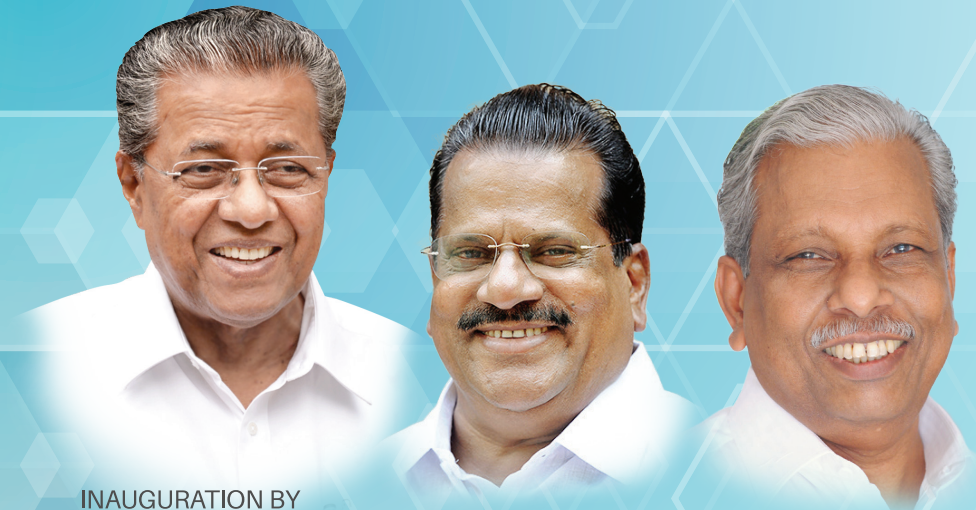


03:50 pm - 05:00 pm Breakout Session II (Vembanadu)	
Operationalizing Ease of Doing Business through LSGIs	
03:50 pm - 04:00 pm Chair	: Shri. T. K. Jose IAS Additional Chief Secretary (LSG)
04:00 pm - 04:15 pm Special Address & Launch of IBPMS	: Shri. A. C. Moideen Hon'ble Minister for Local Self Governments, Kerala
04:15 pm - 04:25 pm Presentation on BRAP through LSGD	: Dr. Sharmila Mary Joseph IAS Secretary, Industries, Government of Kerala & Managing Director, KSIDC
04:25 pm - 05:00 pm Panel Discussion	
Department	Industry
Smt. R. Girija IAS Director, Directorate of Urban Affairs	Shri. P. Ganesh Past Chairman, CII – Kerala State Region
Shri. H. Dineshan IAS Director, Directorate of Panchayat	Shri. Baby Mathews Member - FICCI
Smt. K. S. Girija Chief Town Planner, Department of Town and Country Planning	Shri. Damodar Avannoor Former State President, KSSIA
05:05 pm - 05:30 pm Valedictory Session (Liwa)	
Summing up & Way Forward	
05:05 pm - 05:15 pm Summing up	: Dr. K. Ellangovan IAS Principal Secretary (Industries and NORKA) Government of Kerala
05:15 pm - 05:25 pm Valedictory Address	: Shri. E. P. Jayarajan Hon'ble Minister for Industries & Commerce and Sports & Youth Affairs, Kerala
05:25 pm - 05:30 pm Way forward	: Shri. Tom Jose IAS Chief Secretary, Government of Kerala



Government of Kerala
Department of Industries
and Commerce

INVITATION



INAUGURATION BY
Shri. Pinarayi Vijayan
Hon'ble Chief Minister
Govt. of Kerala

Shri. E P Jayarajan
Hon'ble Minister for
Industries, Commerce,
Sports & Youth Affairs,
Govt. of Kerala

Shri. A C Moideen
Hon'ble Minister for
Local Self Governments
Govt. of Kerala

**ASCEND
KERALA** 2019

Empowering Enterprises



100+ Reforms in Entrepreneur Government Interface

11th FEBRUARY, 2019

Lulu International Convention Centre,
Grand Hyatt, Bolgatty, Kochi.

Register online - <http://www.ascendkerala2019.org/>



Government of Kerala
Department of Industries and Commerce

PLENARY
SESSION

BREAKOUT
SESSIONS

PANEL
DISCUSSIONS

Dear Friend,

Government of Kerala has brought about several procedural and policy changes to improve the ‘ease of doing business’ to achieve economic progress. Briefly, it includes enacting an ‘omnibus legislation’, Kerala Investment Promotion Facilitation Act 2018, new Industrial Policy and Land Lease Policy. The entrepreneur – government interface has been transferred to an electronic platform – K-SWFIT to bring about transparency and time bound decisions. **ASCEND Kerala-2019’** is an event planned to showcase various initiatives undertaken by Government of Kerala to improve the investment ecosystem of the State.

This event scheduled for **Monday the 11th of February 2019** at **Lulu International Convention Centre, Grand Hyatt, Bolgatty, Kochi** will be inaugurated by Hon. Chief Minister of Kerala **Shri. Pinarayi Vijayan** and will have **Shri.Suresh Prabhu**, Hon. Union Minister for Aviation, Industries & Commerce, Government of India as the Chief Guest. **Shri. E P Jayarajan**, Minister for Industries, Sports & Youth Affairs and **Shri. A C Moideen**, Minister for LSGD will address the gathering.

The event will have plenary addresses, panel discussions, break-out sessions and presentations on some of the best practices from other states under the ‘Ease of Doing Business’ initiatives and envisages participation of bureaucrats, entrepreneurs, investors, policy administrators, members of the business fraternity and national and international delegates.

In this connection, we solicit your esteemed presence and active participation at the event.

Tom Jose IAS
Chief Secretary
Govt. of Kerala

Dr. K. Ellangovan IAS
Principal Secretary
Industries & NORKA, Govt. of Kerala

Register online - <http://www.ascendkerala2019.org/>

PROGRAM SCHEDULE

Monday, 11th February 2019
Lulu Grand Hyatt International Convention Centre | Bolgatty, Kochi

08:00 am - 09:30 am	Registration for delegates	
09:50 am - 11:25 am	Inaugural Session	
09:50 am - 10:00 am	Welcome Address	: Shri. Tom Jose IAS Chief Secretary, Government of Kerala
10:00 am - 10:10 am	Introductory presentation on ASCEND Kerala 2019	: Dr. K. Ellangovan IAS Principal Secretary Industries, Commerce & NORKA, Government of Kerala
10:10 am - 10:20 am	Address	: Shri. Sandip Somani President, Federation of Indian Chambers of Commerce and Industry
10:20 am - 10:30 am	Address	: Shri. R. Dinesh Chairman, Confederation of Indian Industry -Southern Region
10:30 am - 10:45 am	Special Address and launch of Invest Kerala portal	: Shri. E. P. Jayarajan Hon'ble Minister for Industries & Commerce and Sports & Youth Affairs, Kerala
10:45 am - 11:00 am	Address by Chief Guest	: Shri. Suresh Prabhu Hon'ble Minister for Commerce & Industries and Civil Aviation, Government of India
11:00 am - 11:20 am	Inauguration of ASCEND Kerala 2019, release of 'Invest Kerala Guide' and Inaugural Address	: Shri. Pinarayi Vijayan Hon'ble Chief Minister of Kerala
11:20 am - 11:25 am	Vote of Thanks	: Shri. M.S.A Kumar President, TiE Kerala Chapter
11:30 am - 01:00 pm	Plenary Session -1 (Liwa)	
11.30 am -11.50 am	Chair	Shri.V.K. Ramachandran Vice Chairman, Kerala State Planning Board
	Speakers	
11:50 am -12:10 pm	Investment Potential Index & Where Kerala stands	: Dr. Shekhar Shah Director General, National Council for Applied Economic Research
12:10 pm - 12:30 pm	Investment Strategy for Kerala	: Shri. Dushyant Thakur Vice President, Invest India
12: 30 pm - 12 :40 pm		: Smt. Aardra Chandramouli CEO, AekaBiochemicals Pvt. Ltd.
12:40 pm - 12:50 pm	The Start-up Eco system – Experience Sharing	: Shri. Sandith Thandasherry CEO, NavAlt Solar and Electric Boats Pvt. Ltd.
01:00 pm - 02:00 pm	Lunch Break	

2:00 pm - 03:00 pm	Plenary Session -2 (Liwa)	
2:00 pm - 02:15 pm	Chair	: Shri. Christy Fernandez IAS (Rtd.) Chairman, KSIDC
	Opportunities in the MSME and Food Processing Sectors	
02:15 pm - 02:30 pm	Scope for Investment in MSME sector	: Shri. Ram Mohan Mishra IAS Additional Secretary & Development Commissioner, Gol
02:30 pm - 02:40 pm	Opportunities in Food Processing sector	: Shri. Minhaj Alam IAS Jt. Secretary (Food Processing), Gol
02:40 pm - 02:50 pm	Opportunities in Marine Products exporting sector	: Shri. K. S. Srinivas IAS Chairman, Marine Products Exports Development Authority (MPEDA)
02:50 pm - 03:00 pm	Port as an engine of growth	Dr. M. Beena IAS Chairperson, Cochin Port Trust
03:00 pm - 03.45 pm	Plenary Session -3 (Liwa)	
03:00 pm - 03.15 pm	Chair	: Shri. Shailendra Singh IAS Addl. Secretary, DIPP, Gol
	Ease of Doing Business – Sharing of Best Practices	
03.15 pm - 03.30 pm	Success of Haryana in Feedback criteria	: Shri. Devender Singh IAS Additional Chief Secretary (Industries), Haryana
03:30 pm - 03:45 pm	Experience of Telangana as a consistent achiever	: Shri. Jayesh Ranjan IAS Principal Secretary (Industries), Telangana
03:50 pm - 05:00 pm	Breakout Session I (Liwa)	
03:50 pm - 04:00 pm	Chair	: Dr. K. Ellangovan IAS Principal Secretary (Industries and NORKA) Government of Kerala
	Kerala –‘Enabling a congenial Industrial Ecosystem’	
04:00 pm - 04:10 pm	Presentation on Industrial and Land Allotment Policies	: Shri. K. Biju IAS Director, Directorate of Industries and Commerce, Government of Kerala
04:10 pm - 05:00 pm	Panel Discussion	
	Department	Industry
	Er. K. Sajeevan Chairman, Kerala State Pollution Control Board	Dr. Sajikumar Chairman, CII Kerala Chapter
	Shri. A. Hemachandran IPS DGP & Commandant General, Department of Fire and Rescue Services	Shri. Deepak Aswani Co-Chairman, FICCI, Kerala Chapter
	Dr. A. Kowsigan IAS Managing Director, Kerala Water Authority	Shri. Shivdas B. Menon Member – TiE Kerala
	Shri. V. C. Anil Kumar Chief Electrical Inspector, Department of Electrical Inspectorate	Shri. M. Khalid State President, KSSIA
	Shri. P. Pramod Director Department of Factories and Boilers	