



GOVERNMENT OF KERALA

Abstract

Planning & Economic Affairs Department - Comprehensive Mission on Employment Generation Activities - Constituting committees for implementing the recommendations of the Task Force on Comprehensive Plan for Self Employment - Sanction Accorded - Orders issued.

PLANNING & ECONOMIC AFFAIRS (A) DEPARTMENT

G.O.(Ms)No.23/15/Plg.

Thiruvananthapuram, Dated 27.05.2015

- Read: - 1. Order No.8872/14/I&I/SPB dated 26/02/2014 of the Member Secretary, State Planning Board.
2. G.O.(Rt)No.59/15/ID dated 20/01/2015.
3. Minutes of the Meeting held on 05/02/2015 for deciding future course of action on Mission for Enterprise and Employment Generation.

ORDER

In the Mass Contact Programme conducted by the Hon'ble Chief Minister, many applications were received from unemployed people seeking employment/self employment. The Hon'ble Chief Minister directed the Vice Chairman, State Planning Board to study the present scenario of self-employment schemes being implemented through various agencies including commercial banks in the State and to formulate a Comprehensive Self-Employment Scheme addressing the high and persistent unemployment, particularly among educated and semi-skilled youth in Kerala.

As per order read 1st above, the State Planning Board in pursuit of the Government direction, constituted a Task Force on Comprehensive Plan for Employment Generation comprising of senior officials from government, banks and industry. The Task Force formed sector specific subcommittees and studied in detail the drawbacks of existing schemes and critical elements required for generating mass employment across the sectors and regions. The major pit fall in implementation of the existing self employment schemes identified by the Task Force are:

- a. There are several schemes operated by various departments. However, there is a lack of adequate awareness and publicity among potential beneficiaries.
- b. Most of the schemes envisaged some level of funding support, but did not provision the necessary enablers and support activities like mentoring and guidance of the potential entrepreneurs.
- c. Many vital support services including Skill Development, Business planning, financial linkages, Market linkages, Technology and Infrastructure support, mentoring and hand-holding, and Regulatory Compliances were often not part of on-going schemes.
- d. The limited level of funding, range of financial products and high cost of funds was a major constraint in the expansion of self-employment programs in the state.
- e. The absence of State-level umbrella platform for coordinating the large number of schemes resulted in multiple overlapping and fragmented initiatives.

f. Last mile linkages of most programs were very weak, leading to poor implementation, lack of follow-up and feedback to departments.

The Task Force therefore recommended that the Government may set up a Mission for Enterprise and Employment Generation Activities as a flagship, umbrella initiative of the State Government that would ensure the requisite focus and convergence of all self-employment and enterprise creation programs in the State and provision of end-to-end services to entrepreneurs and the self-employed. The Task Force also put forwarded other suggestions to make operational the Mission and to create an eco-system conducive to the development of enterprise and employment avenues in the State.

As per G.O read 2nd above, Government accepted the recommendations of the Task Force and accorded in -principal approval for implementing the recommendations.

In order to decide the future course of actions with respect to constituting the Mission for Enterprise and Employment Generation Activities (MEGA) and taking forward the other recommendations of the Task Force on Comprehensive Plan for Self Employment, a high level committee meeting was held on fifth February 2015. The Hon'ble Vice Chairman, State Planning Board, The Chief Secretary and Secretaries to Government participated in the Meeting. It was decided there in to constitute a High Power Committee under the Chairmanship of the Chief Secretary and sub committees under the Secretaries concerned to take necessary further actions on the recommendation of the Task Force.

In the circumstance, sanction is here by accorded to constitute committees as per the composition appended. The Chairman of each committee may co-opt others as they deem necessary.

The meeting of the committees will be convened by the office of the Chairman of the committee concerned. They will submit action plans to operationalize each set of recommendation by within two weeks. The High Power Committee will be held thereafter and implementation commenced thereafter.

The expenditure towards implementing the recommendation of the Task Force will be met from the Budget provision to be provided under a new head of account which will be operated by the Secretary to Government, Planning and Economic Affairs Department.

By Order of the Governor,

Dr.Alok Sheel,

Additional Chief Secretary to Government.

To,

The Member Secretary, Kerala State Planning Board,
Managing Director, Kerala State Industrial Development Corporation,
Sri.Joy Oommen, CMD, Kerala Financial Corporation,
Executive Director, Kudumbasree,
Sri.Sanjay Vijayakumar, Startup Village Kochi,
Executive Director, Kerala State Horticulture Mission,
President, CII,

President, NASSCOM,

Sri. John. K. Paul, TIE,

Executive Director, FICCI,

Executive Director, ASSOCHAM,

Executive Director, KINFRA,

Executive Director, IT Mission

Sri. M. P. Joseph, *Advisor to Labour Minister*

Sri. Shivdas Menon, *TIE Kerala*

The Principal Accountant General (Audit)/ (A & E), Kerala, Thiruvananthapuram.

The Planning & Economic Affairs (CPMU) Department.

Stock File/ Office Copy.

Forwarded/By Order,

[Signature]

Section Officer.

[Initials]

**Secretary Level Committees formed to implement the recommendations on
Mission for Employment Generation.**

High Power Committee

Chairman: Chief Secretary

Members: Additional Chief Secretary, Planning &
Economic Affairs
Principal Secretary, Labour & Employment
Principal Secretary, Agriculture
Principal Secretary, General Education
Principal Secretary, Higher Education
Principal Secretary, Science & Technology
Principal Secretary, Environment
Principal Secretary, LSGD
Principal Secretary, Industries & IT
Secretary, Finance (Resources)

Action Points	Committees
Recommendation 1: 1. Constituting Empowered Cabinet Committee on Employment Generation 2. Setting up of Mission for Enterprise and Employment Generation including setting up of Section 8 Company 3. Other recommendations of Sub Committee on Organizational structure of the Mission (except Mission Resource Pools formation)	Chairman: Additional Chief Secretary, Planning & Economic Affairs Vice Chairman: M.D. KSIDC Members: Principal Secretary, LSGD Principal Secretary, Industries & IT Principal Secretary, Labour & Employment Secretary, Law Member Secretary, State Planning Board M.D. KFC Exe. Director, Kudumbasree, Startup Village, Kochi Chief, Decentralized Planning Division, State Planning Board

<p>Recommendation 2:</p> <ol style="list-style-type: none"> 1.Setting up Community Skills Colleges 2.Setting up Practical Training Centers 3.Courses on Entrepreneurship from High School onwards 4.Redesigning the Labour & Employment Department 5. Skill enhancement of low skilled workers especially construction and home based services sector. 6. Estimate skill requirements of State for next 15 years among low skilled youth and other recommendations of Sub Committee on promoting entrepreneurship among low skilled youth. 	<p>Chairman:Principa Secretary, Labour and Employment Department</p> <p>Vice Chairman:Smt.K.B.Valsalakumari,Executive Director,Kudumbasree</p> <p>Members: Principal Secretary, Agriculture Additional Chief Secretary, Planning & Economic Affairs Department Principal Secretary, Industries & IT Principal Secretary, General Education Principal Secretary, Higher Education Secretary, Finance (Resources) Sri.M.P.Joseph SPB,CII,TiE,NASSCOM Chief, Social Services Division, State Planning Board</p>
<p>Recommendation 3:</p> <ol style="list-style-type: none"> 1.Introduction of high tech agriculture and Hi-tech Green Village Project 2.Providing bio-control measures, Organic inputs 3. Other recommendations of Sub Committee on Agriculture. 4. Handholding of youth in areas like marketing,finance, accounting etc. to promote entrepreneurship in Agriculture. 	<p>Chairman : Principal Secretary, Agriculture</p> <p>Vice Chairman :Sri.Shivdas Menon</p> <p>Members : Principal Secretary, Industries & IT SPB,TiE,CII,SAMETI,KFC State Horticulture Mission Kudumbasree Chief, Agriculture Division, State Planning Board</p>

<p>Recommendation 4:</p> <ol style="list-style-type: none"> 1.Credit Guarantee Fund with initial Corpus of 20-30 Cr. 2.Seed and Angel Fund with a Corpus of 25 Cr. 3. Uniform Interest Rate (base rate + margin) across all commercial banks for financing the scheme. 4. Absorption of CGTMSE fee by government. 5. Banking related Recommendations of sub committee on credit flow to entrepreneurs. 	<p>Chairman: Secretary,Finance(Resources) Vice Chairman:Sri.K.R.Balachandran.General Manager(Rtd.)Canara Bank Members: Additional Chief Secretary, Planning & Economic Affairs Secretary, Law Department Principal Secretary, Industries & IT SPB,KSIDC, KFC, Lead Bank Chief, Evaluation Division, State Planning Board</p>
<p>Recommendation 5:</p> <ol style="list-style-type: none"> 1.Establish Sector councils and mentoring pools for identifying the keygaps,opportunity,necessity driven ideas 2.Preparing list of mentors, structuring mentoring program, accreditation and empanelment of mentors 3. Mission Resources Pool formation. 4. Other recommendations of sub committee on mentoring for self employment. 	<p>Chairman : Principal Secretary, labour and Employment Vice Chairman : Sri.John.K.Paul,TiE,Kerala Members: Principal Secretary Industries & IT Principal Secretary, Higher Education Principal Secretary, General Education Principal Secretary,LSGD TiE,CII,KFC,KSIDC,NASSCOM, Kudumbasree Chief, Perspective Plan, State Planning Board</p>
<p>Recommendation 6:</p> <ol style="list-style-type: none"> 1.Business Incubators 2.Technology Incubators 3.Establish a special Incubation Infrastructure Fund as a revolving Fund -Challenge Fund and Includes 4.Recommendations of the Subcommittee on Highly Skilled Youth pending with the Government, to be expedited 5. Non-banking recommendation of sub committee on credit flow to entrepreneurs. 	<p>Chairman :Principal Secretary,Industries & IT Vice Chairman:Sri Sanjay Vijayakumar Members:Additional Chief Secretary,Planning & Economic Affairs Principal Secretary,Agriculture Principal Secretary, Higher Education Principal Secretary, Science & Technology Secretary, Finance(Resources) KSIDC, Startup Village KFC,TiE,CII,TBI(Techno park) NASSCOM,Kudumbasree Chief, Industry and Infrastructure Division, State Planning Board</p>

<p>Recommendation 7&8</p> <p>1.Constitute a Three tier information dissemination system</p> <p>2.Constituting a Special Task Force to take maximum advantage from Central schemes</p> <p>3.Recommendations of sub committee on restructuring of self employment schemes in Kerala (except strengthening of Credit Guarantee Trust Fund)</p>	<p>Chairman :Additional Chief Secretary, Planning & Economic Affairs</p> <p>Vice Chairman: Member Secretary,Kerala State Planning Board</p> <p>members: Secretary,Financae(Resources)</p> <p>Principal Secretary, Industries &IT</p> <p>Principal Secretary, Agriculture</p> <p>Principal Secretary,LSGD</p> <p>Principal Secretary, health</p> <p>SPB,Kudumbashree,KSIDC, KFC,IT ,Mission</p> <p>Chief, Plan Co-ordination Division, State Planning Board</p>
<p>Recommendation 9</p> <p>1.Proposed amendments in the Kerala Industrial Single Window Clearance Boards and Industrial Town ship Area Development Act,1999 may be passed at the earliest</p> <p>2.Reconstituting District Level Committees in Single Window Act</p> <p>3.Mandatorily notifying a nodal officer for every Department as the Single Window Facilitator</p> <p>4.Constitute a Task Force for considering amendments in the Single Window Act, Paddy and Wetland Act etc, Review practices of Local Bodies,PCB</p> <p>5. Other recommendations of sub committee on review of current rules and procedures related to clearances.</p>	<p>Chairman : Principal Secretary, Industries &IT</p> <p>Vice Chairman :</p> <p>Sri.ShyamSrinivasan,MD&CEO,Federal Bank</p> <p>Members: Additional Chief Secretary, Planning & Economic Affairs</p> <p>Principal Secretary, Revenue</p> <p>Secretary, Power</p> <p>Principal Secretary,LSGD</p> <p>Principal Secretary, Environment</p> <p>Principal Secretary, Science & Technology</p> <p>Principal Secretary, GAD</p> <p>Principal Secretary, Labour & Employment</p> <p>Secretary, Law</p> <p>Sri.Joy Oommen, MD,KFC</p> <p>TIE,NASSCOM,KSIDC,Lead Bank, KINFRA,CII,FICCI,ASSOCHAM</p> <p>Chief, Industry and Infrastructure Division, State Planning Board</p>