



EXPRESSION OF INTEREST INVITED

NORKA-ROOTS, a Government company under NORKA Department in Government is entrusted with the significant task of setting up a business facilitation centre for channelizing NRK investment to Kerala. In this regard Expression of Interest is invited from industrial development/investment promotion agencies/Institutions to partner with NORKA-ROOTS in the setting up of the Centre. Interested agencies having proven track record may submit their comprehensive proposal in the address noted below on or before 10/08/2018.

CHIEF EXECUTIVE OFFICER

NORKA-ROOTS, 3rd FLOOR

THYCAUD, THIRUVANANTHAPURAM - 695 014

EXPRESSION OF INTEREST INVITED FOR ENGAGING INVESTMENT PROMOTION AGENCIES
FOR SETTING UP OF NORKA BUSINESS FACILITATION CENTRE - TERMS OF REFERENCE

BACKGROUND - NORKA Business Facilitation Centre is a project conceptualised by Government of Kerala for offering comprehensive support services and advisories for robust investment growth. It seeks to facilitate investments of NRKs in commencing business ventures in the State. NORKA-ROOTS, a Government company under NORKA Department in Government is entrusted with the significant task of setting up the centre for handholding services to entrepreneurs for getting regulatory clearances etc. The Centre would assess business opportunities available and their various options so that focussed attention could be exercised. Expression of Interest is invited from industrial development/investment promotion agencies in the State to partner with NORKA-ROOTS in the setting up of the NORKA Business Facilitation Centre. Objectives & Tasks are detailed below

BROAD AND SCOPE OF SERVICES

- To collect, update and disseminate information regarding Government policies, investment opportunities, incentives and facilities offered, Government initiatives, concessions and relevant materials for the benefit of Non resident Keralites /returnee Non resident Keralites to set up business/ industries;

- Support Non resident Keralites and returnee entrepreneurs by providing assistance & obtaining necessary clearances, arranging for infrastructural facilities including setting up and maintenance of exclusive industrial estates and parks, and providing advisory and consultancy services;
- Conduct studies, surveys seminars, conferences, workshops to focus on the potential for Non Resident Keralite investment, on Non resident Keralites preferences and avenues available for channelising Non resident Keralites investment for the development of the State of Kerala;
- Organising Diaspora engagement meet with focus on Investment to ensure economic growth of the state. Organizing G2B and B2B subject specific forums
- For conducting workshops, training programmes on business opportunity mapping, regulatory clearances and training on investment attraction and facilitation.
- Preparation and maintenance of database of NRKs interested in business investment in Kerala
- Provide Consultancy services and prepare project reports for setting up business Ventures in Kerala
- Provide information to NRKs about investment opportunities in Kerala and also to Facilitate entrepreneur development training to those prospective investors
- Design appropriate financial instruments to facilitate NRK investment
- Assist NRKs to attract foreign direct investments and mutually beneficial foreign collaborations /partnerships in Kerala

- Provide consultancy services on financial services ,real estate services knowledge banking services ,foreign trade services ,marketing services and HR services in Kerala
- Act as a single point help centre to connect the NRKs with Government of Kerala and various financial institutions for speedy clearance of proposals and mobilization of funds
- Assist the NRK investors in mobilizing manpower and offer handholding services for obtaining necessary statutory clearances for their projects in the State

ACTIVITIES AND TASKS

For achieving the objectives aforementioned, the centre will undertake the following activities and services having inter-dependent components:

- Consultancy / Advisory Services:** NBFC will help the prospective investors among NRKs and return emigrants who have an idea or business plan to start their own business. The project consultants at the Centre will provide all necessary information, guidance and advisories to them on starting up a project and handhold them to accomplish their dream with less transaction cost and minimum risk. Based on the inputs and details of resources with the investors ,the project consultants at the centre will prepare project proposal or customize the readymade projects available with repository of the centre and take them to obtain various requisite clearances and thereon submit to respective banks/lending agencies for loan ,if required .For this the Centre may seek the assistance of various independent consultants ,sector specific experts and domain experts ,Government agencies like SIDCO ,KINFRA,KSIDE,KFC etc and Government Departments. Moreover the centre will undertake handholding services like liaisoning with Government departments for obtaining statutory clearances for the project, speedy sanctioning of loans from Bank

and other financial institutions etc. The prospective investors can very well utilize these services on the basis of actual cost or on a reasonable service charge fixed by NORKA ROOTS from time to time considering total cost of the project, profile of the client etc.

- ii. **Organising investment meets:** Conduct Diaspora engagement meet with focus on Investment to ensure economic growth of the state in the state. This includes idea strategy generation also. Conducting, three NRK business summits involving 50-100 domain experts. Organizing G2B and B2B subject specific forums, G2B meetings on strategic formulation and G2B review meetings. Organizing B2B meetings for working out business associations and partnerships
- iii. **Secretarial /Ancillary/support services:** The Centre will provide such facilities and assistances to those NRKs who have no independent /separate offices in the state like board rooms conducting meetings, interviews and business meetings, video& audio conferencing, printers, Scanners ,High speed internet facilities, business correspondences etc for a reasonable charges .The Centre will have a state -of the auditorium which will be rented out for meetings ,conferences etc to public for reasonable rent.
- iv. **Para legal Services** includes drafting of various documents, letters, services of contracts/agreements, litigation support services, translation services to emigrants and families, counselling services charging actual cost. The Centre will assist the NRKs & their families, prospective emigrants etc in filling up various online applications like passport ,various certificates etc and will also facilitate easy and quick interaction with NRKs abroad by linking the Centre to the NORKA Call Centre.
- v. **Workshops & Training Programme:-** Conduct workshops on business opportunity mapping, regulatory clearances etc. The centre will co-ordinate short term training in establishing small/micro enterprises in collaboration with KFC or with training institutes of banks etc.

Application submission requirements & Last date of submission of EOI

Expression of Interests are invited from industrial development/investment promotion agencies in India with proven track record. Interested agencies might submit their comprehensive proposal in the address noted below on or before 10/08/2018

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