

Kerala Business Forum (KBF)

(Set up with the Technical Support of Kerala Development Society: KDS-Delhi)

Launching of Kerala Business Forum: Activity Report



Kerala Business Forum

811-A, Jaina Tower I, District Centre, Janakpuri, New Delhi -110058

Ph :+91-11-41815051 Tel Fax: +91-11-41049422

Mob: +91-11-9811204487/09818780833

Email: keralabusinessforum@gmail.com

Website: <http://kdsonline.org/kerala.html>

About Kerala Business Forum (KDS-KBF)

Kerala Business Forum has started functioning as a project of Kerala Development Society. Kerala Business Forum is an initiative to promote business and employment creation in the context of Make in India and other industrial promotion programmes of Government of India and governments of various States. It functions as business promotion agency for Non-Resident Keralites in India. KDS experience, management, strong legal and organizational framework will help the forum to get established as an independent organization within a reasonable time frame. KDS has a long experience of over 12 years (details are available at website, www.kdsonline.org). Kerala Development Society is registered with No.: S.43730, on 06/09/2002 by Registrar of Societies Government of Delhi under Societies Registration Act. XXI of 1860. Income Tax Registration number under Section 12AA is DIT (E) 2003-04/K-697/03/929 dated 18/9/03. Registration under section 80G of the Indian Income Tax Act, 1996 is NQ. DIT(E)I 2011-12/DEL-KE22928-02082011 -879- dated 2-8-11. Donations to the Society for charitable activities are exempted under this section. PAN is AAAJK0428Q. Service Tax Registration No is AAAJK0428QSD001. FCRA Registration Number is 231661068 (Ministry of Home Affairs, Government of India).

Meeting of founder members of Kerala Business Forum

A meeting of founder members of Kerala Business Forum was held at 4.30 p.m., on 11 October 2015 (Sunday), at Conference Hall, Kerala House, 3, Jantar Mantar Road, New Delhi - 110 001. A total of 45 participants attended the meeting. Another 34 members, who could not attend the meeting, have sent their suggestions in advance.



Focus Areas

The focus areas were discussed by the participants of the meeting. The focus areas of Kerala Business Forum are:

- Networking of Non-Resident Keralite Entrepreneurs (Delhi, national and international)
- Dissemination of Business opportunities, Government policies and schemes, liaising with central, state and local governments, and facilitate the gaining of lead time for Keralite businesses
- International business development and business support services such as conducting feasibility, evaluation and sectoral studies, provide access to finance.

First Conference of Kerala Business Forum

The organizational aspects of the first conference of Kerala Business Forum to be held on 15 November 2015 at Speaker Hall, Constitution Club, Rafi Marg (Behind RBI), Delhi were



discussed. Successful Non-Resident Keralite Entrepreneurs will be felicitated in the conference. Experiences of select Non-Resident Keralite Entrepreneurs will be documented as a compendium to be used for the future training programmes for the entrepreneurs in various Indian cities.

Co-operation with NORKA, Government of Kerala

It was decided to set up a common platform for Non-Resident Keralite Entrepreneurs in different parts of India. In this

endeavor, support of Non-Resident Keralites Affairs (NORKA) Department, Government of Kerala was assured.

Activities of Meeting of Kerala Business Forum

Various activities to promote interest of NRK Business community will be undertaken by the Forum and some of them are listed below:

- Networking, business contact building, exchange of business information, knowledge sharing, problem resolving:
- Organise training programmes and business meets
- Identify business development opportunities for NRKs.
- Facilitate communications with Government of Kerala and other statutory bodies and NGOs for business development and uplifting stature of Keralite business community in different Indian States
- Marketing and brand strategy: In a world where the costs to build a company and the technical barriers to enter a market are decreasing rapidly, marketing and brand strategy have become critical to building enterprise value:
 - Promote social media marketing strategies
 - Dissemination of business related information
 - Promote International exposure of Entrepreneurs
 - Sharing of Cross country experience
- Establish business community's rapport with officials of Government Departments and Bankers: Liaising with central, state and local governments
- Institute Awards/ recognition of Business Excellence in the area of Micro, Small and Medium Enterprises



Referral Marketing Group

A Referral Marketing Group is formed for the benefit of members of Kerala Business Forum. The group will be coordinated by the following four entrepreneurs:

Mr. V. B. Mohan Spectrum, Creative Pulse Marketing Pvt. Ltd (Lead Coordinators)

Mr. K. P. Abraham, PPDM Consultants

Mr. Shaji Jacob, Zion Computers Pvt. Ltd.

Mr. Zack Varghese, Zack Marketing (India) Private Limited

The concept of Referral Marketing was discussed in detail. Referral Marketing is a low-cost activity to generate reliable business leads, that result in profitable sales. Businesses dealing in consumer goods, consumer electronics, event management, exhibitions, consultancy services, construction, travel and tourism, engineering goods, etc are some of the fields where referral marketing can be an effective tool to increase business volumes. Every entrepreneur deserves to know how to generate more sales, increase profits and unearth every hidden and inaccessible opportunity. Referral marketing is considered to be one of the fastest and easiest to implement tools, to bring in more and more business leads regularly. The key to success in marketing is to find an effective way to the mind of the prospect. Most people will form their perceptions entirely on the basis of a miniscule amount of experience, and often not even their own experience but of someone they are in touch with. Referrals are mainly from friends, colleagues, relatives, past users and experts. Promoting Referral Marketing is one of the priority areas of KBF.



Members of Kerala Business Forum

A large number of micro, small and medium enterprises (MSME) NRK entrepreneur have already joined the forum. Various categories of memberships are finalized thorough consultation. These are patron members, founder members, premium members, General members, Young Entrepreneur members

Membership fees:

Patron Members	– Rs. 1,00,000/- plus service Tax
Founder Members	– Rs. 25,000/- plus service Tax
Premium Members	– Rs. 5,000/- plus service Tax
General Members	– Rs. 2,500/- plus service Tax
Young Entrepreneur Members	– Rs. 1,500/- plus service Tax

Suggestions

Some of the suggestions madeduring the meeting are as follows:

- Set up an online portal
- Ensure the credibility of the Kerala Business Forum
- Organize exposure visits including factory visits for the members.

Advisory Board Meeting of Kerala Business Forum

The first meeting of Advisory Board of Kerala Business Forum was held on 24 October 2015 at District Centre, Janakpuri, New Delhi. Various aspects of Kerala Business Forum Summit 2015 were discussed. The meeting provided several suggestions on matters related to the membership campaign, resource mobilization and delivery of services to the members.



Meeting with Chief Minister of Kerala

A delegation of Kerala Business Forum met Shri. Oommen Chandy, Chief Minister of Kerala in Delhi on 16 October 2015. Major objectives and activities of KBF were discussed with him. Smt. Reetha S. Prabha, NORKA Development Officer, Government of Kerala had also participated in the discussion.



Meeting with Shri A.K. Antony

A delegation of Kerala Business Forum had a meeting with Shri A.K. Antony, Former Chief Minister of Kerala and Member of Rajya Sabha on 24 October 2015 in New Delhi. A brief on the objectives and activities of KBF was given to him. The NRK entrepreneurs shared specific problems of doing business in NCR.





Meeting with Shri Arvind Kejriwal, Hon'ble Chief Minister of Delhi

Media Coverage



കേരള ബിസിനസ് ഫോറം സമാപക അംഗങ്ങളുടെ യോഗം.

കേരളാ ബിസിനസ് ഫോറം വാർഷികം നവംബർ 15 ന്

ന്യൂഡൽഹി • കേരള ബിസിനസ് ഫോറം വാർഷികം നവംബർ 15 ന് കോൺസ്റ്റിറ്റ്യൂഷൻ ക്ലബ്ബിൽ നടക്കും. നോർക്ക നെല്ലുമായി സഹകരിച്ച് ഇന്ത്യയിലെ വിവിധ

സംസ്ഥാനങ്ങളിലുള്ള മലയാളി സംരംഭകരുടെ കൂട്ടായ്മ രൂപീകരിക്കാനും കെബിഎഫ് സമാപക അംഗങ്ങളുടെ യോഗത്തിൽ തീരുമാനിച്ചു. നോർക്ക ഡവലപ്മെ

ന്റ് ഓഫീസർ റീത്ത എസ്. പ്രഭു, ഫോറംകൺവീൻ ഡോ. ജേക്കബ് ജോൺ, ഉണ്ണിക്കൃഷ്ണൻ നായർ, ഡോ. കെ.പി. സണ്ണി, ഡോ. എസ്. മാത്യു തുടങ്ങിയവർ പ്രസംഗിച്ചു.



കേരള ബിസിനസ് ഫോറത്തിന്റെ യോഗത്തിൽ നിന്ന്

കേരള ബിസിനസ് ഫോറം യോഗം

ന്യൂഡൽഹി: ഡൽഹി മലയാളി ബിസിനസ്സുകാരുടെ കൂട്ടായ്മയായ കേരള ബിസിനസ് ഫോറത്തിന്റെ (കെ.ബി.എഫ്) സ്ഥാപകാംഗങ്ങൾ യോഗം ചേർന്നു.

ഡൽഹിയിലെ ഇരുന്നൂറ്റിലേറെ ചെറുകിട വ്യവസായികളുടെ കൂട്ടായ്മയായ കെ.ബി.എഫിന്റെ ആദ്യ വാർഷിക സമ്മേളനം നവംബർ 15-ന് റാഫി മാർഗിലെ കോൺസ്റ്റിറ്റ്യൂഷൻ ക്ലബ്ബിൽ നടത്തും.

നോർക്കയുമായി സഹകരിച്ച് ഇന്ത്യയിലെ വിവിധ സംസ്ഥാനങ്ങളിലെ മലയാളി ബിസിനസ്സുകാരുടെ പ്ലാറ്റ്ഫോമുണ്ടാക്കാൻ തീരുമാനിച്ചു. നോർക്ക ഡെവലപ്മെന്റ് ഓഫീസർ റീത്ത.എസ് പ്രഭ, ഫോറം കൺവീനർ ഡോ. ജേക്കബ് ജോൺ, ഉണ്ണികൃഷ്ണൻ നായർ, നാഷണൽ പ്രൊഡക്റ്റിവിറ്റി കൗൺസിൽ ഡയറക്ടർ ഡോ. കെ.പി. സണ്ണി, നിഫ്റ്റ് പ്രൊഫസർ ഡോ. എസ്. മാത്യു തുടങ്ങിയവർ സംസാരിച്ചു.

മാതൃഭൂമി Tue, 13 October 2015
digitalpaper.mathrubhumi.com

കെബിഎഫ് സംഘം കുടിക്കാഴ്ച നടത്തി

ന്യൂഡൽഹി • ഡൽഹി കേരള ബിസിനസ് ഫോറം(കെബിഎഫ്) പ്രതിനിധി സംഘം മുഖ്യമന്ത്രി ഉമ്മൻ ചാണ്ടിയുമായി കുടിക്കാഴ്ച നടത്തി. കേരളത്തിന്റെ വികസനത്തിൽ മുന്നോട്ട് മലയാളികളുടെ പങ്കിനെക്കുറിച്ചു ചർച്ച ചെയ്തു. കേരള സർക്കാരിന്റെയും കെഎസ്ഐഡിസിയുടെയും നേതൃത്വത്തിൽ നടത്തുന്ന വ്യവസായ വികസന പരിപാടിയിൽ പങ്കുചേരുമെന്ന് ഫോറം പ്രതിനിധികൾ പറഞ്ഞു.

Malayala Manorama 17 October 2015