

Entrepreneur Support Scheme (ESS)

Overview

The Entrepreneur Support Scheme (ESS) is a flagship initiative operated by the Directorate of Industries and Commerce, aimed at providing financial assistance to Micro, Small, and Medium Enterprises (MSMEs) engaged in manufacturing activities in the State. The scheme offers subsidies ranging from 15% to 45% of the fixed capital investment, depending on the investor's category, sector, and the district of investment. Notably, a loan from a financial institution is not mandatory for this scheme.

Scheme Features

The ESS provides subsidies for various components of investment, including Land, Building, Plant & Machinery, Electrification, Essential Office Equipment, Pollution Control Devices, and other fixed assets. Key features include:

For General Category: 15% assistance of the capital investment, capped at Rs 30 lakh.

For Young (18 to 45 years), Women, SC/ST, and Non-Resident Keralite (NRK) entrepreneurs: 25% assistance, capped at Rs 40 lakh.

Additional assistance for enterprises in priority sectors, certain districts, those adopting new technology, and more.

Maximum total eligible assistance for an enterprise is Rs 40 lakh.

Priority Sectors

Enterprises in priority sectors include Rubber-based industries, Agro-based and Food processing industries, Readymade Garments, Industries manufacturing equipment and machinery for non-conventional energy generation, Biotechnology-based industries, 100% export-oriented units, and more.

Negative List

Some enterprises are excluded from the scheme, such as Service Enterprises, Photo Studios, Tailoring

(other than manufacturing of readymade garments), Breweries, Distilleries, Sawmills, and others.

Stages in Entrepreneur Support Scheme

Startup Support: Provided for enterprises availing term loans from financial institutions, allowing them to receive partial support before commercial production begins.

Investment Support: Available after the commencement of commercial production, and a financial institution loan is not mandatory.

Technology Support: Provided for adopting new technology, and the application must be submitted within six months of installing the new technology.

Application Process

An application fee of Rs 1105/- per unit is required.

Applications can be submitted online along with the necessary documents.

The Sanctioning Authority processes applications based on merit.

Sanctioning Authorities

Startup Support: General Manager, District Industries Centre.

Investment Support: District Level Committee, including the District Collector, Lead District Manager, and other representatives.

Appellate Authority: State Level Committee, chaired by the Director of Industries & Commerce.