welcome Address, stated that KBF is now functional as a project of Kerala Development Society (KDS), and within a short span of time KBF is expected to become a separate organization. According to an estimate, over 1000 Micro, Small and Medium Enterprises (MSME) owned by Keralites are present in the NCR of Delhi and of these 400 MSMEs have been identified by KBF.



Dr. Jacob John delivering the Welcome Address

Shri. Satyendra Jain, Hon'ble Minister of *NCT of Delhi* (Industries, Health, Home, Public Work and Power Department), inaugurated the KBF Summit 2015. In his inaugural address, Shri. Satyendra Jain highlighted the effort of the Government of NCT of Delhi

in creating a corrupt free environment for doing business. He said that India should encourage domestic direct investment instead of foreign direct investment. He also assured the delegates of a fast process of setting up of industries in Delhi, instead of dealing with several departments at present, so that industries from Kerala, Tamil Nadu and West Bengal would feel assured to set up business in Delhi. He said that the registration system will be made online to make it corruption free and transparent.



Shri. Satyendra Jain addresses

Dr. T. Thomas Isaac, CPI (M) leader and former Finance Minister of Kerala was the chief guest. He pointed that the state of Kerala should move towards the value based development path to create employment opportunities for educated youth. He has emphasized the need for setting up of a Kerala Chamber of Commerce in foreign countries and other Indian cities. He felt this can facilitate the networking of investors and mobilizing of saving and investment.



Dr. T. Thomas Isaac addresses: From L to R: Mr. Unnikrishnan T. Nair, Dr. Darlie O Koshy, Dr. Jacob John and Mr. Jacob George P

Shri. Binoy Viswam, CPI leader and Former Forest Minister of Kerala inaugurated the KBF by lighting the lamp along with select successful Non- Resident Keralite entrepreneurs



Shri. Binoy Viswam, addresses



Shri. Binoy Viswam, Lighting the lamp

The entrepreneurs - Shri. K.K. Thomas, Shri. Ranjit John, Shri. Rajan Skhariya, Mr. Unnikrishnan T. Nair, Shri Jose George, Mr. A.T. Sainudeen, Mr. Achuthan Nair - who have all made substantial achievements in their respective business sectors joined Shri Viswam in lighting the lamp. Shri. Viswam congratulated successful NRK entrepreneurs in Delhi who came from *humble* beginnings. Some of them have started their career as low level employees and gradually set up successful enterprises *by virtue of* their determination, *commitment and hard work*. He expressed hope that KBF will meet the needs of Non-Resident Keralite business community in Delhi.



Lighting the lamp

Shri. Jagdeep Singh, MLA, Hari Nagar, Delhi delivered the special address where he laid out before the participants the steps taken by Government of Delhi to improve the business environment in Delhi.



Shri. Jagdeep Singh addresses



Dr. Darlie O Koshy addresses

Dr. Darlie O Koshy, in his felicitation address, stated that the KBF is a good initiative in the context of India's focus on industrial growth, technology and skill development. He emphasized the need for setting up of an incubator under the auspices of KBF for young entrepreneurs with the support of the Government of Delhi as well as the Government of India.



Mr. Unnikrishnan T. Nair addresses

Mr. Unnikrishnan T. Nair, Chief Executive, Prime Labs, New Delhi and Convener, KBF, who delivered the Vote of Thanks in the inaugural session, stated that the primary focus of KBF is the promotion of business of NRKs through networking, business contact building, exchange of business information and knowledge sharing. He informed that the KBF will organize training programmes and business meets on a regular basis in order to facilitate this.



Shri. Anto George addresses

The session on 'New Modes of Micro Small and Medium Enterprises (MSME) Financing', was chaired by Shri. Rajan Skhariya, Mecpro Heavy Engineering Ltd. Shri Anto George, General Manager, South Indian Bank made a detailed presentation on prevailing policies and approaches of banks in evaluating the creditworthiness of MSME.



Session on 'New Modes of MSME Financing' is in progress

According to him reasons for rejections of loan applications are (1) adverse comments in Credit Information Bureau (India) Limited (CIBIL) /Central Repository of Information on Large Credits(CRILIC), (2) unsatisfactory operation of existing bank accounts, (3) maintaining different accounts with various banks, (4) lower turnover in account due to cash sales, (5) RBI willful defaulter list/defaulter list, (6) low collateral coverage, (7) unviable project, (8) low credit rating, (9) non- compliance of existing sanction conditions, (10) diversion of funds, (11) unfavorable ratios (12) Cheque returns, (12) overdrawing and penal interest charged in the existing account, (13) non-renewal of operating limits, (14) adverse comments from market and creditors (15) adverse comment in the audit report (16) delay in payment of statutory dues. Shri Anto George, has admitted that some banks are negative to financing of SMEs mainly due to the small ticket size and high transaction cost, lack of experience of first generation entrepreneurs, high risk because of low or no credit rating, high rate of diversion, lack of collaterals, weak and inadequate marketing, lack of competitiveness mainly due to lack of product branding, poor maintenance of books of accounts and less own contribution.



Dr. K.R.G Nair addresses



Shri. Rajan Skharia

Prof. K.R.G. Nair, formerly Head, Department of Business, Economics, University of Delhi and Shri. K.K. Thomas, Avid Apparel Industries, Noida were the other two speakers in the session. Shri. K.K. Thomas shared his experience in accessing finance for doing business in Delhi. Speakers unanimously agreed that the reasons for failure of MSMEs are diversion of funds, lack of professionalism, low technology innovation and cost efficiency, failure of promoters to bring in their

contribution, inadequate product branding and marketing tie up, under finance by banks and hence over private borrowing and delay in receiving payment from big corporate.

The session on the theme of 'Business Promotion of Non- Resident Keralites: Way Forward' was chaired by Prof. K.R.G. Nair, formerly Head, Department of Business, Economics, University of Delhi. Speakers of the session were Shri. A.T. Sainudeen, an entrepreneur and President of the Delhi Malayalee Association (DMA), Dr. Darlie O Koshy, DG & CEO, Institute of Apparel Management and Apparel Training and Design Centre, Dr. K. P. Sunny, Director, National Productivity Council, Dr. Sibichan Mathew, Professor NIFT, Shri. K.K. Thomas, Avid Apparel Industries: Noida, Shri. Rajan Skharia, Mecpro Heavy Engineering Ltd and Dr. P. Vasudevan, India Merchandising Services, Noida.



Shri. K.K. Thomas



Shri. A. T. Sainudeen

Prof. K.R.G. Nair in his opening remarks stated that the grand success of this event can help KDS dispel the misinformation about Kerala among non-Keralites. One is that Keralites lack enterprise and the other is that Kerala has no industry. In fact, studies show that Kerala is ahead of most other states of India in unregistered

manufacturing, which is more environment friendly, than registered manufacturing.

During this session the speakers deliberated highlights of the exemplary achievements of five entrepreneurs covered under the case study. Shri. K.K. Thomas



Dr. K. P. Sunny

more specifically, said that young entrepreneurs with good education background can take more risk in doing business. Shri. Rajan Skharia, elaborated on the various forms of business practices and substantiated his presentation with facts and statistics to inspire participants and apprise them about the reality of business environment in Delhi. Dr. Darlie O Koshy, emphasized the need for adopting innovative

business strategies in making achievements in the MSME sector. Mr. A.T. Sainudeen, while sharing his business experience in Kerala and Delhi, emphasized the need for an effective strategy in doing business in Delhi. Dr. K. P. Sunny said that NRK entrepreneurs



Dr. Sibichan Mathew

in Delhi have tremendous business opportunities in the context of recent policy changes of the Government of India. Prof. Sibichan Mathew remarked that KBF is an excellent initiative to promote business and employment creation in the context of 'Make in India' and other industrial promotion programmes of the Government of India and various Indian states. Dr. P. Vasudevan, sharing his long business experience

in Delhi, said that each entrepreneur should concentrate on quality of her/his products and services.

The aim of the session was to explain which factors affect enterprise upgrading and how those enterprises that have managed to do so. The question as of why selected NRK MSMEs in NCR of Delhi innovate and grow and others do not was the subject of interdisciplinary discussions. The case study carried out by KDS-KBF is guided by the following research questions:

- Why do some NRK micro and small enterprises succeed in making progress while others do not?
- What are the critical factors that facilitate the success of select NRKs in enhancing in employment, assets and production capacities?

The study has enumerated the various factors for a successful business. The session became an interface for the successful NRK entrepreneurs in Delhi and industrial experts to reach out to the young and aspiring entrepreneurs in Delhi. The five entrepreneurs covered under the case study are Mr. K.K. Thomas, Mr. Rajan Skhariya, Dr. P. Vasudevan, Mr. Ranjit P. John and Mr. Zachariah Varghese.



Prof. K.R.G Nair and Mr. K.K. Thomas jointly give reply to the questions of delegates



Delegates share views

Mr. K.K. Thomas, originally from Vaikom, Kottayam District came to Delhi after passing class X in a government English medium school. Today, he is a successful business man in ladies, children's and men's wear conducting in-house designing with two factories in Noida and with marketing offices in USA and Spain. He has now started preparing his two daughters to take the business forward by providing them technical education in the same field.



Dr. P. Vasudevan shares his business experiences

Mr. Rajan Skhariya set up Mecpro in New Delhi, 30 years back. Now it has grown as a company that offers plants and R&D support in the field of oils and fats and oleochemicals globally. Mecpro now has offices in New Delhi, India and Malaysia, besides an engineering workshop in Ludhiana, Punjab. It has a state of the art R&D center which is recognized by DSIR, Ministry of Science & Technology, Government of India, where it carries out various tests on innovative process.

Dr. P. Vasudevan who was born in a poor agriculture family had migrated to Delhi in search of a source of living. In the beginning of his career he was an employee in an American Buying House in Delhi. Subsequently, he has started his own Buying House, acting as a service provider to foreign buyers in importing handicrafts and home textile

products from India. The Buying House, India Merchandising Services in Noida had successfully overcome micro and macro level challenges right from identifying the correct manufacturer; ensuring the product is manufactured as per demanded quality and specifications, fixing the problems during production level, getting it made within the stipulated time, ensuring the merchandise is shipped within the delivery window, getting the payment to the exporter from the buyer, etc. After he made this significant achievement in Delhi he has now ventured into the hospitality industry by setting up a hotel in Alapuzha in Kerala.



A view from participants

Mr. Ranjit P. John came to Delhi, after completing his schooling in Kerala, to pursue his studies in Architecture. He graduated from the prestigious School of Planning and Architecture in New Delhi. Since 1985, he has been involved with architectural, interior, urban and regional development. The practice is particularly qualified to undertake work in the areas of large and small-scale civic design, institutional, commercial, and

industrial buildings, all aspects of urban renewal, large-scale housing, land and site planning, and interior design in several parts of India. His practice has completed close to 1000 projects, with 30 underway and has been involved in the design and construction of the largest number of religious buildings in the world, a rare feat which has been applied for as a Guinness Book Record.



A view from participants

Mr. Zachariah Varghese worked in the materials department of various organizations before joining the Hyatt Regency Delhi in 1982. After leaving Hyatt as their Purchase Officer he joined Holiday Inn Hotel in 1992 as their Assistant Manager – Purchase. After a few years he left the job and started his own venture namely, Zack Marketing (I) Private Limited in New Delhi. The company today is the biggest in this line with over six hundred hotels, hospitals and resorts all over India as clients. His company has excelled in providing products with quality workmanship to the hospitality industry including five star hotels.



A view from participants

Case studies of five entrepreneurs were presented and discussed threadbare. Speakers pointed out that some of them have started their career as low level employees and they started their own enterprise with a humble beginning, and gradually set up enterprise with their determination, commitment and hard work. In line with the findings of the case studies the speakers narrated the essential features of NRK enterprises in the NCR of Delhi. NRK entrepreneurship in Delhi was, by and large, an individual initiative and there was no family experience. They started business on their own by making use of opportunities and experiences in the professional field. Education is not an essential feature for a successful entrepreneurship, though education can strengthen it. Most of the NRK entrepreneurs have trained their sons or daughters in the same line of business to continue the business operations.



A view from participants



A view from participants

The speakers were unanimous in raising the major problems of NRK enterprises in Delhi. Lack of communication skill and confidence, an outsider feeling of NRK enterprises in Delhi, lack of educational qualification for setting up of and management of business

venture and difficulties in the retention of employees in the industry where the employee gets trained and experienced and then moves for career growth. Speakers laid out the tough challenges of doing business in India, particularly in Delhi. They emphasized the need for producing quality products without making environmental impact. Market research should be carried out to assess the demand of the product being produced. There is a need for being a “good employer” and help employees to feel valued. Moreover, entrepreneurs should follow the rules and regulations.



A view from Open House discussion

The Open House discussion that followed saw active participation by the delegates, and the session became an interface for the successful NRK entrepreneurs in Delhi to reach out to the young and new entrepreneurs. Several entrepreneurs utilized the opportunity to share their experiences in terms of achievements, failures and problem-solving.



A view from Open House discussion

Mr. Sunil Pillai, Secretary of KDS who gave the Vote of Thanks in the Concluding Session, summarized the discussions in the various sessions of Kerala Business Forum



Mr. Sunil Pillai

Summit 2015. He stated that KBF will carry out various activities to address a number of problems such as limited access to finance, non-availability of highly skilled labour at affordable cost, limited capital and knowledge, non-availability of suitable technology and low production capacity being faced by MSME of Non-Resident Keralites. ■

From Founder's Meetings



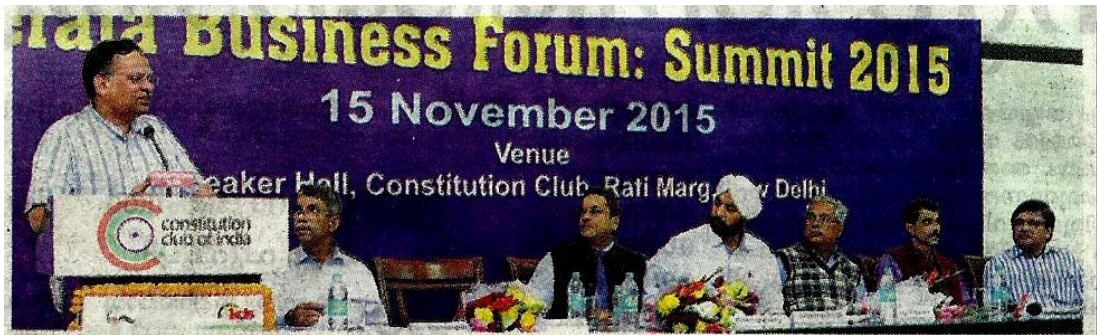
JAIN CALLS FOR INDIA DIRECT INVESTMENT

New Delhi, 15 November: Delhi industry minister, Mr Satyendra Jain, today said that instead of the Foreign Direct Investment, we should encourage India Direct Investment. He also assured fast process of setting up of industries in Delhi, instead of dealing with several departments at present now, so that industries from Kerala, Tamil Nadu and West Bengal would come here.

He also said the system will be made online so that it will be corruption-free. He said that during the last few months of AAP government, corruption has reduced in the capital.

Addressing the Kerala Business Forum Summit 2015, here today, he wished to have hospitals like Amrita Institute of Medical Sciences (AIMS), Kochi, in the capital. He said during his recent visit to Kerala, he had visited the institute and was highly impressed.

SNS



കേരള ബിസിനസ് ഫോറം സമ്മേളനത്തിൽ ഡൽഹി വ്യവസായ മന്ത്രി സത്യേന്ദ്ര ജയിൻ സംസാരിച്ചു.

മുല്യാധിഷ്ഠിത വികസന പാതയിലേക്ക് കേരളം നീങ്ങണം: തോമസ് ഐസക്

ന്യൂഡൽഹി • കേരളത്തിലെ അഭ്യസ്തവിദ്യരായ സമൂഹത്തിന് നിലവാരമുള്ള തൊഴിലവസരങ്ങൾ ലഭ്യമാക്കണമെന്ന് മുൻ ധനമന്ത്രി തോമസ് ഐസക്. കേരള ഡവലപ്മെന്റ് സൊസൈറ്റിയുടെ (കെഡിഎസ്) നേതൃത്വത്തിൽ കോൺസ്റ്റിറ്റ്യൂഷൻ ക്ലബ്ബിൽ സംഘടിപ്പിച്ച കേരള ബിസിനസ് ഫോറം സമ്മേളനത്തിൽ സംസാരിക്കുകയായിരുന്നു അദ്ദേഹം. ഗുണനിലവാരമുള്ള തൊഴിൽ സൃഷ്ടിക്കുന്നതിനു വഴിയൊരുക്കുന്ന മുല്യാധിഷ്ഠിത വികസന പാതയിലേക്ക് സംസ്ഥാനം നീങ്ങണം.

അടിസ്ഥാന സൗകര്യ മേഖലയുടെ വികസനം ഉൾപ്പെടെ ഒട്ടേറെ കാര്യങ്ങൾ ഇതിനായി ചെയ്യേണ്ടതുണ്ട്. തിരുവനന്തപുരം പത്മനാഭസോമി ക്ഷേത്ര നിലവാരമുള്ള സ്വർണം ഫലപ്രദമായി ഉപ

യോഗിക്കുന്നതു സംസ്ഥാനത്തിനു ഗുണപെയ്യും. സ്വർണം ക്ഷേത്ര നിലവാരമുള്ള വച്ചുകൊണ്ടു തന്നെ, അതിന്റെ മുല്യത്തിനനുസരിച്ചുള്ള പണം നേടാം. ഇതുവഴി രണ്ടു ലക്ഷം കോടി രൂപ സംസ്ഥാനത്തിനു ലഭിക്കും. സ്വർണം ഒരുതരത്തിലും ക്ഷേത്രത്തിൽനിന്നു നഷ്ടപ്പെടുന്നില്ലെന്ന് ഉറപ്പാക്കുന്ന നിയമം ഇതിന് ആവശ്യമാണ്. പ്രവാസികൾ വിദേശ രാജ്യങ്ങളിൽ കേരള ചേംബർ ഓഫ് കൊമേഴ്സ് സ്ഥാപിക്കുന്നതു പ്രയോജനകരമാണ്. സംരംഭകരെ ഏകോപിപ്പിക്കാനും നിക്ഷേപ സാധ്യതകൾ കണ്ടെത്താനും അതു സഹായിക്കുമെന്നും തോമസ് ഐസക് ചൂണ്ടിക്കാട്ടി.

രണ്ടു വർഷത്തിനകം രാജ്യതലസ്ഥാന നഗരിയിലെ എല്ലാ മേഖലകളിൽനിന്നും അഴിമതി പൂർണ്ണമായി തുടച്ചുനീക്കുമെന്ന് ചട

ങ്ങ് ഉദ്ഘാടനം ചെയ്ത ഡൽഹി വ്യവസായ മന്ത്രി സത്യേന്ദ്ര ജയിൻ വ്യക്തമാക്കി. അഴിമതിക്കാരെ ആം ആദ്മി സർക്കാർ വച്ചുപൊറ്റുപ്പിക്കില്ല. സുഗമമായി വ്യവസായം ചെയ്യാൻ ആവശ്യമായ അന്തരീക്ഷം ഡൽഹിയിൽ സജ്ജമാക്കും. ആരോഗ്യ പരിപാലന മേഖലയിൽ മികച്ച പ്രകടനം നടത്തുന്ന കേരളത്തിൽനിന്ന് ഒട്ടേറെ പരാങ്ങുകൾ പഠിക്കാനുണ്ടെന്നും അദ്ദേഹം പറഞ്ഞു.

സിവിൽ എം ദേശിയ നേതാവ് ബിനോയ് വിശ്വം, ജഗദീപ് സിങ് എംഎൽഎ, കെഡിഎസ് പ്രസിഡന്റ് ഡോ. ജേക്കബ് ജോൺ, കേരള ബിസിനസ് ഫോറം കൺവീനർ ഉണ്ണിക്കൃഷ്ണൻ നായർ തുടങ്ങിയവർ പ്രസംഗിച്ചു. ഉദ്ഘാടന സമ്മേളനത്തിനുശേഷം വിവിധ വിഷയങ്ങളിൽ ശില്പശാലകൾ നടന്നു.



കേരള ബിസിനസ് ഫോറം സമ്മേളനത്തിൽ ഡൽഹി വ്യവസായ മന്ത്രി സത്യേന്ദ്ര ജയിൻ സംസാരിച്ചു.

മുല്യാധിഷ്ഠിത വികസന പാതയിലേക്ക് കേരളം നീങ്ങണം: തോമസ് ഐസക്

ന്യൂഡൽഹി • കേരളത്തിലെ അഭ്യസ്തവിദ്യരായ സമൂഹത്തിന് നിലവാരമുള്ള തൊഴിലവസരങ്ങൾ ലഭ്യമാക്കണമെന്ന് മുൻ ധനമന്ത്രി തോമസ് ഐസക്. കേരള ഡവലപ്മെന്റ് സൊസൈറ്റിയുടെ (കെഡിഎസ്) നേതൃത്വത്തിൽ കോൺസ്റ്റിറ്റ്യൂഷൻ ക്ലബ്ബിൽ സംഘടിപ്പിച്ച കേരള ബിസിനസ് ഫോറം സമ്മേളനത്തിൽ സംസാരിക്കുകയായിരുന്നു അദ്ദേഹം. ഗുണനിലവാരമുള്ള തൊഴിൽ സൃഷ്ടിക്കുന്നതിനു വഴിയൊരുക്കുന്ന മുല്യാധിഷ്ഠിത വികസന പാതയിലേക്ക് സംസ്ഥാനം നീങ്ങണം.



കേരള ബിസിനസ് ഫോറം സ്ഥാപക അംഗങ്ങളുടെ യോഗം.

കേരള ബിസിനസ് ഫോറം വാർഷികം നവംബർ 15 ന്

ന്യൂഡൽഹി • കേരള ബിസിനസ് സംസ്ഥാനങ്ങളിലുള്ള മലയാളി ന്റ് ഓഫീസർ റിത്ത എസ് പ്രഭു, ഫോറം വാർഷികം നവംബർ 15 ന് നടക്കും.



കേരള ബിസിനസ് ഫോറത്തിന്റെ യോഗത്തിൽ നിന്ന്

കേരള ബിസിനസ് ഫോറം യോഗം

വ്യാപാരസംരംഭങ്ങൾക്ക് തടസ്സമാകുന്നത് അഴിമതി - മന്ത്രി സത്യേന്ദ്ര ജയിൻ

ന്യൂഡൽഹി: ഡൽഹിയിൽ പുതിയ വ്യാപാരസംരംഭങ്ങൾക്ക് പലപ്പോഴും വിഘാതമാകുന്നത് ഉദ്യോഗസ്ഥന്മാരുടെ അഴിമതിയാണെന്ന് സംസ്ഥാന വ്യവസായ മന്ത്രി സത്യേന്ദ്ര ജയിൻ അഴിമതി തടയായും സംരംഭങ്ങൾ തുടങ്ങുന്നത് എളുപ്പമാക്കാനും സർക്കാർ ഓൺലൈൻ രജിസ്ട്രേഷൻ സംവിധാനം നടപ്പാക്കിയട്ടുണ്ടെന്നും അദ്ദേഹം പറഞ്ഞു. കോൺസ്റ്റി

റ്റ്യൂഷൻ ക്ലബ്ബിൽ കേരള ബിസിനസ് ഫോറം സമ്മേളനം ഉദ്ഘാടനം ചെയ്യുകയായിരുന്നു അദ്ദേഹം. ഡൽഹി മലയാളിസംരംഭകരുടെ കൂട്ടായ്മയാണ് കേരള ബിസിനസ് ഫോറം സംഘടിപ്പിച്ചത്. കേരള ചുൻ ധനമന്ത്രി തോമസ് ഐസക് മുഖ്യപ്രഭാഷണം നടത്തി. ചുൻമന്ത്രി ബിനോയ് വിശ്വം, അധ്യക്ഷാക്ഷണം നടത്തി. ജഗദീപ് സിങ്

എം.എൽ.എ., കെ.ബി.പ്രസിഡന്റ് ഡോ.ജേക്കബ്, ഉണ്ണികൃഷ്ണൻ നമ്പ്യാണിവിധ സെക്ഷനുകളിൽ ജൻ ന്യൂന, കെ.കെ. തോമസ്, നായർ, ഡോ.ഡാർളി, ഡി.ഡോ.കെ.പി. സണ്ണി, ഫ.സി.ബി.ചുൻ മാത്യു, ഡെ.വാസുദേവൻ, എ.ടി. ഹൈന്ദ്രി എന്നിവർ സംസാരിച്ചു.

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