



*The Cochin Chamber of Commerce and Industry*

**SUBMISSIONS FROM  
THE COCHIN CHAMBER OF COMMERCE & INDUSTRY**

**TOWARDS**

**THEMATIC PAPERS FOR CONSULTATIONS FOR  
REBUILD KERALA INITIATIVE SESSION**

**at**

**ASCEND KERALA 2020**

**10<sup>th</sup> JANUARY 2020**

## **About:**

The Cochin Chamber of Commerce and Industry, established in the year 1857, has completed 163 years of service to the region's commerce, industry and trade – this year. This Chamber, one of the oldest in the country, is a Promoter Chamber of the Associated Chambers of Commerce and Industry of India (ASSOCHAM), New Delhi, the oldest national Chamber in the country.

The activities of the Chamber have undergone several changes over the years in keeping with the changing times and needs so as to provide prompt and effective services to its membership and the business community at large. Since the very beginning, the Chamber has been involved in the advancement of several public causes in the State apart from its regular Chamber activities. History tells us that the setting up of the Cochin Port was a result of active inputs from the Cochin Chamber. In recent times the Chamber has also played a significant role in the conceptualization of the Cochin International Airport and promoting the idea in its early stages. Though we are a Chamber of Commerce in the traditional sense, we have always been looking out for ways to reinvent ourselves and make relevant contributions to the society that we live in. In this direction, we have submitted inputs on the Draft Social Security Code 2019, Draft Occupational Safety Code 2019, Kerala Farmers Welfare Fund Board Bill 2018, Kerala Metropolitan Transport Authority Bill, Kerala Flood Cess 2019, Foreign Trade Policy, GST E-invoice consultation paper etc.

Recently, the Chamber was invited to participate in the Parliamentary Committee Meeting on Bank NPA's and was also part of the Pre Budget Discussions of the Ministry of Finance, Government of India, chaired by the Hon'ble Union Finance Minister on the 17<sup>th</sup> of December.

This submission is an effort to assist the Rebuild Kerala Initiative in its "**Nammal Namukkayi**" programme that aims to reach out to a wide spectrum of stakeholders and understand their perspective on existing policies and institutional arrangements in key sectors that can be improved to enhance overall resilience in the State.

The sectors identified by the Rebuild Kerala Initiative have been given utmost importance by suggesting reforms to be implemented.

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## CHAPTER 1- LAND MANAGEMENT

### (I) LAND USE

- 1) What type of open spaces are there in your habitat and how can it be conserved? How can areas be developed to realize economic and fiscal benefits while taking into account the preservation of open spaces and protection of the environmental system?**

In India, we do not have specific policies that deal with open spaces also known as commons. Land Laws predominantly govern issues relating to commons. States like Punjab, Jammu and Kashmir (now a Union Territory), Haryana etc. have laws that deal with village commons. Taking a cue from developed countries like Denmark and the Netherlands, the Kerala Government should consider institutionalising a legal framework for the conservation of open spaces.

- 2) How should we sustainably promote tourism?**

It is vital that we create a State Travel and Tourism Competitiveness Index Report similar to the one prepared by the World Economic Forum to assess Kerala's competitiveness and to understand the policy and structural changes required to trigger a tourist influx. The World Economic Forum relies on 14 pillars and 90 individual indicators to arrive at the final index score. The Kerala Institute of Tourism and Travel Studies (KITTS) in collaboration with relevant stakeholders can be entrusted with the task of preparing such a Report. A perspective plan framework could also be prepared. Other interventions could involve:

- Drafting an eco-sensitive 'responsible tourism policy' in the aftermath of the floods in 2018 and 2019.
- Branding and creating a market for Geographical Indication products from Kerala.
- KITTS should engage more in training and capacity building activities facilitating skill development in the tourism sector.
- The Government's PEPPER (Peoples' Participation for Planning and Empowerment through Responsible) Tourism Project should be replicated

across the State enabling stakeholder participation in the decision making processes.

## (II) AGRICULTURE

### 1. What changes can be brought to the existing cropping patterns and systems in the context of enhancing the disaster resilience of farming and allied activities? To what extent are the existing systems of integrated farming, multiple-cropping, crop rotation, etc. effective in ensuring disaster resilience?

According to the Food and Agriculture Organisation's *Disaster Risk Reduction at Farm Level: Multiple Benefits, No Regrets* Report, poor farmers are set to obtain significant economic gains by adopting climate resilient farming. Climate resilient farming and climate smart agriculture will definitely shape up the agriculture trends in the near future considering the impact of climate change across the globe.

Benefit–cost ratio -BCR (BCR above 1 is advisable for replication)

Source: Food and Agriculture Organisation's *Disaster Risk Reduction at Farm Level: Multiple Benefits, No Regrets* Report, 2019

Project	BCR
Ethiopian self-help group project (involving community savings and credit scheme) aimed at enhancing food security and people's ability to withstand droughts	32 to 238
Agroforestry	1.99
Crop rotation	2.24
Vegetative barriers	13.8
Fiji flood early warning system	3.7–7.1
Early distribution of animal feed and nutrient supplements ahead of forecasted drought in Kenya	3.5

