

HUES OF LIFE

ENGLISH, MONTHLY

Vol. No. 05

Issue No. 08

MARCH 2026

Price Rs. 100/-



**Kerala's Progressive Governance Model:
Leadership, Institutions, and the Continuity
that Sustains Prosperity**



Chief Minister's Entrepreneurship Development Programme

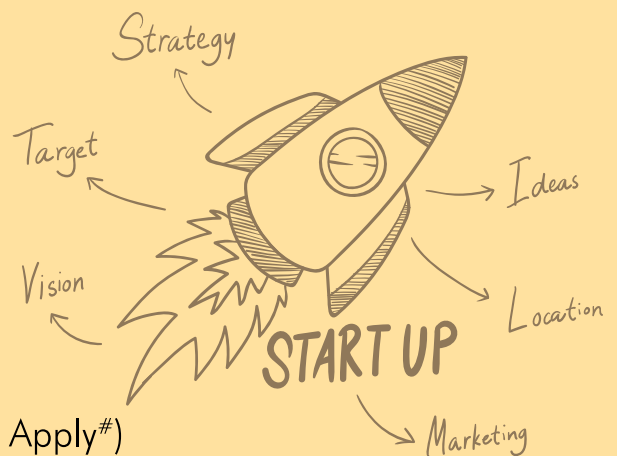
- Flexible Loans: Term Loan / Working Capital Loan up to 2 crore*
- Low Interest: Starting at just 5%*
- One Year Moratorium

Are You Eligible?

- New MSMEs
- Chief Promoter's Age ≤ 50 (Relaxations Apply#)
- Clear KYC for All
- Good Credit Score (CIBIL 650+)

#For NRIs SC/ST, and Women

*Terms and conditions apply



*Terms and conditions apply

Head Office:
Kerala Financial Corporation
Vellayambalam,
Thiruvananthapuram 695 033,
Kerala, India
Email: kfc@kfc.org / bd@kfc.org

Apply Online

 www.kfc.org 



Call Us : +91 471 2437566/500
Toll Free: 1800 425 8590





Ananthapuri Hospitals
AND RESEARCH INSTITUTE

Precision.

Minimal Invasion.

Faster Recovery.



Department of Interventional Radiology

Our Services

- | | |
|---|--|
|  Mechanical Thrombectomy for Stroke |  Prostate Artery Embolization (PAE) |
|  Neuro-Interventional Procedures |  Varicose Vein Treatment (Glue / Laser) |
|  Uterine Artery Embolization (UAE) |  Targeted Intra-Arterial Cancer Therapy |
|  Bronchial Artery Embolization (BAE) |  Trauma Related Embolization |



0471 660 9900



Near International Airport, Trivandrum

കേരളം കേരളം സുന്ദരം



ലോകത്തെ കേരളം കാണിക്കൂ!

കേരളത്തിന്റെ ഭംഗി ലോകത്തെ അറിയിക്കാൻ കേരള ടൂറിസം വകുപ്പിനൊപ്പം നിങ്ങളും പങ്കുചേരു. സ്വന്തം നാടിന്റെ ഒരു വീഡിയോ തയ്യാറാക്കി നിങ്ങളുടെ സോഷ്യൽ മീഡിയ പേജിൽ [#entekeralamennumsundaram](https://twitter.com/entekeralamennumsundaram) എന്ന ഹാഷ്ടാഗിൽ കേരള ടൂറിസത്തിന്റെ ഔദ്യോഗിക ഫേസ്ബുക്ക്/ഇൻസ്റ്റഗ്രാം പേജ് ടാഗ് ചെയ്ത് (@keralatourism) അപ്ലോഡ് ചെയ്യൂ. തിരഞ്ഞെടുക്കുന്ന മികച്ച ദൃശ്യങ്ങൾ ടൂറിസം വകുപ്പിന്റെ ഔദ്യോഗിക മ്യൂസിക് വീഡിയോയിൽ ഉൾപ്പെടുത്തുന്നതാണ്.

Maitri.com



കേരള സർക്കാർ





milma

കേരളം കണികണ്ടുന്നുന്ന നന്മ



മലയാളിയുടെ മനസ്സറിയുന്ന രൂചി

നാല് പതിറ്റാണ്ടുകളായി മലയാളിയുടെ മനസ്സറിയുന്ന
രൂചിയും വിശ്വാസവും. ജനറേഷൻ ഏതായാലും
ശുദ്ധമായ പാലിനും പാലുല്പന്നങ്ങൾക്കും
മിൽമ തന്നെ എന്നും ബെസ്റ്റ്.



Thiruvananthapuram Regional
Co-operative
Milk Producers' Union Ltd.

Ernakulam Regional
Co-operative
Milk Producers' Union Ltd.

Malabar Regional
Co-operative
Milk Producers' Union Ltd.

Kerala Co-operative Milk Marketing Federation Ltd.

Milma Bhavan, Pattom Palace P.O, Thiruvananthapuram

Customer Care Number: 18008890230 Email: milma@milma.com www.milma.com

www.facebook.com/milmaofficial www.instagram.com/milma.kerala



From milestones to moments, we curate gifting experiences that elevate relationships and strengthen brand impact.



Thoughtfully Curated. Professionally Delivered. Memorable Always.

PROGRAMMES OFFERED

B.Tech. with Honours M.Tech. Ph.D.

UG PROGRAMMES

B.Tech. in

- CE** CIVIL ENGINEERING
- CS** COMPUTER SCIENCE & ENGINEERING
- EC** ELECTRONICS & COMMUNICATION ENGINEERING
- ES** ELECTRONICS & COMPUTER ENGINEERING
- IT** INFORMATION TECHNOLOGY
- AD** ARTIFICIAL INTELLIGENCE & DATA SCIENCE

PG PROGRAMMES

M.Tech. in

- CS** COMPUTER SCIENCE & ENGINEERING (CS)
- RAI** ROBOTICS & ARTIFICIAL INTELLIGENCE (RAI)

RESEARCH PROGRAMMES

Ph.D. in

- CIVIL ENGINEERING
- COMPUTER SCIENCE & ENGINEERING
- ELECTRICAL ENGINEERING
- ELECTRONICS & COMMUNICATION ENGINEERING
- MECHANICAL ENGINEERING



We are RANKED
1st Position in B.Tech. Results
APJ ABDUL KALAM
TECHNOLOGICAL UNIVERSITY

100%
PLACEMENT
since inception

WOMEN ENGINEERING
COLLEGE IN KERALA STATE
WITH ALL PROGRAMMES
ACCREDITED BY NBA

India's First Satellite Payload by a Women
only Institute All Women team



Contacts US

POOJAPPURA, THIRUVANANTHAPURAM - 12

www.lbt.ac.in

Admission Co-ordinators : **Prof. SANDEEP CHANDRAN**
Assistant Professor - CSE
+91 9495207906

Dr. DEEPESH EDWIN
Assistant Professor - ECE
+91 9447900411



Dr. SMITHAMOL M. B.
PRINCIPAL
principal@lbsitw.ac.in
+91 94 97 60 36 00
+91 471 23 4 33 95

Shri. SARATHCHANDRAN UNNITHAN
ADMINISTRATIVE OFFICER
administrativeofficer@lbsitw.ac.in
+91 98 95 98 36 56
+91 471 23 49 232

Dr. SAJAN JEROME
PUBLIC RELATION OFFICER
sajanjerome@lbsitw.ac.in
+91 99 47 24 0958
+91 471 23 49 232

Dr. ANILKUMAR E. N.
PLACEMENT OFFICER
anilkumar@lbsitw.ac.in
+91 94 95 8384 77
+91 471 23 49262



LBS COLLEGE OF ENGINEERING KASARAGOD

(A GOVT. OF KERALA UNDERTAKING)

Managed by LBS Centre for Science & Technology, Thiruvananthapuram

(Approved by AICTE, New Delhi and Affiliated to APJ Abdul Kalam Technological University)

Accredited by National Board of Accreditation (NBA), New Delhi



UG Programmes

B.Tech. in

- CIVIL ENGINEERING - CE
- COMPUTER SCIENCE & ENGINEERING - CSE
- MECHANICAL ENGINEERING - ME
- INFORMATION TECHNOLOGY - IT
- ELECTRICAL & ELECTRONICS ENGINEERING - EEE
- ELECTRONICS & COMMUNICATION ENGINEERING - ECE
- COMPUTER SCIENCE & BUSINESS SYSTEMS - CSBS
- COMPUTER SCIENCE & ENGINEERING (ARTIFICIAL INTELLIGENCE & DATA SCIENCE) - CSE (AI&DS)

PG Programme

- COMPUTER SCIENCE & INFORMATION SECURITY

Research Programmes

Ph.D in

- CIVIL ENGINEERING - CE
- COMPUTER SCIENCE & ENGINEERING - CSE
- MECHANICAL ENGINEERING - ME
- ELECTRICAL & ELECTRONICS ENGINEERING - EEE
- ELECTRONICS & COMMUNICATION ENGINEERING - ECE

College Code: KSD



HOST OF EDC SUMMIT 2025, FEATURING AN EXCLUSIVE CHARTERED INNOVATION TRAIN EXPERIENCE



TOP PLACEMENT RECORDS IN NORTH MALABAR

STARTUP-FRIENDLY CAMPUS WITH ACTIVE IEDC

STATE-LEVEL CHAMPIONS - YIP 5.0 6.0 & 7.0 PRODUCT PITCHING



PRINCIPAL - Dr. Mohammad Sekoor T
principal@lbscek.ac.in, 04994 250290

ADMINISTRATIVE OFFICER
Sri. Ajesh S, 9495310477

PLACEMENT OFFICER
Dr. Rahul C, 9995401430
rahul@lbscek.ac.in

Admission Enquiry
94953 10477, 9447375156, 94963 50213
www.lbscek.ac.in

Contents



|10

KERALA'S PROGRESSIVE GOVERNANCE MODEL LEADERSHIP, INSTITUTIONS, AND THE CONTINUITY THAT SUSTAINS PROSPERITY



|18

SHRI. SAJI CHERIAN LEADERSHIP ROOTED IN CULTURE, COMPASSION AND COASTAL PROGRESS



|24

KERALA'S VISION FOR HEALTH TOURISM

WHERE PREVENTION, WELLNESS, AND PURPOSE CONVERGE



|26

REDEFINING THE KNOWLEDGE STATE

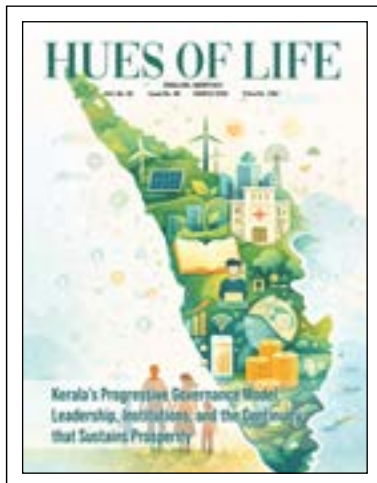
DR R BINDU AND THE NEW ARCHITECTURE OF HIGHER EDUCATION IN KERALA



|28

ADVANCING LIVESTOCK AND DAIRY DEVELOPMENT THE TRANSFORMATIVE INITIATIVES OF MINISTER J. CHINCHURANI

Editor & Publisher : Nijith Raj
Executive Director : Sajitha Beegum
Editorial Assistant : Maneesh T.M.
Art Director : Kiran Mohan
Creative Head : Naveen A
Photographer : Arun S
Correspondent : Ferzeen Banu
Correspondent : Priya Gomez
Manager Sales & subscription : Jayaprakash
Manager- Marketing : Feni Felix
Business Development Officer : Vishnu U



Enquires : fefeibs247@gmail.com
+91 623 84 899 86

As Kerala moves toward its upcoming legislative elections, the time invites reflection on governance, leadership, and public responsibility. Every election renews the essence of democracy, where citizens decide the course of their collective future.

This Focus Edition turns its attention to the ongoing efforts of the LDF-led government, which has aimed to strengthen people-centric governance through social welfare, healthcare reform, digital transformation, and infrastructure development. Initiatives in education, public health, and environmental resilience have sought to enhance quality of life while promoting inclusivity and transparency in administration.

Beyond achievements and political narratives, the deeper question remains—how well has governance served the people it represents? True progress lies not only in policy but in its reach and compassion. As Kerala stands at the threshold of another democratic choice, it is an opportunity to reaffirm the value of responsive and humane governance that listens, adapts, and acts for the common good.

Good governance is a shared responsibility. It belongs as much to those who lead as to those who choose, reminding us that democracy thrives when people remain at its heart.

Warm regards,

Nijith Raj
Editor & CEO
editor@huesoflife.online
www.huesoflife.online



This periodical is published by Nijith Raj from 24/606, Jayani, Valiyakunnu Post Office, Kizhuvaram, Kizhuvaram-Koonthallor Road, Thiruvananthapuram, Kerala, 695104 on behalf of Fefe Intelligent Business Solutions, edited by Nijith Raj and printed by SB Press Private Ltd at College Road, Statue, Thiruvananthapuram, Kerala, 695001.

Editor: NIJITH RAJ.



KERALA'S PROGRESSIVE GOVERNANCE MODEL

LEADERSHIP, INSTITUTIONS, AND THE CONTINUITY THAT SUSTAINS PROSPERITY



Kerala's development over the past decade stands as a carefully constructed narrative of governance rooted in continuity, institutional strength, and a deeply people-centric vision. The State's progress has not been driven by episodic policy shifts or short-term interventions, but by sustained leadership that has enabled long-range planning, systemic reform, and consistent execution across sectors. This continuity-driven governance framework has positioned Kerala as a national and global reference point for inclusive, resilient, and future-ready development.

At the helm of this journey is the steady and decisive captainship of Pinarayi Vijayan, supported by a Cabinet that has functioned with collective responsibility, administrative discipline, and a shared commitment to public welfare. Over successive years, Kerala's governance has demonstrated that development outcomes are strongest when leadership is stable, institutions are empowered, and policies are allowed to mature. This approach has enabled the State to balance economic growth with social equity, infrastructure expansion with environmental responsibility, and innovation with inclusion.

Chief Minister and Cabinet: Leadership that Enables Long-Term Vision

The cornerstone of Kerala's governance model is the clarity of leadership at the top and the coordinated functioning of the Cabinet. The Chief Minister's role has been defined by decisiveness, institutional respect, and an unwavering focus on outcomes. Governance has been approached as a long-term responsibility rather than a political cycle, enabling ministries to pursue structural reforms that demand patience and persistence.

The Cabinet has functioned not as isolated portfolios but as an integrated leadership collective. Cross-departmental coordination has ensured alignment between economic planning, social development, infrastructure creation, and welfare delivery. This cohesion has been critical in implementing large-scale projects and reforms that require sustained political will and administrative continuity. As a result, Kerala has been able to pursue complex initiatives without policy reversals or executional fragmentation.

“Kerala’s journey underscores a defining truth that sustained governance, experienced leadership, and a people-centred vision together create progress that lasts and prosperity that reaches all.”

Industries and Commerce: Institutions Shaping a Competitive Business Ecosystem

Kerala’s industrial and commercial transformation has been anchored in strong institutional frameworks under the Department of Commerce and Industries. Governance reforms have focused on transparency, ease of doing business, and structured support mechanisms that encourage entrepreneurship while safeguarding social and environmental standards.

Institutions such as the Kerala Bureau of Industrial Promotion, Kerala State Industrial Development Corporation, and Kerala Industrial Infrastructure Development Corporation have played complementary roles in reshaping Kerala’s business landscape. Together, they have created a coordinated industrial ecosystem that supports investors, enterprises, and

MSMEs at every stage of the business lifecycle.

The Kerala Bureau of Industrial Promotion has emerged as a critical investor facilitation agency, streamlining approvals through single-window systems and acting as a bridge between investors and government departments. Its focus on time-bound clearances and inter-departmental coordination has significantly reduced procedural delays, improving investor confidence and predictability.

The Kerala State Industrial Development Corporation has strengthened its role as a development finance institution, supporting industrial growth through equity participation, term lending, and strategic investments. Its interventions have catalysed entrepreneurship across manufacturing, information technology, healthcare, and service sectors, contributing to diversification and employment creation.

The Kerala Industrial Infrastructure Development Corporation has focused on developing industrial parks, sector-specific clusters, and logistics hubs. By



INFORMATION
PUBLIC RELATIONS
DEPARTMENT
GOVT. OF KERALA

Growing Green. Growing Strong

Kerala is moving forward with assured progress in agriculture, animal husbandry, and dairy development. Focused initiatives aimed at food security and employment generation. With comprehensive support and forward-looking initiatives, the Government of Kerala is strengthening agriculture, the economic backbone of our villages.



Move on
together
to new Kerala

- Farmer income increased by 50%, from Rs. 17,915 in 2016 to Rs. 26,964 in 2024.
- During 2023-24, India’s agricultural growth stood at 2.7%, while Kerala achieved 4.65%.
- 23,569 farmer collectives and federations formed across production, services, marketing, and value-addition sectors.
- Vegetable production tripled, rising from 6.28 lakh metric tonnes in 2016 to 19.106 lakh metric tonnes in 2024.
- Kerala became India’s first state to brand value-added farm products; Kerala Agro branded shops established in all districts.
- Kerala Agro Business Company launched to coordinate marketing and exports.
- Construction of the company’s headquarters is underway at a cost of 72 crore.
- With World Bank support Rs. 2,365.5 crores climate-resilience project has been launched to tackle climate-change challenges.
- Fruit Cluster Programme introduced to develop Kerala as a fruit hub.
- Implemented of the Organic Farming Mission, Nutrition Security Mission, and Kerala Model Sustainable Natural Farming Sub-Mission.
- Agricultural development driving local economic growth and generating 3 lakh employment opportunities.
- ‘Navodhan’ initiative launched to promote commercial farming.
- ‘Kathir’ App introduced as a single-window platform for agricultural services.
- Mobile Veterinary Units operational in 76 blocks.
- 12 Mobile Surgery Units launched.
- High-tech goat farm established at Bedadukka.
- Farm licensing rules revised to be farmer friendly.
- Livestock insurance scheme implemented.
- 12.86 crore compensation provided for avian influenza losses.
- 6.72 crore compensation provided for African swine fever losses.
- 472 crore financial assistance provided to dairy farmers over five years.
- 675 crore worth of dairy development projects implemented.
- Kerala is the only state in India providing pension for dairy farmers.
- 535.06 crore benefits extended to members of the Dairy Farmers’ Welfare Fund Board.
- 4.72 crore emergency assistance provided to 3,150 farmers.
- Milk powder factory established at Murkanad at a cost of 15.5 crore.
- 137 Dairy Villages implemented.
- ‘Ksheera Theeram’ scheme benefiting 326 coastal families.
- 17 Calf Parks established.
- 373 extremely poor families supported with cows at 90% subsidy.

providing ready-to-use infrastructure and common facilities, KINFRA has reduced entry barriers for enterprises, particularly MSMEs, enabling them to scale operations efficiently while dispersing industrial growth across regions.

MSMEs, Employment, and Inclusive Economic Growth

Micro, small, and medium enterprises remain the backbone of Kerala's economy, and governance initiatives have placed them at the centre of industrial policy. Cluster-based development models, access to institutional credit, technology upgradation programmes, and marketing support have enhanced MSME competitiveness and resilience.

Industrial parks and common facility centres have enabled enterprises to operate efficiently while generating employment across districts. These interventions have contributed to sustained job creation, particularly for youth and skilled workers, reinforcing the link between industrial policy and social

development. By integrating MSME growth with skill development and innovation, Kerala has fostered a balanced and inclusive economic ecosystem.

Kerala IT Mission and Digital Governance Transformation

Digital governance has emerged as one of the defining features of Kerala's administrative reform. Led by the Kerala IT Mission, the State has leveraged technology to modernise public services, enhance transparency, and improve citizen access.

From online service portals and digital certificates to integrated data platforms, e-governance initiatives have reduced administrative friction and improved efficiency. Digital governance has strengthened institutional capacity across departments, enabling data-driven decision-making and responsive service delivery. The digital backbone established through the IT Mission has also supported advancements in education, healthcare, and local governance, reinforcing Kerala's institutional resilience.



Department of Industries & Commerce Government of Kerala



Information and Public Relations Department Government of Kerala

10 months
104 projects initiated
₹35,463 crore investment
50,483 job opportunities

IKGS 2025 attracts investment commitments worth ₹1,81,209 crore, 4,97,800 employment opportunities expected to be generated.



Kerala enables ease of doing business

- | K-SWIFT upgrades | 40+ sectoral meetings | 100+ investor pitches | 10+ policy amendments
- | Investment Promotion Board | District facilitation committees | Dedicated project officers | 99.5% BRAP compliance achieved | MSME and entrepreneurship incentives | Ready land and infrastructure for projects | Enabling IT and innovation sectors | Skill development | Sustainability and R&D incentives
- | Efficient governance and teamwork | Investor outreach | Dedicated nodal officer for every investor



The IKGS 2025 Impact - 104 Partners in Progress

Hilla Group, BPCIL, BPCIL - Palakkad, Dynamat, KOGAN Technologies Pvt. Ltd., KEF Hospitality India Pvt. Ltd., Adani Logistics Park, Gaspha Steels Pvt. Ltd., Bobby Chammannur International, BPH Care Hospitals, Kalyan Silks Trichur Pvt. Ltd., NRI Project Management India Pvt. Ltd., KNCT Group of Institutions, Joy Akkattu Group, Avalon International Convention Center LLP, Wilcare Hospital, ISA International Traces Pvt. Ltd., MS Green Private Limited, WGH Group Alliance Developers & Projects, Aangre Jewels Pvt. Ltd., CCJ Overseas LLP, Dr. K M Cherian Institute of Medical Science, Kofree Institute of Medical Sciences, KNCT Group of Institutions, KNCT Group of Institutions, Hotel Indraprastha, Jaacob and Richard Pvt. Ltd., KinfraKala Institute of Medical Science LLP-KIKMS Group, New Raasthan Hotels, Medimma Hospital Group, RCC Nutrafit Private Limited, NDR Scoop Private Limited, Great Financial Services Pvt. Ltd., Virosh Technologies Pvt. Ltd., SFO Technologies, Kallada Hotels Pvt. Ltd., Harms Ventures LLP, NALAH CHP BOMBS PRIVATE LIMITED, Digital Bridge, International Education and Research LLP, Afta Wood Product Pvt. Ltd., Sanchari Oceanic Pvt. Ltd., Hortus Ventures Pvt. Ltd., Stark Foods Pvt. Ltd., Shree Shivan Ecozone Pvt. Ltd., LPA Infusion Pharmaceuticals Pvt. Ltd., Silver Storm Amusement Parks Pvt. Ltd., Synrome Networks India Pvt. Ltd., Sanoz Sterile Pvt. Ltd., Innovative Marine Products, Lion's Hill Holidays LLP, Muralya Dairy Products Private Limited, Meatin Farms & Foods LLP, Wood Alliance Park, Laminar Laminates Pvt. Ltd., Hotel Crown Regency, Iwan Industries, Positive Chip Boards India Pvt. Ltd., Blue Bay Seaweed Projects Pvt. Ltd., Prabesh Overseas Pvt. Ltd., Bakermil Foods, LTD | HYDRO India Ltd, Parico Park LLP, Orizon Logistics LLP, Dr. K M Cherian Institute of Medical Science, AFTV Connection, Systems India Pvt. Ltd., K M Food Products, Aamro Daires Pvt. Ltd., Sapphire Club, G-Vain Meditech India Pvt. Ltd., Greenview Health Care Pvt. Ltd., Insha Food Products, RWDR Consulting Engineers India Pvt. Ltd., Halstone Innovations, Ayyiyam Hotels Pvt. Ltd., Hilums (Save a Watt/Save a Lot), Saily Projects Pvt. Ltd., K Coore Panels LLP, Stormed Kochi Pvt. Ltd., Planich AgriTech Pvt. Ltd., Nata Nutrition Food Products LLP, Delta Aggregates & Sand Pvt. Ltd., Blitz Paints Pvt. Ltd., Karthika Foods & Traders, St. Marys Rubbers Pvt. Ltd., BPHMCO Garments Pvt. Ltd., Kalyan Ply & Boards, Arizon Furniture Manufacturing, Neartymart Hyper Market, Aqasa Technologies Pvt. Ltd., Arma Aluminium Pvt. Ltd., Tomatek Technologies, SOUTHERN MOULDING COMPONENTS, IBAT Accounting & Taxation Training Institute, Kunnathun Chao Boards Pvt. Ltd., VVC Polymers, Skybell Plastics, Nandikode Aqua Pvt. Ltd., SB Bales, Navara, Technologies, Switch & Flame Builders & Interiors, Segar Poly Products, Elite

Kerala Startup Mission: Innovation as an Engine of Growth

Innovation-led development has been a key pillar of Kerala's economic strategy, driven by the Kerala Startup Mission. Through incubation centres, funding facilitation, mentorship networks, and market linkage support, the Mission has nurtured a vibrant start-up ecosystem.

Start-up hubs and innovation parks across the State have encouraged youth entrepreneurship, technology innovation, and knowledge-based enterprises. This ecosystem has generated high-value employment, strengthened Kerala's innovation credentials, and aligned the State with global trends in technology and entrepreneurship.

Infrastructure Development: Building the Backbone of Growth

Infrastructure expansion has been central to Kerala's development agenda. Investments in road development, bridges, public transport, and urban

infrastructure have improved connectivity, reduced travel time, and enhanced economic integration.

Innovative land acquisition models and financial planning have accelerated long-pending road projects, addressing historic bottlenecks in mobility. Urban infrastructure initiatives, including modern transit systems and planned urban development, have improved quality of life while preparing cities for future growth. These projects underscore the importance of leadership continuity in delivering long-gestation infrastructure initiatives.

Vizhinjam International Seaport: Transforming Maritime and Logistics Potential

The Vizhinjam International Deepwater Multipurpose Seaport stands as one of Kerala's most transformative infrastructure projects. Strategically located along global shipping routes, the port is poised to position Kerala as a major transshipment hub, reducing India's dependence on foreign ports and strengthening national logistics capacity.

Beyond maritime trade, Vizhinjam is expected to

Powering Progress Empowering Kerala

Kerala: a state that has achieved complete electrification. A decade without power cuts. Electricity reaches every home, lighting every life. Swift and efficient solutions for power disruptions.



15,670.42 crore has been spent on development activities in Kerala's power and energy sector since May 2021

Large and Small Hydropower Projects

- Thettiya, Pallivasal Extension, Upper Kallar, Peringalkuthu and Peruvannamoodhi have been revived.
- Projects at Anakkampoyil, Arpora, Mukkadam and Elthamkudavu have been commissioned. Agreement signed for Aattila I, Aattila II and Kanakaopuzha projects.
- Chinnar, Bhoothathankettu, Pazhassi Sagar, Manikulam, Peringalkuthu Micro, Chengulam Augmentation, Ollakkal, Poovarathodu and Upper Chengulam being completed
- Approval granted for Mariappara and Muthirappuzha projects.

Historic Investment in Transmission and Distribution

- Development works worth 6,641 crore undertaken in the distribution sector
- 3,115.3 crore invested in the transmission sector
- A special package of 1,023.04 crore for modernising the distribution system
- 517 crore spent on replacing overhead lines with underground cabling

People-Centric Services

- "Services at the Doorstep" implemented in all sections
- 22 crore project implemented for electrification of tribal habitations, providing connections to 822 houses
- To retain the status of Complete Electrification, 81,249 BPL connections provided at a cost of 96.37 crore
- 1,276 EV charging stations installed
- 1,363 smart meters installed
- 1,363 persons appointed in KSEBL through PSC
- Online system implemented for services of the KSEBL Licensing Board

Recognitions and Achievements

- Ranked 1st in the Energy Efficiency Index
- NITI Aayog Award
- BIS - IS 15700:2018 "Sevatham" Certification

Hydel Tourism: Revenue and Development

- Annual revenue of 22-25 crore
- Munnar Hydel Park developed to international standards
- 4.5 crore master plan for the development of Banasura Sagar Hydel Tourism Centre

Move on
together
to new Kerala



catalyse industrial development, logistics services, and regional economic growth, generating employment and investment opportunities. The project exemplifies how sustained leadership and policy continuity are essential for executing complex, capital-intensive initiatives with long-term economic impact.

Tourism Development: Sustainable Growth with Community Participation

Tourism has been developed as a sustainable economic driver under a policy framework that emphasises responsible tourism, heritage conservation, and community participation. Infrastructure upgrades, destination diversification, and global branding have strengthened Kerala's appeal as a premium tourism destination.

Community-based tourism initiatives ensure that economic benefits reach local populations while preserving cultural identity and ecological balance. Tourism development has generated employment across hospitality, transport, and allied sectors, reinforcing its role as a key contributor to inclusive growth.

Public Health: Strengthening a Globally Recognised Model

Kerala's public health system has long been regarded as a benchmark for accessibility and outcomes. Sustained investment over the past decade has further strengthened this model through expanded primary care, preventive services, and community health initiatives.

Family health centres, decentralised healthcare delivery, and digital health platforms have improved access and service quality. Health governance integrates nutrition, sanitation, mental health, and lifestyle interventions, reflecting a holistic understanding of wellbeing. Policy continuity has ensured that healthcare reforms deepen and adapt rather than fragment, reinforcing resilience and public trust.

Education and Higher Education: Building Human Capital for the Future

Education remains a cornerstone of Kerala's development vision. School education reforms have modernised infrastructure, expanded digital classrooms, and strengthened teacher capacity, reinforcing public education as a vehicle for equity and social mobility.

Higher education reforms have focused on academic autonomy, research excellence, innovation, and industry linkage. Universities and institutions are being repositioned to meet global standards, supporting Kerala's transition towards a knowledge-driven economy. These reforms require sustained policy direction and leadership continuity to deliver long-term outcomes.

Agriculture, Animal Husbandry, and Dairy Development

Agriculture continues to play a vital role in Kerala's socio-economic fabric. Governance initiatives have focused on crop diversification, sustainable farming practices, cooperative models, and price stabilisation mechanisms to protect farmer livelihoods and enhance food security.

Animal husbandry and dairy development have received focused policy attention to strengthen rural income security. Veterinary services, breeding programmes, fodder development, and milk procurement systems have improved productivity and self-reliance. These initiatives contribute to nutritional security while reinforcing rural economies and integrated development.

Poverty Eradication and Social Security

Kerala's poverty eradication framework is among the most comprehensive in the country. Welfare pensions, housing programmes, food security initiatives, and employment schemes provide stability and dignity to vulnerable populations.

Rather than functioning as isolated relief measures, these interventions are embedded within the broader development agenda, ensuring that economic growth translates into shared prosperity. Social protection is positioned as a right and an essential component of inclusive governance.

Financial Governance and Fiscal Responsibility

Sound financial governance has been critical in sustaining Kerala's development trajectory. Budgetary discipline, prioritisation of social sector spending, and innovative resource mobilisation have enabled the State to balance developmental commitments with fiscal responsibility.

Despite external economic pressures, core investments in health, education, infrastructure, and social welfare have been protected. This balanced fiscal approach reflects experienced leadership and institutional capacity in managing complex economic environments while sustaining long-term development priorities.

Revolutionising Government Departments and Institutions

Administrative reforms, digitisation, and capacity building have transformed government departments into service-oriented institutions. Citizens increasingly access public services through transparent, technology-driven systems that minimise delays and discretion.

Institutional modernisation has improved efficiency, strengthened accountability, and enhanced public trust in governance. These reforms underscore the importance of continuity in transforming complex administrative

systems that require sustained leadership and institutional learning.

Social Development and Inclusive Governance

Social development remains the unifying thread across Kerala's governance agenda. Women-centric policies, child welfare initiatives, support for senior citizens, and inclusion of marginalised communities reflect a governance philosophy rooted in dignity, equity, and justice.

By embedding social inclusion into economic planning, Kerala has ensured that growth contributes to social cohesion rather than inequality. This integrated approach has strengthened the social contract between the State and its citizens.

Continuity as the Catalyst for the Next Phase of Development

Kerala's experience over the past decade demonstrates

that sustained progress is achieved through continuity rather than disruption. The achievements across industry, infrastructure, health, education, agriculture, technology, and social welfare are outcomes of long-term planning, institutional maturity, and stable leadership.

As the State looks ahead, challenges such as climate change, demographic transitions, technological disruption, and global economic uncertainty demand experienced governance and strategic continuity. The foundations laid over the past decade position Kerala to move to the next level of development, deepening reforms, expanding opportunity, and strengthening resilience.

"Continuity enables vision to mature, institutions to strengthen, and public trust to deepen. Kerala's governance model stands as a role model, illustrating how committed leadership, strong institutions, and people-centric values can transform a State and uplift its people."

HEALTHY KERALA!

By extending free medical care to **25.17 lakh people**, along with numerous welfare initiatives and hospitals that deliver the finest quality treatment, our government is lighting a flame of hope in the lives of countless citizens. With international recognition and the admiration of the world, Kerala's healthcare sector moves ahead as a guiding model for India.

Move on together



- Maternal and infant mortality rates lower than those of developed countries.
- Kerala provided the highest amount of free medical treatment in India, treatment worth **7,708 crore** for **25.17 lakh people**
- Established **4 new medical colleges** and **21 nursing colleges**
- **STHREE** - a special clinic exclusively for women, launched for the first time in India
- National accreditation awarded to **551 government hospitals**
- Kerala is the only state to have implemented a free treatment scheme for rare diseases (**KARE**).
- Kerala became the first state in the country to issue a disability-friendly membership card
- Honorarium of **ASHA workers** increased to **8,000**
- **5,416 Public Health Centres**, **750 Primary Health Centres (PHCs)** upgraded to Family Health Centres
- **HPV vaccination** for Higher Secondary School girl students to prevent cervical cancer
- **42.5 lakh families** covered under Karunya Health care Scheme
- For the first time, heart, liver, and kidney transplant surgeries introduced in district hospitals
- Free heart surgery provided to more than **8,500 children**
- Peritoneal dialysis facilities available in all districts; dental units established in all taluk hospitals
- **NAABH certification** for **250 AYUSH institutions**; Kaya Kalp award for **132 institutions**
- **700 dispensaries** upgraded to Health & Wellness Centres; sports, anti-depression, ophthalmology, and physiotherapy units established in all districts
- Received **32 national and international awards** in five years





കേരള സംസ്ഥാന തീരദേശ വികസന കോർപ്പറേഷൻ

(KSCADC)

(ഒരു കേന്ദ്ര സർക്കാർ സ്ഥാപനം)

INNOVATE , TRANSFORM, EXCEL

- അടിസ്ഥാന സൗകര്യ വികസനം
 - മത്സ്യബന്ധന അടിസ്ഥാന സൗകര്യങ്ങൾ
 - സാമൂഹിക അടിസ്ഥാന സൗകര്യങ്ങൾ
 - വാണിജ്യ അടിസ്ഥാന സൗകര്യങ്ങൾ
- മത്സ്യബന്ധന മേഖലാ വികസനം
- സാങ്കേതികവിദ്യ ആർജ്ജിക്കൽ
- വാണിജ്യ പ്രവർത്തനങ്ങൾ
- കൺസൾട്ടൻസി സേവനങ്ങൾ



സർക്കാർ, അർദ്ധ സർക്കാർ സ്ഥാപനങ്ങൾ,
 മറ്റ് ഏജൻസികൾ എന്നിവയുടെ
 അടിസ്ഥാന സൗകര്യ വികസന
 പദ്ധതികളുടെ നിർവ്വഹണം
 കൺസൾട്ടൻസി സേവനങ്ങൾ



www.keralacoast.org





SHRI. SAJI CHERIAN

LEADERSHIP ROOTED IN CULTURE, COMPASSION AND COASTAL PROGRESS

Public life acquires meaning when governance touches the everyday realities of people. In the stewardship of Shri. Saji Cherian, the departments of Fisheries, Culture and Youth Affairs have evolved into instruments of dignity, opportunity and structural transformation. His responsibilities extend across Fisheries, Harbour Engineering, Fisheries University, Culture, Kerala State Film Development Corporation, Kerala State Chalachitra Academy, Kerala State Cultural Activists Welfare Fund Board and Youth Affairs. Under this wide canvas, development

has not been fragmented. It has been interconnected, humane and future oriented. His journey through public movements and institutions reflects long years of disciplined organizational experience. These roles shaped a leadership style that balances ideological conviction with practical execution.

Culture as Collective Well Being

In recent years, cultural governance has moved beyond event management to structural support and value-based transformation. The Culture Department has placed artist welfare at its core while reinforcing renaissance ideals and safeguarding Kerala's distinct heritage. One significant intervention was the increase of the Diamond Jubilee Fellowship to Rs. 17,500 for young artists. To ensure systematic implementation, new posts were created at district and state levels to coordinate and monitor projects.

Accessibility to performance spaces became another priority. In regions lacking public venues, roadside stages named Nattarangu were established. These have already been completed in Vallikkunnu, Chengannur and Alangad, while construction continues in eight other locations. Art was thus brought closer to communities rather than confined to formal auditoriums.

The establishment of a shelter for stranded artists in Mavelikkara reflected a compassionate approach to unforeseen distress. Parallely, steps were initiated to construct an independent headquarters for the Cultural Department opposite the Mascot Hotel in Thiruvananthapuram. The South Indian Cultural Center under construction in Pinarayi, Kannur is envisioned as a vibrant cultural nucleus for the state.

Marginalized artistic communities were brought into the mainstream through focused projects. Mazha Mizhi supported artists affected during the pandemic. Thalir Mizhi encouraged tribal arts. Kadal Mizhi strengthened coastal artistic traditions. Mazha Mizhi Compassion extended care to disabled artists. Together, these initiatives offered financial assistance and performance platforms to thousands.

Gender equality in culture was advanced through the Samam project. Historical consciousness was nurtured through Swatantra Smriti Park in Chengannur, honoring freedom fighters. The centenary celebrations of Vaikom Satyagraha and Aluva Sarvamata Sammelan were organized on a grand scale, transmitting renaissance values to younger generations.

Rural livelihoods were strengthened through the Rural Art Hub implemented via Vastuvidya Gurukulam, providing employment to 758 artists. Between 2021 and 2025, 423 new artist pensions were sanctioned, and more than Rs. 30 lakh was distributed as medical assistance. Artist welfare moved from promise to practice.

Cinema and Cultural Institutions in Renewal

The film sector experienced structural modernization. A government owned over the top platform titled C Space was launched, a pioneering initiative in India. Financial assistance of Rs. 1.5 crore each enabled women and Scheduled Caste and Scheduled Tribe filmmakers to produce films, broadening representation and inclusion.



Chitrangali Studio is being modernized with Rs. 150 crore assistance from KIIFFB. Cultural complexes named after Sree Narayana Guru were inaugurated in Kollam, while similar projects reached completion in Kasaragod and Palakkad. The Kerala Chalachitra Academy increased pension amounts, undertook 2G restoration of old films and conducted film camps for tribal children, reinforcing preservation and outreach.

Institutional revitalization marked another milestone. Admission was opened to girls for Kathakali studies at Kerala Kalamandalam, accompanied by steps to transform it into a full fledged university. The International Literature Festival was organized under the leadership of the Sahitya Akademi. Through the Sangeetha Nataka Akademi, the first Kerala Artist Data Bank in India was prepared, creating a comprehensive cultural registry.

Language promotion expanded through the Malayalam Mission, raising the number of learners to 76,259. The Ananya Malayalam Project reached guest workers, strengthening linguistic integration. Vailoppilly Samskriti Bhavan implemented Bala Keralam to foster rational thinking among children, while the Bala Sahitya Institute published 268 new books. Culture thus evolved as both heritage and progressive thought.

Coastal Development with Human Focus

The fisheries sector witnessed a decade of purposeful transformation. The fishing community, recognized for its resilience during floods and the pandemic, became central to policy design. Development addressed housing, education, security and technology in a coordinated manner. In 2024, Kerala was recognized as the best marine state in the country, acknowledging this integrated progress.

The Punargeham project addressed the vulnerability of coastal families threatened by sea erosion. Of the 22,174 families targeted for rehabilitation, 9,108 expressed willingness to participate. So far, 3,498 people have been rehabilitated through 2,760 houses and 738 flats. Construction of 788 flats and 1,186 houses is advancing

steadily. In August 2025, 332 flats were handed over in the Pratyasha complex in Muttathara, constructed at Rs. 81 crore for fishermen previously residing in a cement godown in Vizhinjam. Additionally, 16,798 fishermen received homes through the LIFE project.

Education emerged as a transformative tool through the Vidyatheeram scheme. Financial assistance of up to Rs. 1.25 lakh for entrance coaching enabled 55 students to secure MBBS admissions and 72 to enter BDS and B.Tech and other professional courses since 2021. Forty five children who lost their parents received support up to Rs. 1 lakh through the adoption scheme. Opportunities were opened for higher studies abroad. Ten fisheries technical schools were upgraded as Centers of Excellence with Rs. 52 crore investment, and psychological counselors were appointed under TIDE KERALA to enhance student well being.

Production and sustainability advanced together. Marine output rose from 4.83 lakh metric tonnes in 2017 to 2018 to 6.47 lakh metric tonnes in 2024 to 2025. Community fish farming contributed 41,175 tonnes. Artificial reefs numbering 6,300 were installed across 33 fishing villages in



Thiruvananthapuram district at a cost of Rs. 13.02 crore. Ten deep sea fishing boats worth Rs. 1.50 crore were supplied at subsidized rates. Distribution of 12,991 transponders costing Rs. 47.28 crore strengthened vessel safety. Wooden boats were upgraded to steel vessels with Rs. 10 crore allocation, and 836 vessels were equipped with VHF marine radios.

Infrastructure development gained momentum. A total of 2,061 coastal roads were completed at Rs. 1,142.43 crore. Rs. 177 crore was allocated for Muthalappozhi Port expansion and Rs. 271 crore for a new harbor at Vizhinjam. Administrative approval of Rs. 5 crore was granted for Pozhiyur harbor. Ports at Manjeswaram, Koyilandy, Tanur and Vellayil were dedicated to the nation. India's first offshore breakwater using geotubes was completed at Poonthura. Fifty seven fish markets were renovated at Rs. 142 crore, and modern markets are being developed in Aluva and Kozhikode at Rs. 100 crore.

Social security measures deepened protection. Insurance coverage of Rs. 20 lakhs was provided to Fisheries Board members and an additional Rs. 10 lakhs to Matsyafed members. Retirement benefits were introduced with Rs. 2 crore allocation. Rs. 184.82 crore was disbursed to those who lost employment due to weather warnings. Women marketers received free travel through the Samudra Bus Service. Through SAF, 607 units were launched with a turnover of Rs. 150 crore. The Blue Tides 2025 conclave attracted project proposals worth Rs. 7,288 crore.

Environmental and knowledge initiatives such as Suchitva Sagaram Sundara Theeram and Thojil Theeram reinforced sustainability and capacity building.

A Continuing Vision

Across culture and fisheries, governance has been marked by inclusion, structural reform and measurable impact. Welfare schemes have been institutionalized. Infrastructure has expanded. Education has opened pathways to professional achievement. Technology has strengthened safety and productivity. Cultural identity has been protected while embracing progress.

The arc of this development reflects not isolated achievements but a coherent vision. It is a model where artists find dignity, fishermen find security, youth find opportunity and heritage finds renewal. The work accomplished stands not merely as administrative success but as a living testament to leadership grounded in empathy and forward thinking purpose.



PREMIUM
**FISH
PICKLE**



ZERO
PRESERVATIVES

THE
OG
PICKLES


in your city



Fresh Eats[®]
Gateway to Freshness



Farmour
Ventures
Pvt. Ltd.

Available on 

Available at All Lulu Hyper
Markets across India

www.fresheats.in

KFC'S RECORD GROWTH POWERS KERALA'S ENTERPRISE ECONOMY

For more than seven decades, Kerala Financial Corporation has stood as one of the state's most important financial institutions supporting business and industrial development. Established with the vision of strengthening entrepreneurship and enabling access to capital, the institution has steadily evolved alongside Kerala's economic landscape. Today, it represents far more than a lender. It has emerged as a strategic partner in the state's business progress.

In recent years, Kerala Financial Corporation has entered a period of remarkable growth. Policy changes initiated in 2016, combined with sustained governmental support, have strengthened the institution's operational capacity and financial stability. The result is a transformation that has brought the corporation to the strongest financial position in its seventy two year history.

The financial year 2024–25 stands out as the most successful chapter in the corporation's journey. During this period, Kerala Financial Corporation recorded its highest ever profit of Rs 98.16 crore. This milestone reflects an extraordinary rise when compared to the profit of just Rs 5.33 crore reported in the financial year 2015–16. The growth recorded during this period amounts to an increase of 1391 percent, a striking indicator of the institution's revival and expansion.

The growth of the corporation's loan assets tells a similar story of expansion and confidence. In 2016, the loan portfolio of the institution stood at Rs 2400 crore. By the end of the financial year 2024–25, this figure had risen to Rs 8,011.99 crore. This remarkable growth has been driven by the steady extension of financial assistance to businesses across the state, particularly to micro, small and medium enterprises that form the backbone of Kerala's industrial economy.

Equally significant is the corporation's success in maintaining strong financial discipline while

expanding its lending operations. Non performing assets, often considered a major challenge for financial institutions, have been steadily reduced. In the financial year 2015–16, net non performing assets stood at 5.93 percent. By 2020–21, this figure had fallen to 1.48 percent. Through sustained monitoring and disciplined financial practices, Kerala Financial Corporation brought this figure down further to just 0.61 percent in 2024–25. This achievement demonstrates the institution's ability to balance growth with prudent financial management.

Government support has played an important role in strengthening the institution's financial foundation. As part of the broader policy of improving the performance of public sector enterprises, the Government of Kerala has provided a total capital contribution of Rs 1000 crore to Kerala Financial Corporation. Notably, Rs 500 crore of this amount was invested during the current government's tenure. This infusion of capital has enabled the corporation to expand its lending capacity and offer competitive financial products to entrepreneurs.

In today's scenario, Kerala Financial Corporation is a leading lender to micro, small and medium enterprises sector at interest rates starting from five percent. The ability to offer such affordable financing while maintaining profitability reflects both the institution's operational efficiency and the growing strength of Kerala's industrial sector.

A major factor behind the corporation's success lies in the carefully designed loan schemes introduced to support diverse sectors of the economy. Under the Chief Minister's Entrepreneurship Development Programme scheme, micro, small and medium enterprises receive financial assistance at one of the lowest interest rates available in the sector. Loans of up to Rs 2 crore are offered at an interest rate of five percent. The scheme has already supported more than 3000 enterprises across Kerala and has contributed to the creation of 81,634 jobs.

- ***“CM’s Entrepreneurship Development Programme (CMEDP) provides MSMEs loans at a highly concessional 5% interest, with funding support up to ₹2 crore, empowering 3000+ enterprises and creating 81,634 jobs.”***
- ***“KFC Startup Kerala fuels young innovation with collateral free loans at 5.6% interest, supporting startups from ₹25 lakh for productization to ₹2 crore for scaling, with larger funding up to ₹10 crore (enhanced to ₹15 crore in the budget), benefiting 72 companies with ₹95.20 crore in loans.”***
- ***“Agriculture based MSME Loan (KAMS), launched in 2022–23, strengthens agriculture linked industries with loans up to ₹10 crore at a concessional 6% interest rate.”***
- ***“Loans for Contractors secure working capital through a bill discounting system, with the loan limit enhanced to ₹250 crore for government contractors.”***

Other major initiative is KFC Startup Kerala, a scheme designed to nurture innovative ventures and encourage young entrepreneurs. The programme offers loans without collateral at an attractive interest rate of 5.6 percent. Startups can access up to Rs 25 lakh for product development, up to Rs 50 lakh for commercialization and up to Rs 2 crore for scaling operations. In addition, larger loans of up to Rs 10 crore are available for purchase orders and venture debt funding, a limit that has been increased to Rs 15 crore in the state budget. Through this initiative, seventy two companies have already received financial assistance amounting to Rs 95.20 crore.

Kerala Financial Corporation has also introduced sector specific initiatives to support industries linked to agriculture. The Agriculture based MSME Loan scheme, launched in the financial year 2022–23, provides financial assistance of up to Rs 10 crore at an interest rate of six percent. The programme aims to encourage value addition and enterprise development within the agricultural sector.

The institution has also extended support to contractors by introducing a bill discounting system designed to ensure working capital availability. Under this initiative, the bill discount loan limit for contractors has been increased to Rs 250 crore, helping sustain project execution and infrastructure development.

Another important reform has been the restructuring of the interest rate framework. The earlier system of relatively high lending rates was replaced with a competitive base rate of 9.25 percent, aligning the corporation more closely with banking institutions. This change has helped attract a larger number of entrepreneurs while maintaining financial sustainability.

With additional government capital of Rs 1000 crore and a record profit of Rs 98.16 crore, Kerala Financial Corporation stands today as a key driver of industrial growth in the state. Its expanding loan portfolio, disciplined financial management and targeted support schemes together illustrate how a public sector financial institution can successfully combine social commitment with economic strength.

As Kerala continues to strengthen its entrepreneurial ecosystem, the role of Kerala Financial Corporation remains central. The institution’s journey demonstrates that when policy vision, financial discipline and developmental commitment converge, the result is not only institutional success but also the steady advancement of an entire industrial and business economy.



KERALA'S VISION FOR HEALTH TOURISM

WHERE PREVENTION, WELLNESS, AND PURPOSE CONVERGE

Kerala has always believed that true progress begins with the well-being of its people. As a State known globally for its high health indicators, quality medical care, and rich wellness heritage, Kerala today stands at a defining moment in its journey to become a preferred global destination for health tourism.

The Government of Kerala is deeply committed to strengthening health tourism as a strategic growth sector that combines medical excellence with prevention, wellness, and responsible tourism. Our vision goes beyond treatment alone. It is rooted in early detection, preventive care, holistic healing, and long-term well-being. This approach aligns naturally with the evolving global shift towards preventive healthcare and lifestyle-led wellness.

Kerala's healthcare ecosystem is one of its strongest assets. The State is home to advanced hospitals, skilled medical professionals, and trusted healthcare institutions that meet international standards. Complementing this is Kerala's globally recognised wellness tradition and its natural environment that supports healing and recovery. By bringing together modern medicine, preventive oncology, wellness therapies, and compassionate care, Kerala offers a complete and reassuring health tourism experience.

The Government is actively encouraging collaboration between hospitals, wellness centres, tourism operators, and international stakeholders to build an integrated and transparent ecosystem. Public private partnerships are being strengthened to ensure quality assurance, patient safety, ethical practices, and global credibility. Our focus is on creating a seamless journey for health travellers, from arrival and treatment to recovery and rejuvenation.

Infrastructure and accessibility are key priorities in our roadmap. Enhanced air connectivity, improved digital facilitation, standardised accreditation, and patient

support systems are being strengthened to ensure comfort and confidence for international and domestic health travellers alike. At the same time, we remain committed to sustainability and responsible tourism, ensuring that growth benefits local communities while preserving Kerala's cultural and natural heritage.

Health tourism also holds immense potential for economic development and employment generation. It creates opportunities across healthcare, hospitality, wellness services, and allied sectors, while reinforcing Kerala's global image as a destination that values life, care, and quality.

As global healthcare increasingly embraces prevention and wellness, Kerala is ready to lead with confidence and compassion. With strong policy support, institutional excellence, and a people centric approach, the Government of Kerala remains committed to positioning the State as a trusted global hub for health tourism. Kerala invites the world not only to seek treatment, but to experience healing in its truest sense.



INFORMATION
PUBLIC RELATIONS
DEPARTMENT
GOVT. OF KERALA



Kerala Welcomes the world

Rising on achievements

Kerala Tourism is redefining success on the global stage, setting historic benchmarks in arrivals and revenue. We are guided by a vision where heritage, nature, and progress flourish in harmony.

Move on
together
to new Kerala



Mesmerising shores

- World-class beach destinations: Kovalam, Varkala, Fort Kochi, Alappuzha, Vypin, Beypore, Chaliyam, Muzhappilangad and Bekal
- Blue Flag certification for Kappad and Azhikkode beaches
- KTDC makes a historic return to profit after 13 years

Heritage and Culture in the Spotlight

- Kochi-Muziris Biennale attracting global visitors
- Illumination of heritage buildings
- 'Spice Route' connecting heritage tourism destinations
- 'En Ooru' Tribal Heritage Village in Wyanad showcasing indigenous culture
- Project to convert Cini farms locations into tourism destinations - 'Kireedam Bridge' completed

46 Projects for Local Tourism Development

- Created opportunities for private entrepreneurs in the tourism sector
- Caravan Park in Vagamon and Malappuzha
- Made Kerala a destination wedding hub
- Adventure Park and Glass Bridge at Vagamon
- Established Kayaking and Surfing Academies

New Models in Responsible Tourism

- Support for women entrepreneurs
- Launched Champions Boat League

Major Tourism Development Projects

- Kovalam-93 crore
- Alappuzha Heritage-122crore
- Thalassery Heritage-78.36crore
- Muzhappilangad and Dharmadam Beaches-80crore

National & International Recognitions

- National recognition for integrated tourism projects at Beypore, Karthiappal, Kadalundi, and Kumarakom
- Award for the Street Project at the World Tourism Mart
- The New York Times listed Kerala among 53 must-visit destinations in the world
- TIME Magazine listed Kerala among 50 must-visit destinations in the world
- India Today Award for securing first place in tourism development in India
- Berlin Golden City Gate Award
- Won awards of Govt. of India, ICRT, United Nations World Tourism Organization etc



REDEFINING THE KNOWLEDGE STATE

DR R BINDU AND THE NEW ARCHITECTURE OF HIGHER EDUCATION IN KERALA

Kerala has long been recognised as a State where education shaped society before it shaped markets. Today, that legacy is being consciously reimagined for a global era. At a time when higher education systems across the world are under pressure to remain relevant, inclusive, and competitive, Kerala is charting a confident path forward. Steering this transformation is R Bindu, whose tenure as Minister for Higher Education marks a decisive shift from incremental reform to systemic reinvention.

The current phase of transformation in Kerala's higher education sector is not driven by isolated initiatives or headline announcements. It is the outcome of a carefully aligned strategy that views universities and colleges as engines of national development, innovation, and social equity. The emphasis is clear. Higher education must prepare learners not only for employment, but for research, leadership, and global engagement, while remaining firmly anchored in public good.

Over the past year, Kerala's academic institutions have demonstrated remarkable momentum. Universities and colleges across the State have recorded significant gains in national rankings and quality assessments, reflecting deeper institutional strengthening rather than cosmetic performance. Public universities have improved their national standing, while a growing number of colleges have secured high level accreditations, including the highest grades awarded in the country. These outcomes underscore a renewed confidence in Kerala's public higher education system.

Central to this progress is a comprehensive academic restructuring that aligns learning with global frameworks while preserving local strengths. The introduction of a four year undergraduate structure has redefined the student experience. The new framework offers flexibility, multidisciplinary exposure, and research orientation, enabling learners to design academic pathways that reflect both intellectual curiosity and career ambition. Internships, project based learning, and skill integration are no longer peripheral additions but embedded elements of the curriculum.

This academic shift is complemented by a renewed focus on research and innovation. Kerala's higher education ecosystem is being strengthened through dedicated research support systems, shared laboratories, and advanced study centres that encourage collaboration across institutions and disciplines. Faculty members and scholars are being enabled to pursue original research through improved infrastructure, targeted funding, and access to high end instrumentation. The emphasis is on moving from isolated excellence to networked knowledge creation.

Governance reform has been another defining pillar of the transformation. Recognising that academic excellence cannot thrive within outdated administrative systems, the Department of Higher Education has invested in digital integration across universities. Unified platforms now support admissions, examinations, student records, and institutional planning, significantly improving transparency and efficiency. These reforms have addressed long standing concerns around delays, duplication, and fragmentation, restoring credibility to academic administration.

Equally significant is the emphasis on student mobility and choice. Inter university transfer mechanisms and credit portability have expanded academic freedom, allowing learners to move across institutions without disruption. This flexibility has also reversed outward migration trends, with

students increasingly choosing to pursue advanced stages of their education within Kerala. The message is unambiguous. The State is no longer a transit point for talent, but a destination.

Kerala's higher education vision also places strong emphasis on employability and entrepreneurship. Structured collaborations with industry, startup ecosystems within campuses, and career oriented programmes are bridging the gap between classrooms and workplaces. Students are being exposed to real world challenges, innovation platforms, and enterprise development early in their academic journey. Higher education is thus positioned not only as a pathway to degrees, but as a launchpad for economic participation.

At the same time, the transformation remains deeply inclusive. Targeted scholarships, special support programmes, and affirmative initiatives ensure that access to quality education is not limited by geography, gender, or social background. Coastal communities, tribal learners, first generation students, and women in technical disciplines are being supported through focused interventions that combine financial assistance with academic mentoring. Excellence, in this vision, is inseparable from equity.

What distinguishes this phase of reform is its long term orientation. Kerala's higher education agenda is not framed as a short term correction, but as a sustained project of nation building. The emphasis on policy stability, institutional autonomy, and continuity reflects an understanding that educational transformation matures over time. Frequent shifts in direction risk undermining gains, while consistent leadership enables institutions to evolve with confidence.

Dr R Bindu's approach reflects a rare synthesis of academic insight and administrative resolve. Her leadership situates higher education within Kerala's broader development narrative, recognising knowledge as the most strategic investment a society can make. By aligning governance, curriculum, research, and inclusion within a coherent framework, Kerala is steadily positioning itself as a globally respected knowledge hub.

As the State looks ahead, the trajectory is clear. Higher education in Kerala is no longer defined by defensive responses to change, but by proactive shaping of the future. The journey underway is as much about intellectual confidence as it is about global relevance. It is a reminder that when vision is matched with continuity, reform becomes transformation.



ADVANCING LIVESTOCK AND DAIRY DEVELOPMENT THE TRANSFORMATIVE INITIATIVES OF MINISTER J. CHINCHURANI

The livestock and dairy sector plays a vital role in strengthening Kerala's rural economy, supporting thousands of farmers and contributing significantly to nutritional security and sustainable livelihoods. In recent years, the Animal Husbandry and Dairy Development Department has taken decisive steps to modernise the sector and expand support systems for livestock farmers.

[Under the leadership of Minister J. Chinchurani, the department has introduced a range of initiatives that focus on improving veterinary healthcare, strengthening breeding technologies and creating new opportunities for income generation across the state.]

A significant milestone in this transformation has been the expansion of doorstep veterinary healthcare through mobile veterinary units. The programme was first introduced in January 2023 across twenty nine selected blocks with support from the centrally sponsored Livestock Health and Disease Control Programme along with additional state funding. The initiative addressed a major challenge faced by

livestock farmers in many rural areas where timely access to veterinary care was often limited.

Encouraged by the positive response from farmers, the government expanded the programme under the Kerala Reconstruction Project with an allocation of ₹14.85 crore. The project aims to deploy mobile veterinary units across 127 blocks in Kerala along with specialised mobile surgery units in twelve districts, strengthening the reach and efficiency of veterinary healthcare services.

The first phase of this expansion began in April 2025 with mobile veterinary units introduced in forty seven additional blocks and mobile surgery units established in twelve district centres at a cost of ₹3.11 crore. Currently, mobile veterinary services operate in seventy six blocks across the state, bringing professional veterinary care directly to the doorsteps of livestock farmers. These units are operated by veterinary doctors and trained driver cum attendants appointed through the Centre for Management Development while efforts continue to expand the service across all remaining blocks.

To ensure quick access to veterinary assistance, a centralized call centre has also been established in Thiruvananthapuram. Livestock owners can seek help through the toll free number 1962, which connects them directly to the doctor attached to the mobile veterinary unit in the respective block. This system enables prompt consultation, emergency visits and timely guidance on livestock health concerns.

Strengthening veterinary healthcare capacity has also been a priority. Between 2023 and 2024, the department introduced a programme to appoint young veterinary graduates as junior resident doctors in fifty veterinary treatment centres across Kerala. Working alongside experienced veterinarians, these professionals enhance service delivery while gaining valuable practical experience in the livestock sector.

Technological innovation has been introduced in livestock breeding through sex determined semen technology, a major step towards improving dairy productivity. This advanced method enables farmers to produce female calves with nearly ninety percent accuracy, allowing faster development of high yielding dairy herds. Initially launched in August 2023 in Thiruvananthapuram and Kollam districts, the programme has since been expanded statewide through the distribution of high quality semen by the Kerala Livestock Development Board.

The department has also promoted diversification in livestock based income through goat and sheep farming initiatives. In Kasaragod district, a high technology goat farming centre has been established at Bedadukka across twenty three acres with the support of the Animal Husbandry Department and the Kasaragod Development Project. The centre supplies high quality Malabari goats to farmers across the North Malabar region while also providing training in modern goat farming practices.

Similarly, a Centre of Excellence in Sheep Husbandry has been established at Parassala in Thiruvananthapuram district with an investment of ₹3.2 crore. The centre introduces farmers to advanced sheep rearing technologies including artificial insemination, improved fodder cultivation and modern disease management practices, gradually emerging as an important research and training hub for sheep farming in the state.

Public health and animal welfare have also received focused attention through a comprehensive rabies prevention programme launched in 2022. With increasing concerns related to stray dog populations in several regions, the Animal Husbandry Department has coordinated extensive vaccination drives covering both domestic animals and stray dogs with the support of local self government institutions. September is now observed as Rabies Vaccination Month in Kerala, supported by awareness campaigns conducted in collaboration with

organisations such as Mission Rabies and CAWA.

At present seventeen Animal Birth Control centres operate across Kerala. To address challenges related to establishing additional facilities due to public opposition, the department introduced a portable Animal Birth Control centre as a pilot initiative in Thiruvananthapuram district. Implemented with corporate social responsibility support from Indian Immunological Limited, a subsidiary of the National Dairy Development Board, the pilot facility at Nedumangad was established at a cost of ₹25 lakh. Similar portable centres are planned for seven additional districts.

Kerala has also strengthened its disease surveillance and diagnostic capacity through improved laboratory infrastructure. The State Institute for Animal Diseases at Palode has introduced a rabies antibody detection system capable of determining immunity levels after vaccination in both humans and animals. Laboratories including the State Laboratory for Livestock, Marine and Agri Products at Maradu and the Regional Diagnostic Laboratory at Palakkad have also received NABL accreditation, strengthening the state's capabilities in disease detection and quality testing.

Further encouragement to the sector has come through reforms in farm licensing procedures under the Kerala Panchayat Raj Act. The revised regulations simplify licensing procedures and make them more farmer friendly, encouraging new entrepreneurs to enter livestock farming and generate employment opportunities in rural areas.

Supporting the dairy ecosystem is Kerala Feeds Limited, a public sector undertaking producing balanced cattle feed through modern plants located at Kalletumkara, Karunagappally, Kozhikode and Thodupuzha. With a daily production capacity of 1750 metric tonnes, the company distributes feed through a wide network of cooperative societies and dealers under the guiding motto "Safe Milk Healthy Cow".

Value addition in the meat sector has also progressed through the modern meat processing plant established by Meat Products of India in Kollam district with an investment of ₹15 crore. The facility produces a range of processed meat products and has launched a franchise network under the brand MPI Meats and Bites, expanding market opportunities for the sector.

Together, these initiatives reflect a comprehensive and forward looking approach to strengthening Kerala's livestock economy. By expanding veterinary services, introducing advanced breeding technologies, improving disease control systems and supporting value addition, the Animal Husbandry and Dairy Development Department under Minister J. Chinchurani continues to play a crucial role in enhancing rural prosperity and building a more resilient livestock sector for the future.

MIRACLES WITHOUT THE SCALPEL

HOW INTERVENTIONAL RADIOLOGY IS SAVING LIVES



DR. ADARSH ANIL KUMAR
 MBBS, MD (Radiodiagnosis), DNB
 DM (Neuroimaging and
 Interventional Neuroradiology)

**NEURO & VASCULAR
 INTERVENTIONAL
 RADIOLOGIST
 ANANTHAPURI HOSPITALS AND
 RESEARCH INSTITUTE**

A 28-year-old woman was rushed into the emergency room around 8:30 one morning. The clinical picture was grim: she had suddenly lost her ability to speak, and the entire right side of her body was paralyzed. Just an hour prior, she had been perfectly healthy. The diagnosis was an **Acute Ischemic Stroke**.

In years past, such a diagnosis often meant a tragic outcome: lifelong disability. However, the tides have turned. Through a procedure called **Mechanical Thrombectomy**, interventional radiologists inserted a microscopic tube through a **pin-hole** access in a blood vessel in her leg, navigated it to the brain, and physically removed the clot.

The result was a miracle; Her speech returned in a matter of time. Within months, she was back to her normal life. This is the revolutionary reality of **Interventional Radiology (IR)**.

What is Interventional Radiology?

Interventional Radiology is a medical specialty that treats complex diseases from the inside out. Instead of traditional "open" surgery that requires large incisions, **IR uses advanced imaging—such as Fluoroscopy, CT, and Ultrasound**—to guide tiny instruments through the body's network of blood vessels.

Often referred to as "**pin-hole surgery**," these procedures allow doctors to treat the source of a problem through an opening no larger than a needle tip.

Key Areas of Treatment

The scope of IR is vast, offering life-saving solutions across various organs:

- **Stroke Intervention:** In a stroke, "time is brain." Every minute lost means millions of brain cells die. **Mechanical Thrombectomy helps clear clots in major blood vessels of the brain without the need for open surgery.**
- **Aneurysms:** When a blood vessel in the brain weakens and bulges, it risks a fatal rupture. IR specialists use "**Coiling**" to reinforce or seal these vessels, preventing or treating hemorrhages safely.
- **Uterine Fibroids:** For women suffering from heavy bleeding due to fibroids, **Uterine Artery Embolization (UAE)** offers a way to **shrink these fibroids** by blocking off their blood supply, sparing the patient from a hysterectomy.
- **Lung Hemorrhage (Hemoptysis):** **Coughing up of blood (associated with certain chronic lung pathologies) can be fatal.** Through Bronchial Artery Embolization, **IRs can pinpoint the leaking artery and seal it instantly.**

- **Varicose Veins:** Using lasers or medical-grade glue, IR can treat painful varicose veins without surgical stripping. Most patients walk home the same day.
- **Prostate Health (PAE):** For older men with enlarged prostates (BPH), **Prostate Artery Embolization** shrinks the gland without the sexual or urinary side effects often associated with traditional surgery.
- **Trauma Care:** In the event of a **road traffic accident**, internal bleeding can be hard to stop. IR can find the source of internal trauma and “plug” the leak (embolization) in minutes, often saving lives when surgery is too risky.

Why Choose Interventional Radiology?

The shift toward minimally invasive care offers several distinct advantages:

1. **No Large Scars:** Most procedures require only a tiny puncture, meaning no stitches and minimal scarring.
2. **Reduced Blood Loss:** Because the approach is so targeted, the risk of hemorrhage is significantly lower.
3. **Shorter Hospital Stays:** Many IR procedures are performed as “day cases,” allowing patients to return home within 24 hours.
4. **Rapid Recovery:** Without a major wound to heal, patients return to work and family life much faster than with traditional surgery.

The Future of Healing

The future of medicine lies in precision. By removing the fear of the scalpel and focusing on “pin-hole” accuracy, Interventional Radiology has made high-end healthcare accessible and less intimidating. Choosing these modern advancements isn't just about survival—it's about preserving the quality of life.



SETTING THE STANDARD

KERALA BECOMES INDIA'S FIRST FULLY DIGITALLY LITERATE STATE



In the evolving narrative of governance and public policy in India, certain milestones acquire lasting significance because of the social transformation they represent. Kerala's recognition as the first state in the country to achieve complete digital literacy stands as one such defining achievement. It reflects a conscious and sustained policy direction that recognises digital capability as a foundational element of citizenship, equity, and inclusive development in the contemporary world.

Digital literacy today is not confined to the ability to operate devices or access the internet. It is the capacity to participate meaningfully in public life, to engage with institutions, to access services, and to exercise informed choice in an increasingly digital environment. By ensuring that every citizen possesses this capability, Kerala has addressed one of the most critical divides of the modern age, the divide between those who can navigate the digital world and those who risk exclusion from it.

The achievement is the result of long term investment in education, decentralised governance, and community participation. Kerala's journey towards universal digital literacy was neither abrupt nor incidental. It was built upon decades of emphasis on human development and social infrastructure, and strengthened by a governance framework that places people at the centre of policy design and implementation.

What distinguishes Kerala's approach is the recognition that digital exclusion is not merely a technological issue but a social one. Factors such as age, language, income, education, gender, and geography influence access to and comfort with digital tools. Addressing these realities required a strategy that was inclusive, patient, and adaptive. The state therefore chose a decentralised and participatory model, empowering local self governments, educational institutions, libraries, community organisations, and volunteer networks to take ownership of the mission.

Digital literacy initiatives were carried into households, neighbourhoods, and community spaces. Training programmes were designed to be accessible and context sensitive, conducted in local languages, and tailored to the needs of different groups. Senior citizens

were guided through basic digital communication. Women were supported in using digital platforms for livelihoods and entrepreneurship. Students were equipped not merely to consume information but to engage critically with digital resources. For many first-time learners, digital literacy became a gateway to confidence and independence.

The role of community institutions and social collectives has been particularly significant in this journey. Kerala's strong tradition of participatory governance enabled the mobilisation of trainers, volunteers, and facilitators who acted as bridges between policy intent and lived experience. This collective effort ensured that digital learning was not perceived as an external imposition but as a shared social goal.

The leadership of the Government of Kerala has been central to this transformation. By articulating digital inclusion as a public good rather than a market-driven outcome, the state reaffirmed its commitment to equity in the digital age. Policy frameworks were aligned to ensure access to infrastructure, connectivity, and training, while institutional mechanisms were put in place to monitor progress and address gaps.

This achievement also complements Kerala's broader governance philosophy under the leadership of Pinarayi Vijayan, which has consistently emphasised structural solutions, institutional strength, and long-term outcomes. Digital literacy was not pursued as a standalone

programme but as an enabler across sectors, including education, health, local governance, social security, and service delivery.

The implications of complete digital literacy are far-reaching. A digitally literate population strengthens democratic participation by enabling citizens to access information, engage with governance platforms, and hold institutions accountable. It enhances economic opportunity by expanding access to markets, skills, and employment pathways. It improves service delivery by enabling seamless interaction with public systems, from healthcare and education to welfare and civic services.

Kerala's achievement also carries national significance. As India advances its digital public infrastructure, the experience of Kerala demonstrates that inclusion must be addressed with the same urgency as innovation. Access without capability risks deepening inequality. Kerala's success underscores that digital transformation must be accompanied by investment in human capacity if it is to be equitable and sustainable.

It is equally important to recognise that this milestone is not an endpoint. Technology continues to evolve, and digital literacy must remain dynamic. The responsibility now lies in sustaining this achievement through continuous learning, digital safety awareness, and the ability to adapt to emerging technologies. The foundations laid by Kerala place the state in a strong position to transition from digital literacy to digital fluency, ensuring that citizens are not only users of technology but informed and responsible participants in the digital ecosystem.

Kerala's journey towards complete digital literacy reflects the values that have long defined its development path. It affirms that progress is most meaningful when it is inclusive, when it empowers the most vulnerable, and when it strengthens the collective capacity of society. In bridging the digital divide, Kerala has reinforced its legacy as a state that measures advancement not only by economic indicators but by the dignity and opportunity afforded to every citizen.

As the nation reflects on pathways to inclusive growth in an increasingly digital world, Kerala's experience offers both inspiration and instruction. It demonstrates that with political will, institutional commitment, and community participation, digital inclusion can move from aspiration to reality.

This achievement stands as a testament to governance that is anticipatory rather than reactive, and to leadership that understands that the future belongs to societies that invest in their people. In becoming the first state in India to achieve complete digital literacy, Kerala has once again affirmed that development, when guided by vision and values, can truly be transformative.



ENDING THE HARDEST POVERTY

KERALA SHOWS THE WAY

History often records progress through numbers and milestones, but the true measure of governance lies in how it transforms the lives of those who remain unseen. Kerala's declaration as the first state in India to eradicate extreme poverty is one such moment that deserves to be read not merely as a statistical achievement, but as a profound statement of intent, empathy, and governance with conscience.

Extreme poverty is not simply the absence of income. It is the accumulation of deprivation. Hunger that recurs. Illness without access to care. Housing that offers no dignity. Identity without documentation. Lives lived outside the margins of policy and planning. To address such poverty requires more than schemes. It demands a system that can see the invisible.

| Kerala's success rests precisely in this ability to see.

According to national assessments, Kerala already has the lowest levels of multidimensional poverty in India. Yet the state chose not to be complacent. Recognising that even strong averages can hide deep distress, the Government of Kerala initiated the Athidaridrya Nirmarjana Project, later structured as the Extreme Poverty Alleviation Project, with a clear moral goal. No family should remain trapped in extreme poverty simply because they fall outside conventional welfare nets.

What sets this initiative apart is its method. Instead of relying solely on income based indicators, the state adopted a carefully evolved framework of critical and very critical deprivation indices. These indices were developed through repeated trials and field level validation to capture the lived realities of extreme deprivation across food security, health access, housing conditions, income stability, and social inclusion. This approach acknowledged a fundamental truth. Poverty wears many faces, and some of them are deliberately hidden by circumstance.

The process of identification itself became a democratic exercise. Local self governments led the effort, supported by ASHA workers, anganwadi workers, the Kudumbashree network, activist organisations, and residential associations. More than fourteen lakh people participated in the collective task of finding those who had been left behind. This was governance reaching outward, not waiting for the vulnerable to come forward.



The findings were sobering and clarifying. A total of 103099 people belonging to 64006 families were identified across 1032 local bodies. These were families struggling under multiple stress factors, often simultaneously, and largely invisible to existing support systems. What followed was not a one size fits all response, but an approach rooted in dignity and precision.

Each identified family was studied in detail. Micro plans were prepared with the participation of the families themselves, ensuring that interventions reflected real needs rather than administrative assumptions. These plans were codified into sub plans at the local government level and digitally tracked through a management information system. This ensured accountability, transparency, and continuous monitoring of outcomes rather than intentions.

The first priority of the state was unambiguous. No family should go hungry or remain without medical care. Access to essential food, healthcare, and emergency support was ensured as an immediate intervention. Rights based inclusion followed. Documents such as Aadhaar cards, ration cards, disability certificates, electoral identity cards, health insurance, and social security pensions were fast tracked for more than twenty one thousand families, restoring not only access but also citizenship in its fullest sense.

The role of Kudumbashree has been central to this journey. Functioning as community monitors and service providers, Kudumbashree units ensured that interventions reached the ground with sensitivity and continuity. Local self governments were mandated to prioritise extreme poverty interventions within their annual plans, embedding the mission firmly into the planning architecture of the state.

What makes Kerala's achievement particularly significant is that it was not driven by headline centric governance. It was driven by patient systems building, decentralised responsibility, and a deep trust in community participation. The state did not merely count the poor. It listened to them.

This achievement also reflects the broader governance philosophy of the Government

of Kerala under the leadership of Pinarayi Vijayan. The emphasis has consistently been on structural solutions rather than symbolic gestures, on institutional strength rather than episodic relief. Whether in public health, education, infrastructure, or social security, Kerala's model has demonstrated that continuity in vision matters.

The eradication of extreme poverty is therefore not an isolated success. It is the outcome of decades of investment in local governance, public health systems, women led collectives, and social capital. It is also a reminder that development is not complete until it reaches the last household.

At a time when inequality continues to widen globally and poverty debates often remain abstract, Kerala's experience offers a grounded lesson. Extreme poverty can be eliminated when the state accepts responsibility not only for growth but for justice. When data is matched with compassion. When governance listens as much as it delivers.

This moment also calls for reflection beyond celebration. Sustaining this achievement will require vigilance. Vulnerability can re emerge through illness, displacement, climate shocks, or economic disruption. Kerala's real strength lies in the systems it has built to respond to such risks with agility and care.

As India grapples with the challenge of inclusive growth, Kerala's declaration stands as both an achievement and an invitation. An achievement that affirms what is possible when governance is people centred. An invitation for other states to re imagine poverty not as an inevitability, but as a solvable problem.

The end of extreme poverty in Kerala is not the end of work. It is the beginning of a more demanding responsibility. To ensure that dignity, security, and opportunity are not episodic, but permanent. In choosing to confront the hardest form of deprivation, Kerala has once again demonstrated that progress is most meaningful when it lifts those at the very bottom.

"That is not just a policy success. It is a statement of values."



VIZHINJAM INTERNATIONAL SEAPORT AND THE RISE OF A CONFIDENT KERALA

Moments of true transformation in public life are often recognised not merely by the scale of infrastructure created, but by the clarity of vision that drives it and the courage of leadership that sees it through. The inauguration of the subsequent phase of the Vizhinjam International Seaport stands as such a moment for Kerala. It is not only an expansion of a port. It is the consolidation of a long held aspiration that places the state firmly on the global maritime map.





When Pinarayi Vijayan, the Chief Minister of Kerala, inaugurated the subsequent phases of Vizhinjam International Seaport, it marked the culmination of years of determined governance, institutional resolve, and an unwavering belief that Kerala can compete at the highest level of global infrastructure development. This milestone reflects the Government of Kerala's ability to translate ambition into execution, even in the face of scepticism, delays, and unprecedented challenges.

Vizhinjam was conceived as a gateway that could alter India's dependence on foreign transshipment hubs while unlocking Kerala's immense geographic advantage. Located close to one of the busiest global shipping corridors, the port enjoys natural deep waters near the shore, allowing large container vessels to berth with minimal dredging. This natural advantage, combined with strategic planning, has made Vizhinjam India's first dedicated deepwater transshipment port, a distinction of national significance.

The journey of Vizhinjam has not been linear. It has demanded patience, negotiation, environmental responsibility, and financial discipline. What distinguishes this project is the political continuity and administrative commitment with which it was pursued. The Government of Kerala remained steadfast in its belief that such long term infrastructure projects require consistency in vision rather than short term populism. That conviction has now borne visible results.

The commissioning of the initial phase of Vizhinjam demonstrated the port's operational potential, with container handling volumes exceeding expectations within a short period. The inauguration of the subsequent phase signals a decisive acceleration in scale and ambition. Expanded berths, increased container yard capacity, advanced cranes, and enhanced breakwater systems will significantly elevate the port's handling capability, positioning it among the most competitive ports in the Indian Ocean region.

Beyond statistics and infrastructure metrics lies the deeper impact of Vizhinjam on Kerala's economic future. The port



INAUGURATION OF SECOND PHASE DEVELOPMENT

EMENT
ETER LENGTH



is not an isolated facility. It is the nucleus of an emerging logistics and industrial ecosystem that will stimulate investment across sectors. Shipping, warehousing, logistics services, ship repair, bunkering, and allied maritime industries are expected to grow in tandem, creating sustained employment and entrepreneurial opportunities for the state's youth.

The Government of Kerala's approach to Vizhinjam reflects a governance philosophy that balances growth with responsibility. Environmental concerns, rehabilitation of affected communities, and social dialogue were addressed as integral components of the project rather than afterthoughts. This inclusive approach has reinforced public confidence and demonstrated that large infrastructure development can coexist with social accountability.

Vizhinjam also carries strategic national importance. A significant portion of India's transshipment cargo has historically been handled by ports outside the country, resulting in economic leakage and strategic dependence. By strengthening Vizhinjam as a global transshipment hub, Kerala contributes directly to India's maritime self reliance while enhancing the nation's competitiveness in international trade.





The leadership demonstrated in advancing Vizhinjam underscores a broader transformation in Kerala's governance narrative. Traditionally recognised for its social development indicators, the state is now asserting itself as a serious contender in infrastructure, logistics, and global trade. This shift has not diluted Kerala's social commitment but has complemented it with economic confidence.

Chief Minister Pinarayi Vijayan's leadership has been central to this transformation. His consistent articulation of Vizhinjam as a cornerstone of Kerala's development strategy ensured that the project remained insulated from political uncertainty. The ability to take long term decisions, absorb criticism, and stay the course is what differentiates visionary leadership from transactional governance.

As Vizhinjam progresses towards full capacity in the coming years, its impact will extend far beyond cargo volumes. It will redefine Kerala's relationship with the global economy. It will encourage investment confidence. It will inspire future infrastructure projects rooted in strategic thinking rather than incrementalism. Most importantly, it will reaffirm the belief that Kerala can shape its destiny through purposeful governance.

The inauguration of the subsequent phase of Vizhinjam International Seaport is therefore not just an infrastructure milestone. It is a declaration of intent. It signals that Kerala is ready to embrace scale, complexity, and global responsibility without compromising its values. It reflects a government that understands the power of vision, execution, and continuity.

In the story of Vizhinjam lies a broader lesson for public policy. Transformative projects demand patience, courage, and leadership that looks beyond electoral cycles. The Government of Kerala's success at Vizhinjam offers a compelling example of how visionary governance can convert geographic advantage into economic strength and aspiration into achievement.

As the waves of global commerce begin to anchor at Vizhinjam's shores, Kerala stands poised at the threshold of a new era. An era shaped not by chance, but by deliberate leadership and a government that dared to think long term.





AMRUTAM VEGETARIAN RESTAURANT BEYOND THE CONVENTIONAL VEG TABLE

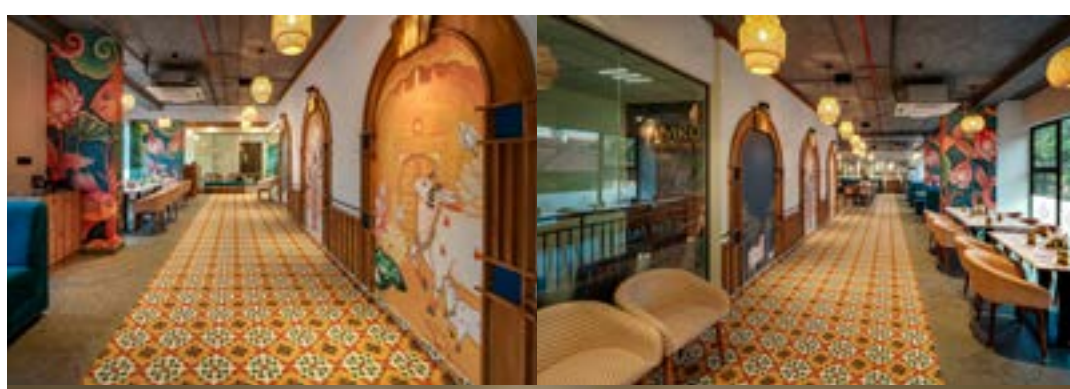
Amrutam Vegetarian Restaurant is built on a belief that food is sacred. Not as a slogan or a decorative philosophy, but as a lived idea that guides every decision inside the restaurant. The name itself reflects this thinking. Amrut is associated with life and nourishment, and Amrutam Vegetarian Restaurant was envisioned as a place where food is treated with the respect it deserves. From the beginning, the founders were clear that this would be food prepared without chemicals, without shortcuts and without unnecessary complexity, while still offering depth of flavour and satisfaction.

The idea of Amrutam Vegetarian Restaurant began taking shape in January 2025. Months of planning, discussion and refinement followed before the restaurant finally opened its doors in June 2025. What emerged was not just another vegetarian restaurant, but a carefully thought out dining experience rooted in traditional taste and modern hospitality. The guiding principle was simple but demanding: good food made with honest ingredients, using familiar masalas, prepared in a way that respects tradition while remaining appealing to a contemporary audience.

From the start, the team behind Amrutam wanted to challenge a long standing perception in Kerala's

dining scene. Fine dining has often been associated with non vegetarian restaurants, while vegetarian spaces are expected to be functional, modest and minimal. Amrutam Vegetarian Restaurant was designed to break away from this pattern. The founders believed that vegetarian food deserved the same level of attention to ambience, service and presentation. The restaurant was therefore imagined as a fine dining space in every sense, not despite being vegetarian, but because of it. This thinking is visible the moment one enters the restaurant. The interiors are not incidental. Flooring, lighting, wall art, seating and spatial flow have been designed to create a sense of calm and cultural depth. The visual experience is meant to complement the food, making dining feel immersive rather than transactional. The aim was to offer guests more than a meal, to offer them an atmosphere that reflects the richness and diversity of vegetarian food traditions.

The menu is where Amrutam's philosophy becomes most apparent. Traditional vegetarian restaurants in Kerala often keep their menus limited, focusing on a small set of familiar dishes. Amrutam takes a different approach. The restaurant brings together vegetarian dishes from multiple regions of India, allowing guests to experience variety without losing authenticity. North Indian and Punjabi flavours sit



comfortably alongside South Indian classics. Dishes like fried rice and noodles appeal to those seeking familiar comfort, while charcoal grilled vegetarian kebabs, tikka, and gobi add depth and character to the offering.

This wide ranging menu ensures that guests from different parts of the country feel at home. A visitor from the north, west or northeast can find flavours that resonate with their own food culture, while local diners are introduced to regional variations of vegetarian cuisine. The diversity is not meant to confuse, but to celebrate the breadth of vegetarian cooking across India. Each section of the menu is curated to maintain balance and coherence, ensuring that variety does not come at the cost of identity.

Behind the scenes, Amrutam Vegetarian Restaurant is driven by three individuals with deep experience in the food industry. Aravind V. S and his younger brother Brahmadathan V. S are from Trivandrum, while Vijay Menon hails from Palakkad. Together, they bring nearly a decade of hands on experience across Kerala, Tamil Nadu, Karnataka and Andhra Pradesh in the years before the pandemic. This exposure to different food cultures and operational environments played a key role in shaping Amrutam's approach to hospitality. Their experience reflects not only in the menu but also in the way the restaurant is run. Fine dining at Amrutam is not limited to interiors or plating. It extends to service, consistency, and attention to detail. Everything from glassware and

jugs to crockery and table settings has been chosen to elevate the dining experience. These elements are not treated as luxuries, but as essentials that communicate care and respect towards the guest.

Creative freedom is another defining aspect of Amrutam. The menu is not static. New dishes are explored, tested and introduced at regular intervals. Service styles and ambience details are reviewed and refined over time. This willingness to evolve ensures that returning guests find something fresh, while the core values of taste and purity remain unchanged.

Refreshments and updates are not occasional gestures but an ongoing commitment. More than a restaurant, Amrutam positions itself as a statement on what vegetarian dining can be. It is a vision of hospitality that places culture, comfort and quality on equal footing. While expansion plans are already being considered, the focus remains on preserving the essence of what Amrutam stands for. Growth is seen not just as opening new locations, but as carrying forward a philosophy that respects food as life itself.

In a landscape crowded with trends and quick concepts, Amrutam Vegetarian Restaurant stands quietly confident. It does not rely on spectacle or novelty. Instead, it builds trust through consistency, thoughtfulness and a deep understanding of what it means to serve food with purpose.



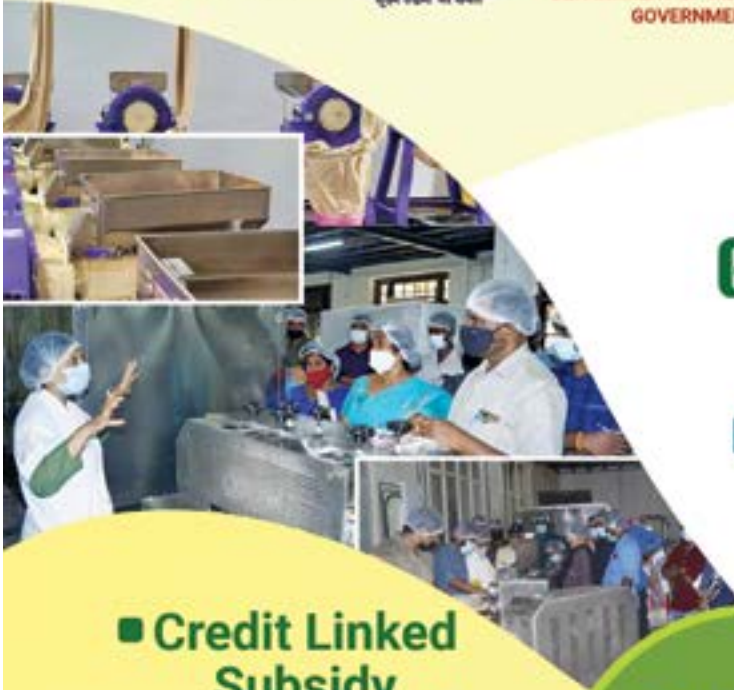
DEPARTMENT OF INDUSTRIES & COMMERCE
GOVERNMENT OF KERALA

K-bip



OPPORTUNITY FOR GROWTH IN MICRO FOOD PROCESSING SECTOR

PRADHAN MANTRI FORMALISATION OF
MICRO FOOD PROCESSING
ENTERPRISES (PMFME) SCHEME



■ Credit Linked Subsidy up to Rs.10 Lakhs

35% of the eligible
project cost as credit-linked
capital subsidy
to a maximum of
Rs.10 Lakhs

■ Seed Capital Assistance up to Rs.40,000/- for SHG members

A maximum of
Rs.40,000/- to each
member of SHGs for
working capital and purchase
of small machinery

End-to-End
Handholding
Support to each
Applicant

■ Rs.3 Crores for Common Infrastructure

Financial assistance
up to Rs.3 Crores
to SHGs, FPOs and
Co-operative Societies for
Common Infrastructure
and Capital Investment

For more information

Please contact District Industries Centres



DIRECTORATE OF INDUSTRIES & COMMERCE

3rd Floor, Vikas Bhavan
Vikas Bhavan P.O., Thiruvananthapuram - 695033.
Tel: 91 471 2302774 | Fax No.: +91 471 2305493
E-mail: industriesdirectorates@gmail.com
Web: www.industry.kerala.gov.in

K-bip

KERALA BUREAU OF INDUSTRIAL PROMOTION

2, Vidhya Nagar, Opposite Police Ground, Thycaud P.O.,
Thiruvananthapuram - 695014.
Tel: +91 471 2321882 | Fax: +91 471 2322883
Email: kbip@keralaindustry.org
www.kbip.org

PMFME KERALA HELPLINE : 97470 22883



LA POSH

The Complete Luxury Interior Experience

TC 15/1412, AIR Road Vazhuthacaud, Trivandrum, Kerala PIN 695014

M. +91 9497 11111

Email: interiors@thelaposh.com

GATHER THOSE EVERGREEN MOMENTS.

Take in the green, serene vistas of God's Own Country. Reconnect with absolute joy and peace. And rediscover that magical sense of togetherness.



Come Together in Kerala



WhatsApp 'Maya'
and explore Kerala