



Confederation of Indian Industry

Enterprise, Technology and Innovation

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CII Kerala

Ease of Doing Ranking – Ranking Movement

2015 : Rank 18

2016 : Rank 20

2017 : Rank 21

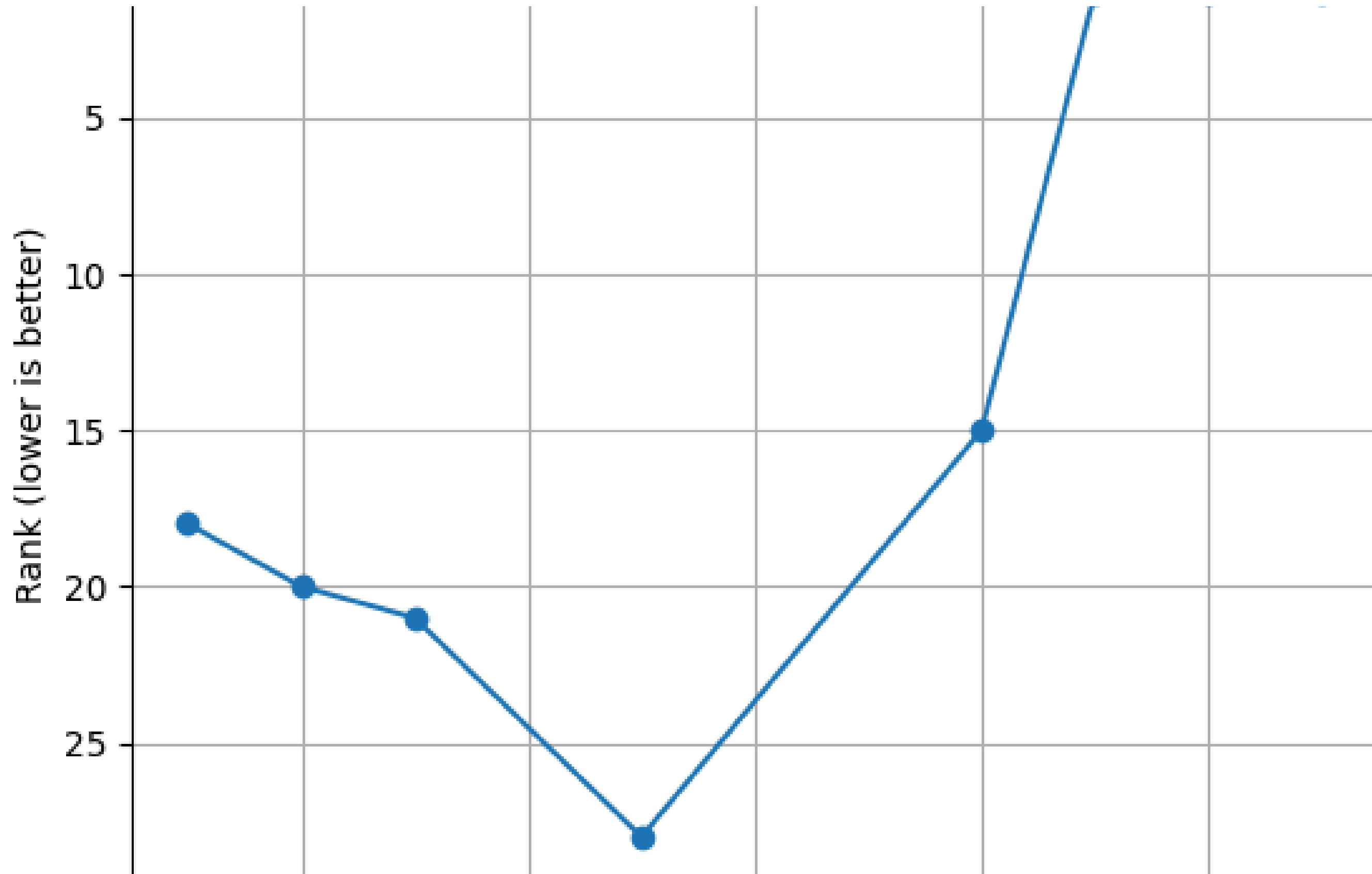
2019 : Rank 28 (Lowest point)

2022 : Rank 15 (Major improvement)

2023–2025 : Top Achiever category

Kerala improved from rank 28 to Top Achiever within 4–5 years

Ease of Doing Ranking – Ranking Movement



Three Phases of Reform

Phase 1 (2015–2019): Low ranking

- Structural constraints & Setting things in place – Major focus was on welfare
- Impact from Demonetization, GST implementation, Flood 1, Flood 2.
- Meet the entrepreneurs' program – Discussions – Initial implementation and roll out.

Phase 2 (2020–2022): Reform implementation phase

- Continuation in policy by the Government helped faster implementation with required corrections.

Phase 3 (2023–2025): Leadership phase, Top Achiever status

Key reforms included single-window clearance, digital approvals, and investor facilitation. (KSWIFT, KSMART, KCIS).

Policy Implications for Vision 2031

- Kerala has demonstrated strong reform capability
- Institutional reform can rapidly improve business environment. (Year of Enterprise – Great Success)
- Next priority is enterprises scale up and industrial growth (Mission 1000)
- Policy consistency is critical for long-term investment
- Ease of Doing Business reforms along with speed and cost of doing business provide foundation for enterprise-led growth
- Continuation of reforms to the next level
- Export readiness programs for scale-up enterprises

Kerala's Strengths

- High literacy and Digital literacy.
- Strong human development indicators.
- Higher quality and green environment with tag line “God’s own country”
- Strong education and healthcare systems
- Global exposure and diaspora.
- Skilled workforce
- Entrepreneurial Culture.

Kerala has world-class human Capital.

Kerala's Challenges

- Limited Large-Scale Manufacturing
- Talent Migration
- High Consumption and Lower production
- Low manufacturing contribution – Around 13%
- Land availability (Usable)

Kerala – Where to focus

Enterprise-Led Growth

Enterprise Growth drives

- Job Creation
- Innovation
- Export Growth
- Economic resilience

Globally, regions that achieved sustained growth did it through enterprise-led development (Germany)

Technology as a Force Multiplier

Technology enables

- Higher Productivity
- Global Competitiveness
- Innovation Ecosystems
- Creation of high value jobs

Policy must support technology adoption across enterprises, not only in startup but also in traditional industries

Innovation to shift from Research to Commercialization

Kerala has strong academic and research institutions. Many of our institutions are in the top 100 in the country.

To get the best result of Innovation we must focus on

- Translating research into commercial enterprises
- Supporting product innovation
- Create better industry academia collaboration platforms

Innovation must lead to enterprise creation

Kerala's Opportunity Areas

With our inherent strength in human capital, Kerala has strong potential in

- Advanced Manufacturing
- Sustainable and circular economy – New ESG/Floating Solar Policies
- Knowledge-driven enterprises
- Technology enabled traditional sector

All our policies must align with these strengths.

Vision Kerala 2031 – Enterprise and Innovation Goals

By 2031, Kerala should aim to

- Significantly increase the enterprise contribution to the state economy – Minimum to 6-8 % within next 5 years (Aggressive plan)
- Create high value and large scale employment through enterprise growth
- Build globally competitive enterprises from Kerala
- Become a National Leader in Sustainable and Innovation driven enterprise
- Strengthen MSMEs by leveraging ESG Policy

Aggressive plan as a continuation of the changes already done.

Vision Kerala 2031 – Policy Priority

Enable Enterprise scaling by

- Access to Capital
- Technology Adoption Support
- Infrastructure Development
- Export facilitation – Showcase Brand Kerala globally

Develop Industrial and Innovation Clusters

- Efficiency
- Competitiveness
- Innovation Ecosystem
- Investment attractiveness

Vision Kerala 2031 – Policy Priority

Strengthen Industry – Academia Collaboration

- Policy for promoting Applied research partnership
- Research support based on commercialization
- Innovation funding linked to enterprise outcome
- Align education programs with Industry needs to create skilled workforce
- Establish more incubators, accelerators, and innovation hubs

Create Stable and Predictable Policy Environment.

- Policy Stability
- Ease, cost and Speed of Doing Business
- Efficient regulatory process – Digitisation and educating down the line.
- Long term industrial strategy

How CII Can Partner

CII can serve as a strategic implementation partner to the Government of Kerala through its specialized Centers of Excellence.

CII Dx Edge – Digital Transformation

Role: Accelerate Industry 4.0 and AI adoption among MSMEs

- Statewide digital readiness assessments
- Smart manufacturing and automation pilots in industrial clusters
- AI adoption frameworks for MSMEs

CII CEL – Centre for Entrepreneurship & Leadership

Role: Leadership capability building for entrepreneurs for scale-up

- Entrepreneurship Development Forums initiated in Kochi and Kottayam
- Scale-up leadership programs for Mission 1000 enterprises



How CII Can Partner

CII Institute of Quality

Role: Accelerate productivity in MSME manufacturing clusters

- TPM Cluster initiated in Thrissur
- Implementation of similar TPM clusters across industrial clusters
- Improve productivity, reduce costs, and increase revenue to enable scaling up

CII Green Business Centre

Role: Create actionable strategies for sustainable growth and development

- Sustain and strengthen Kerala's leadership in sustainability initiatives
- Work towards positioning Kerala as the first Net Zero state in India and balancing growth and sustainability

Thank you