



Kanara Industries Association  
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# IND-SIGHT

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## VISION

To be the voice of the industrial community and the lead resource for information, education, networking and commercial opportunities for member enterprises.

## MISSION

To facilitate industrial growth while balancing socio-economic environment in Dakshina Kannada district. Facilitate ongoing networking, communications, and commercial opportunities for the members. Provide members with the highest quality, industry-specific, relevant information. Ensure the finest infrastructural development and facilities with a futuristic edge. Be the most widely accepted resource for knowledge and standards regarding professional business practices. Promote research, development and production in the field of science and technology.

# EDITORIAL

The year 2023 brings to you the first Newsletter of Kanara Industries Association. Wishing all the readers a very Happy and Prosperous New Year. I am privileged to have a great editorial team which will make this Newsletter more meaningful to its readers. With this newsletter, KIA intends to improve the connect and strengthen its communication with the members. The new team under President Anantesh Prabhu has many challenges ahead like handing over of maintenance of the Industrial area

the forefront of educating its members and various programs have been planned for the year 2022-23 by the Programs committee. Baikampady Industrial Township authority (BITA) is in advance stages of approval and is waiting for an amendment in the Municipal act. I would request my fellow members to contribute to the Newsletter in form of articles that would help fellow association members. Look forward to a



from KIADB to KIA, SAS tax, Installation of water supply line, Storm water drain, Waste management, to name a few. The current and previous teams have taken proactive steps to solve the problems faced by the association members. KIA has always been at

growth-oriented year for the association as well as its members.

Regards,  
**Ganesh Koran**  
 Council Member & Chairman of the Editorial Cell

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SINCE 1964

## OSHIMA SYSTEMS PRIVATE LIMITED

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# The Coastal Jewel - Achal Industries



## Industrial Area, Baikampady, Mangaluru

In 1980, Shri G Sadananda Prabhu (Past President KCCI 1978-1979) visualized to establish a cashew factory as a new unit along with his son G Giridhar Prabhu (Past President KCCI 2001-2003) by name Achal Industries. In 1980, the duo chose Baikampady Industrial Area, Mangalore 575011 as, a wise investment decision. The Northern Bank of River Phalguni up to Kulai is Baikampady.

G Sadananda Prabhu then stumbled on a new technology incorporating steam as a means of roasting. The market response was amazing. Rapid expansion and added facilities took the labour strength to 495, of which 480 were women. Achal entered the export market in 1984, with a pioneer export to New York and is recognised as the best quality cashew manufacturer in the World. Achal has delivered 70 firsts to



cashew globally.

Achal, Baikampady became the first ISO 22000 cashew factory in the World 2006. It manages India's largest organic cashew project and exports organic kernels. Achal established a Cashew Nut Shell Liquid plant in 1986, providing the best CNSL and byproduct cashew shell cake. It exported CNSL and encouraged the establishment of the plant Cardolite in the neighboring SEZ. Recently, Achal installed PNG to fire its boilers. Achal also introduced artificial drying of raw cashews. Achal believes in clean technology, biodiversity, ecology, nature, and happiness.

Achal has hosted the best crèche in its premises. More than 250 children from age 6 months to age 5 and half were well taken care of and they are now better citizens of

the World. Achal pioneered the concept of providing buses for employees from their home locality to Baikampady and back.

Baikampady entrepreneurs and industrialists with their employees are resourceful, have diversity and are creators to provide products and services for the Kanara region and rest of India and the World. All infrastructure converges in Baikampady – MCC, KIADB, Southern Railway, Konkan Railway, South Western Railway, NH 66, NH 73, NH 75, NH 169, NH 275, New Mangalore Port and Mangalore International Airport. It has now matured as an enterprise area.

**G Giridhar Prabhu**  
**Baikampady, 01.01.2023**



**Manufacture Marine Propellers & Its Accessories**

# STRIVE PROGRAMME

Kanara Industries Association Cluster (KIA-IC) bagged the project promoted by the Ministry of Skill Development and Entrepreneurship, central Government- STRIVE (Skills Strengthening for Industrial Value Enhancement). It is a proud moment for KIA- IC that we are one of amongst the three Industrial Clusters chosen for this Project in Karnataka. Only 19 industrial clusters were selected in the entire country and Kanara Industrial Cluster is one amongst them.

STRIVE is a World Bank funded project. Under this Project, KIA-IC would be getting a grant of Rs 1 Crore to train Apprentices passing out from the local ITI's and get them Industry ready. They would be trained on the job at an industrial unit and simultaneously provided technical training at the Basic Training Centre established by the Association. The training would be for a period of one year for ITI students and 2 years for other students (10th pass) and would be eligible to write the exam under the Director General for Trade (DGT) and get the National Apprentice Certificate (NAC) which is widely recognised in India and abroad. This certificate will ensure a good placement in any of the industry in India with preference.

Under STRIVE Project, KIA-IC has been approved to place apprentice for 5 trades, namely Fitter, Electrician, Welder, Mechanic Motor Vehicle, PASAA (Programming and Systems Administration Assistant). There are 84 Industries under KIA-IC which have already issued letters of support to our Association to place apprentice in their Establishments. Already, we have placed 48 apprentices in different trades in 8 Industrial establishments in Baikampady. We have a target of training and placing 200 Apprentice under this project in one year's time. KIA has placed ITI apprentice under



this project. KIA has tied up with more than 29 ITI colleges in Dakshina Kannada to meet the demand of trained skilled worked force for the industries around this District. There is technical and behavioural training conducted every Saturday in KIA premises and a Technical Director has been appointed. This has upskilled all the apprentices under this program and they are now a very confident about their skill sets and have improved personalities too. They are trained to make presentations and communicate better, good team working skills and with overall knowledge improvement of the designated trade they studied in. With this training, the students add substantial value to the industry they

are employed in and hence become preferred employees for any industry. KIA-IC is approved as Basic Training Centre (BTP), where we can train 10th Pass students in various skills and create more job opportunities.

A convocation ceremony was held on 31<sup>st</sup> December for the first batch of students who successfully completed the STRIVE program. The chief guest of the event Shri Adarsh Hegde (Joint Managing Director, All Cargo Logistics Limited) and Guests of Honors Shri Krishna Hegde (GGM, HR, MRPL) and Shri Gokuldas Nayak (Joint Director, DIC, Mangalore) motivated the students with their talks and wished the entire team great success for the STRIVE program.




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# MSME ZED CERTIFICATION

## About ZED Certification

Motivating our MSMEs to adopt a quality driven ecosystem

## VISION

To improve MSME manufacturing systems & processes, enhance MSME competitiveness, make them sustainable and transform them as National and International Champions.

## ELIGIBILITY

All MSMEs registered with the Udyam registration portal will be eligible to participate in MSME Sustainable (ZED) Certification Scheme and avail related benefits/incentives.

## PHASES OF IMPLEMENTATION

The ZED Certification is proposed to be implemented in 2 Phases:

### PHASE 1

For Manufacturing MSMEs with Udyam Registration. This phase will focus largely on maximizing inclusion of manufacturing MSMEs and taking them through the journey of ZED

### PHASE 2

Inclusion of Service Sector MSMEs. This phase will also strive to integrate those MSMEs (manufacturing and Service Sectors) who are registered under a State Government protocol/system but not on Udyam. This phase will also make provisions to align ZED Certification with the international certifications for its global acceptance.

## FEATURES OF THE ZED SCHEME

1. Three (03) Certification Levels: Bronze, Silver & Gold
2. Conformity Model. No weighted average. MSMEs would need to comply with the requirements of the Certification level applied for.
3. MSMEs can apply for any Certification level
4. Easy to understand Model, 20 parameters
5. Few parameters exempted from assessment for identified certifications like ISO, Lean etc
6. All MSMEs take ZED Pledge after Registration
7. More Benefits and incentives
8. Concept of Virtual Awareness & Training and Remote Assessment.

**ALL SYSTEMS & PROCESSES IN ZED CERTIFICATION ARE END TO END DIGITALIZED**

## CERTIFICATION LEVELS

- i. Register & take ZED Pledge
- ii. After taking the ZED Pledge, the MSME can apply for any Certification Level if it feels that it can fulfil the requirements mentioned in each level
- iii. Certification on WASH Standard & other capacity building measures through MSME KAWACH will be available to MSMEs immediately after taking ZED Pledge.

## ZED PARAMETERS MATURITY THROUGH CONFORMITY ASSESSMENT

### ZED BRONZE

1. Leadership.
2. Swachh Workplace.
3. Workplace (Occupational) Safety.
4. Measurement of Timely Delivery.
5. Quality Management.

### ZED SILVER

6. Human Resource Management
7. Daily Works Management
8. Planned Maintenance & Calibration
9. Process Control

10. Product Quality & Safety (Testing/Certification)
11. Material Management
12. Energy Management
13. Environment Management
14. Measurement & Analysis

### ZED GOLD

15. Supply Chain Management
16. Risk Management
17. Waste Management (Muda, Mura, Muri)
18. Technology Selection & Upgradation
19. Natural Resource Conservation
20. Corporate Social Responsibility

## BENEFITS/INCENTIVES FOR THE MSMEs

### Actual Cost of Certification

ZED BRONZE	: Rs. 10,000
ZED SILVER	: Rs. 40,000
ZED GOLD	: Rs. 90,000

### Subsidy on cost of certification

MICRO ENTREPRISES	: 80%
SMALL ENTREPRISES	: 60%
MEDIUM ENTREPRISES	: 50%

## ADDITIONAL SUBSIDY

1. A limited-purpose joining reward of Rs. 10,000/- valid for 1 year after taking ZED Pledge which may be adjusted against any Certification.
2. 5% to MSMEs which are also a part of the SFURTI OR Micro & Small Enterprises - Cluster Development Programme (MSE-CDP) of the Ministry.
3. 10% to MSMEs owned by Women/SC/ST Entrepreneurs OR MSMEs in NER/ Himalayan/ LWE/ Island territories/ aspirational districts



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